



REQUEST FOR PROPOSAL

Municipal Website Re-Design

4 Doyle Drive

Oromocto, NB E2V 2V3

www.oromocto.ca

CLOSING DATE: Wednesday, 8 October 2025

CLOSING TIME: 4:00 pm

Please note there will not be a public opening of proposals.

TABLE OF CONTENTS

1.0	General Description of Project
2.0	Background
2.1	Core Services
3.0	Scope of Work
3.1	General Description
4.0	Contact
5.0	Proposed Project Schedule
6.0	Consultant Requirements
7.0	Consultants Work Schedule
8.0	RFP Proposal Submission Requirements
9.0	Budget
10.0	Indemnification, Hold Harmless and Insurance Requirements
10.1	Insurance Requirements
11.0	Equal Opportunity
12.0	Accessibility
13.0	Sustainability
14.0	Review and evaluation
15.0	Accept or Reject Proposal
16.0	Ownership of Intellectual Materials

1.0 General Description

The Town of Oromocto invites qualified website design firms/consultants to submit proposal to redesign, upgrade, and host our municipal website found at www.oromocto.ca. The re-designed site will strengthen the municipality's online presence, including strong focus on economic development. It will introduce a fresh new design.

The goals of the design for the Town's website are to:

- a) Provide streamlined/accessible electronic access to public services, public domain information and serve as a communications tool on various types of hardware used by the end-user.
- b) Provide improved communication mechanisms with citizens, workers, stakeholders and others for enhanced community engagement.
- c) Provide improved access to information by communities, visitors, citizens, including robust search capabilities.
- d) Ensure that the Town provides the most up-to-date opportunities for the distribution of information to the public including e-services.
- e) Provide information aimed at promotion economic development and attracting new residents and businesses to the municipality.
- f) Provide improvements to the Town's online image and ability to promote the Town as a desirable place to live, work, visit and invest.
- g) Be accessible on any mobile device with the same look, feel and content; and
- h) Provide website hosting services that allow improved functionality for staff.

The Town expects the re-designed website to be attractive, clean, engaging, intuitive, well-organized and easy to navigate with a standardized look, feel and experience. Enhancing user experience is a key objective of the re-designed site. An effective website will increase online citizen self service. It must also be manageable to administer for staff, as our small municipality does not have a full-time, dedicated communication personnel.

2.0 Background

The Town of Oromocto is located astride the Trans Canada Highway at the confluence of the Oromocto and St. John River. The Municipality was amalgamated with the LSD of Lincoln in 2023 with over ___ km municipal roads, 2 boat launches and countless recreational opportunities on land and water-based. With a population of approximately 12,000 people, the main economic driver of the community is Canadian Forces Base Gagetown.

The existing website is outdated, difficult to navigate, and does not meet the needs of users in terms of expectations around an ever-evolving digital landscape. It is not overly mobile friendly and is not aligned with other standardized features of many updated municipal websites.

2.1 Core Services

As a municipality Oromocto is responsible for various activities governed by New Brunswick's *Local Governance Act* including, roads, planning and building, recreation, emergency services, by-law enforcement and general government administration.

The Town's 2025 annual operating budget is \$28.4 million. The annual capital budget \$13.8 million

The Town has an abundance of aging recreation, road and water infrastructure. As a result, the Town is facing a range of challenges having an impact on municipal service delivery. There is a commitment by the Town to the delivery of quality public services, facilities and infrastructure and strive to meet the day-to-day requirements in the community through a wide range of core services.

Council and administration have experienced several changes and transitions in the past few years, including but not limited to senior staff turnover, aging infrastructure, amalgamation, revolving regulatory standards, increased need for accountability and increase public expectations for efficient and cost-effective service delivery.

3.0 Scope of Work

The successful consultant will facilitate the implementation of the Town's website design process, produce the following deliverables while ensuring a high level of web accessibility is applied to the website making it accessible and barrier free.

- a) The Scope of this project is to implement, design, and host a new municipal website with content that will allow for municipal IT and staff to easily maneuver, maintain and control in-house, while maximizing efficiencies with staff time.
- b) The resulting website must include:
- The most up-to-date concepts with respect to design
 - Links to social media accounts
 - The ability to issue alerts for emergency situations
 - A tab or section for online forms, reports, etc.
 - Council and staff contact information
 - Information on local events or things to do
 - Resources for residents and businesses
 - Emergency Services Information
 - Finance and Corporate Services
 - Waste and Recycling Information
 - Building and Planning Information
 - Integration to our digital records management system (eScribe Meeting Management Software and eScribe Calendar)
 - Integration with e-Commerce for e-Payments and e-Billing (Central Square)
 - Reporting of metrics, including website analytics, site statistics and marketing metrics.
 - Compatibility with all common browsers, with fast loading speeds.

- Complete mobile version that displays well on all common smartphones and supports touch platforms.
- Ability to integrate video content and photos.
- A calendar feature to be used to keep the public informed of upcoming meetings and public events.
- Font size adjustment and other features that allow universal accessibility of the website, without compromising the website design and structure.
- The ability to subscribe to various distribution lists and updates through email.
- Provision of manual to staff upon project completion, containing applicable website user and style guide, best practices systems documentation, posting guidelines and recommended protocols,
- All features must be ad-free.
- All features must be fully editable by staff.
- All data must be stored in Canada and be compliant with the *Freedom of Information and Protection of Privacy Act*.

Optional:

- Provide a web-based ability to poll/survey residents or businesses.
- Integrated Google Maps with custom markers and geolocation search features.

- Provide other features or functionality that may help the Town deliver services and promote the municipality as a desirable place to live, work, visit and invest.
- c) Staff must have the ability to post and remove information in a variety of formats at any given time, including the integration of Facebook and other social media platforms. A maintenance plan must be included.
- d) The request for services via this RFP is to include analysis, information and content-style design, implementation, including conversion of content from the current website and the addition of interfaces to several applications running on the Town's current website.
- e) Staff training, and as required, on-going technical support for problem resolution, software updating and assistance with implementation of future applications.
- f) The Town wishes to ensure that the website is responsive and allows for interactive collaboration from the public.
- g) The new design of the Town's website shall include a collaboration of the current municipal website, in addition to recommendations from the successful candidate for this RFP.

- h) The website must ensure accessibility for all specifically relating to accessible formats that may include, large print, recorded audio and other electronic formats usable by persons with disabilities.
- i) It will be the expectation that this endeavour will be handled in conjunction with municipal staff to ensure the Town is accurately represented, appropriate branding is considered, and expectations for content are met.
- j) Ability to conduct e-commerce online.
- k) Hosting services with increased server capacity.

3.1 General Description

The following is a general description of the process expected in undertaking the website redevelopment project. The Town encourages modification of these general steps by the successful candidate:

- a) Initial start-up meeting with the Deputy Clerk or designate.
- b) Proposal submitted for expected work plan and schedule, to include proposed project milestones, breakdown of major tasks, and a time/task matrix to clearly identify to the Town how this work will be carried out and how long it will take to complete the work.
- c) Clearly identify the role and tasks that are required of the Town.
- d) Implement approved web design.

- e) Provide all necessary training to staff.
- f) Assist with website launch date.
- g) Provide ongoing technical support as required.
- h) Project completion deadline is February 26, 2026.

The recommended strategies and implementation plans will be required to be fiscally responsible and mindful of the resource and staffing capacity limitations of the Town.

4.0 Contact

Questions regarding this RFP should be directed to:

Cindy Goguen, Deputy Clerk & Public Information Officer

Town of Oromocto, NB E2V 2V3

Phone: 506-357-4442

Website: www.oromocto.ca

Email: goguen@oromocto.ca

Questions via email is the preferred method of contact. All questions and answers will then be distributed to all respondents.

5.0 Proposed Project Schedule:

RFP Issued	Wednesday, September 10, 2025
Deadline for Submissions of Proposals	Wednesday, October 8, 2025
Opening of Proposals	Thursday, October 9, 2025
Awarding of Proposals	Thursday, October 16, 2025
Project Completion	Thursday, February 26, 2026

6.0 Consultant Requirements

Minimum requirements by the Consultant for submission of a proposal in response to the RFP shall include the following:

- a) Demonstrated familiarity with the development and implementation of website design and development.
- b) Demonstrated experience, competence, and qualifications of the Consultant and the participating staff successfully providing similar services to public entities
(Three references will be required – preferably municipal)

- c) Demonstrated understanding and experience in establishing appropriate systems that support web content accessibility for persons with disabilities.
- d) Ability to perform the work in a timely manner, availability of staff (if included) and contingency plans. A detailed work schedule is to be included with the project completion no later than February 26, 2026.

7.0 Consultant's Work Schedule

The Consultant's work schedule will begin immediately upon award of contract and is expected to continue until the completion of the website design, all initial training has commenced, and the newly developed website has been launched. It is expected that all invoices will be submitted by the deadline and completion date of the website.

8.0 RFP Proposal Submission Requirements

Consultants interested in providing these services must prepare and submit a Proposal that includes:

- a) **Cover Letter** – the cover letter is to be signed by an officer of the company authorized to execute a contract with the Town,
- b) **Consultant Qualifications** – This section shall describe the areas of expertise of current permanent staff, whether a sole proprietor or member of the team, and the scope of services that can be provided by the firm.

- c) **Key Personnel** – Include a proposed project management structure. Identify the key contact for the project and all personnel, if applicable, who will be assigned to work on this project, including a description of their abilities, qualifications and experience.
- d) **Sub-Contractors** – Identify a portion of the scope of work that will be sub-contracted. Include firm qualifications and key personnel, telephone number and contact person for all sub-contractors.
- e) **Project Work Plan** – A description of the project understanding, detailed work approach and methodology will be identified. The work plan should list specific tasks and any specific considerations, options or alternatives.
- f) **Project Schedule** – Propose a timeline for completion of the review including start date, milestones and target date completion. Any assumptions regarding turnaround time for Council or staff review should be clearly noted.
- g) **Budget** – Provide a detailed fee proposal, listed by task, for the services identified in the scope of work section of this proposal. Identify sub tasks and the respective cost in the fee proposal as necessary. This section of the proposal shall include a professional fee schedule (hourly fee chart) for the Consultant (and if applicable, the Consultant's personnel) and the sub-contractor's key personnel who would be working on this project. Hourly fees for additional or optional services that may be required shall also be included. Unless specified in the submission, the professional fee schedule shall include any costs associated with complying with

the Town's insurance requirements. The fee charged shall include any additional costs to attend meetings with staff and to present the website to Council.

- h) **References** – A list of projects completed by the Consultant, under which services similar to those required by this RFP were performed, shall be listed in the proposal. An emphasis should be placed on projects undertaken within the last 5 years and if those projects undertaken for public agencies were located in similar sized communities. Include a brief description of the services, dates the service were provided, and name and telephone number of references familiar with the services provided.
- i) **Work Samples** – Provide a brief description of two projects completed that include website design or under the direction of your firm. Include in your description the techniques used in the process and the outcomes.
- j) **Presentation** – Consultants may be requested to be available for an interview with municipal staff as part of the final selection process. The lead member(s) of the consulting team will be expected to attend any interviews scheduled with the Town.
- k) **Deadline and Delivery** – Proposals shall be submitted electronically in pdf format to:

The Town of Oromocto
4 Doyle Drive
Oromocto, NB
E2V 2V3
Attention: Cindy Goguen, Deputy Clerk
Email: Goguen@oromocto.ca

The deadline for submission of a proposals is **Wednesday, 8 October 2025 at 4:00 pm**. Proposals received after 4:00 pm on 8 October 2025 may not be accepted.

9.0 Budget

The Town of Oromocto has not finalized its 2026 Budget. If the proposals received are considerably higher than current budget, a report to Council for additional funds will be required which may delay or cancel the awarding of the project.

Respondents must provide a detailed fee proposal with a breakdown of each task in the project. The budget must include a base cost plus any extra costs for additional services. Costs associated with software maintenance, hosting, software purchases or additional training should be identified separately.

The budget must also include costs for travel and other direct expenses associated with the project, if applicable. All direct expenses are to be filled at actual costs. Respondents are encouraged, but not required to, provide a detail of value-added services that can be provided at an additional cost, including the cost and rationale for undertaking them. This is to be separate section of the proposal.

10.0 Indemnification, Hold Harmless and Insurance Requirements

In addition to other standard contractual terms, the Town will require the selected vendor to comply with indemnification, hold harmless and insurance requirements as outlined below:

The Consultant shall indemnify and hold harmless the Municipality of Oromocto (including any of its bodies, agencies councils and associations and their servants, agents, officers, directors, elected officials, successors, assigns, employees and personal representatives and each of them) from and against any loss resulting from negligence, claim, demand damages, liability, and costs and permitted assigns This provisions shall survive termination of any agreement resulting from this RFP.

The vendor shall procure and maintain, for the duration of this contract, insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the Consultant, their agents, representatives, employees or sub-contractors. The cost of such insurance shall be paid by the Consultant. Insurance shall meet or exceed the following unless otherwise approved by the Town.

10.1 Insurance Requirements

- a) Workers' Compensation coverage as required by the Province of New Brunswick
- b) Professional Liability Errors and Omissions: \$2,000,000
- c) Comprehensive or Commercial General Liability: \$2,000,000 combined single limit per occurrence for bodily injury, personal injury and property damage. Such policy shall name the Town as an additional insured thereunder and shall protect the Town against all claims for all damage or injury including death to any person or persons and for damage to any property of the Municipality or any other public or private

property resulting from or arising out of any action or omission on the part of the contractor or any of his servants or agents during the execution of the contract and the contractor shall forward a certified copy of the policy or certificate thereof to the Town prior to commencement of work under the contract.

11.0 Equal Opportunity

The Town is an equal opportunity employer and requires all Respondents to comply with policies and regulations concerning equal opportunity. The Respondent, in the performance of this contract, agrees not to discriminate in its employment due to an employee's or applicant's race, religion, national origin ancestry, gender, sexual preference, age physical handicap or any other characteristic protected by law.

12.0 Accessibility

The Municipality is committed to ensuring municipal services are accessible to all by removing barriers to accessibility as it relates to information and communication and the development of this website.

13.0 Sustainability

The Municipality recognizes that being sustainable is a responsibility of the Town that is essential to the long-term economic prosperity, the social well-being of its residents and

protecting environmental capacity and can only occur through community engagement and involvement.

14.0 Review and Evaluation

The RFP will be used to select a Consultant who will have demonstrated a capability to commence and complete the work described within the time frame specified. Staff may request additional clarifying information from any or all Consultants.

Municipal staff will evaluate the responses to this RFP and may interview the top-rated Consultant or all Consultants. Following the interview, a recommendation may be made to Council on the selection of the Consultant determined to be the most qualified for the project. It is anticipated that the Town of Oromocto and the selected Consultant will award the winning proponent no later than 16 October 2025.

Proposals shall be evaluated to determine the best value offered to the Municipality using the following criteria:

- a) The Consultant's business and technical reputation and capabilities and the experience of its personnel.
- b) The Consultant's strategy to deliver the Project on or ahead of schedule, and experience and reputation in delivering similar projects on or ahead of schedule.
- c) The Consultant's ability and past experience meeting a tight time frame.
- d) Methodology and approach (understanding of service objectives and outcomes).

- e) Resources and pricing structure (staff, equipment)
- f) The Consultant's financial capability to undertake the Project.
- g) Proposal is clear and logical and shows value for the money to the Town and demonstrates capabilities that make their services uniquely qualified to provide the requested services including any innovative approaches successfully used with other clients.

15.0 Accept or Reject Proposal

The Town reserves the right to accept or reject any or all proposals and recommendations and may waive minor errors or omissions in any proposal. The Town reserves the right to select a Consultant, who in and upon its approval provides the most advantageous solution and demonstrates their ability to provide the expected outcomes of the proposals that will best serve the interest of the Town.

The Town of Oromocto is not obligated to award the contract based on the lowest price or any other particular factor. The Town will not be liable or reimburse any firm for the costs they incur to prepare the proposals. The Town also reserves the right to substitute components where the municipality considers that an alternative may be more suitable and the right to modify any and all requirements stated in the RFP at any time prior to the possible awarding of the contract. The RFP does not commit the Town to award a contract or to pay any costs incurred in the preparation of the proposal or attendance at pre-awarded meeting.

16.0 Ownership of Intellectual Materials

All data collected and all resulting reports and publications prepared by the Consultant will be the exclusive property of the Town of Oromocto who reserves ownership rights to all ideas and concepts developed.