



## Request for Proposal: Website Redesign

The College of Occupational Therapists of Ontario ("College") is inviting submissions to complete a redesign of our website, currently found here: [www.coto.org](http://www.coto.org).

The following RFP includes a background of our organization and describes the purpose of the redesign, its desired functionality and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and/or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.

Submissions must be received by **July 26, 2024**

### About the College

The College of Occupational Therapists of Ontario is the regulatory body responsible for registering and governing more than 7,000 occupational therapists in Ontario. The College's mandate is to protect the public interest by ensuring that College registrants are qualified, competent and ethical practitioners.

### Project Background and Scope

The College of Occupational Therapists of Ontario currently has a web presence that is outdated in appearance, structure and functionality. The existing College website launched in 2017, moving to a responsive layout and revised CMS architecture using Progress Sitefinity. The existing site functionality has had only minor adjustments in the last five years.

The primary audience for the College website includes prospective occupational therapists from inside and outside Canada, current Ontario occupational therapists, Board members, College staff, health regulators, employers of occupational therapists, occupational therapy students and academics, and the public of Ontario.

The College is seeking a complete redesign of the website, including a new look, new information architecture and a new content management system. We currently use Progress Sitefinity and require a CMS that is easier to use by non-technical staff, as well as being secure, responsive and cost-effective.

Once the new site has been developed, the College will assume responsibility for day-to-day website content maintenance and administration. All content, coding and



graphics will become the sole property of the College of Occupational Therapists of Ontario; however, the College will engage with the vendor to make improvements or changes outside of day-to-day activities, as required.

## Proposed Timeline

- Proposal Released: **July 9, 2024**
- Proposal Submission Deadline: **July 26, 2024**
- Interview Shortlisted Vendor: **August 6, 2024**
- Contract Awarded: **August 9, 2024**

## Submission Requirements

The scope of this project is to redesign the existing College website ([www.coto.org](http://www.coto.org)) and to provide several templates to be incorporated into the content management system.

The new site should engage visitors by presenting attractive visual images, intuitive navigation and concise messaging, while at the same time increasing functionality and ease of use for registrants, the public and college staff. The tools that are incorporated must allow for timely delivery of content using basic technical skills and limited staffing. Security is also an important factor.

To meet our organization's goals, our new website must:

- Provide a modern, relevant design
- Provide separate areas for registrants, applicants, the public and employers
- Showcase the various College functions
- Use best practices for site navigation and to engage site visitors
- Provide a scalable, maintainable solution
- Provide French/English functionality
- Support the uploading of modules created by Articulate 360 (exported for web distribution and hosted on our website).
  - For examples, see Elections Module: [coto.org/elections/module/](http://coto.org/elections/module/) and Annual Report: [coto.org/annual\\_reports/2023/annualreport/](http://coto.org/annual_reports/2023/annualreport/)

The website designed by the successful candidate must meet the following criteria:

- Include templates in the content management system that will allow both technical and non-technical College staff to update website content.

- The site will be maintained centrally by the College's communications team. This should be kept in mind when selecting the tools that are included.
- Convert and revamp substantial amounts of existing content to the new website.
- Implement current online Complaints and Reporting forms submission process.
- The site must be clean and attractive, with a mix of text and graphics. Visually, the site should be modern, distinctive, memorable and engaging. It should fit as close to a single displayed page on a typical size monitor as possible.
- Each section of the site should have a common look and feel. The College logo should be prominently displayed on every page as a common header.
- The images and fonts should be consistent throughout the site, with the layout of each page having a great deal of consistency. Templates should allow for these photos to be easily changed.
- The site should be easy to navigate, where information is grouped and presented logically with a minimal number of levels needed for the user to find the desired information. The navigation design should complement the capabilities of touch-enabled, mobile devices.
- Provide a solution or module for the display and listing of resources or other materials by different topics or categories, which are currently available in both English and French, in HTML and PDF. This may also be used to list and display other content separately from resources.
  - For reference, check [coto.org/a-z-list-of-resources](https://coto.org/a-z-list-of-resources) or see [coto.org/standards-and-resources/standards-practice-resources](https://coto.org/standards-and-resources/standards-practice-resources) or [coto.org/fr/normes-ressources/normes-d-exercice](https://coto.org/fr/normes-ressources/normes-d-exercice)
- Development of templates that adhere to the proposed navigation scheme enabling College staff to easily add new sections/pages.
- Provide search capabilities using keywords or phrasing that will identify content throughout the site and optimize Google Rankings.
- An assigned project manager will be available to present information and coordinate with College staff, including a reasonable number of meetings (via



videoconference) to present design and development solutions alongside the CMS partner of choice.

- When the website is complete and accepted by the College, the website design and all its contents, software and architecture become property of the College of Occupational Therapists of Ontario.

The College encourages creativity in the proposals submitted, but there are certain requirements for the website project. Your proposal must include these requirements:

## Web Hosting

To be provided and managed by the vendor. Include annual hosting cost.

## Browser Support

The site must be compatible with current and one (1) previous version of Microsoft Edge, Firefox, Chrome and Safari browsers.

## Testing

Testing of site on all applicable platforms to ensure that the website works as expected, including explanation of the testing plan.

## Integrations

The College uses Microsoft SharePoint and backend integration with CMS would be beneficial.

## Accessibility

The site should be:

- Developed to meet all current requirements under the *Accessibility for Ontarians with Disabilities Act, 2005* (AODA)
- Built in accordance with the latest Web Content Accessibility Guidelines (WCAG 2.0)
- Easily accessible to the novice as well as the experienced Internet user.



## Delivery

Delivery will be setting up approved designs in the approved CMS and working with the CMS vendor as required. Provisions for support must be made to help College staff when they are making the site live.

## General Terms of Proposal Process

- The project will be tendered at the discretion of the College.
- Nothing in this request for proposal mandates that the College is obliged to award a contract under this RFP.
- The College shall not be responsible for any costs involved in or associated with preparing the submission or any meeting, discussion or negotiation following submission that could lead to acceptance of the proposal.

## Vendor Requirements

Please provide detailed information to accomplish the project scope outlined below. The budget and proposal must include all design, production, software acquisition, integration and necessary development and maintenance of the website.

Proposals must address the following:

### Executive Summary

1. Describe your understanding of our current website challenges and the College's needs from a vendor.
2. Summarize your proposed solution and how your solution will resolve our current website challenges and how you would manage the project.
3. Provide a summary of pricing for the proposed services and products.

**Company Overview** – Tell us about your company, your experience in web design and production for projects similar to ours and your experience in working with clients in health regulation. Provide links to your agency website, online portfolios, and social media.



**Team** – Identify the team who will work on this project. Include name, title/role and a brief background/experience of each. Include subcontractors if applicable.

**References** – Provide a list of three references who can speak to services requested in this RFP. Please include contact information and a brief description of work done for those clients.

**Solutions Menu with Pricing** – Based on the elements included in the Project Scope section, tell us about your proposed solution in terms of creative design strategy, methodology, plan and other important aspects of the redesign process. Include all project phases and tasks, along with a line-item breakdown of costs. Total development cost for your recommendations must within the range of \$60,000.00 - \$80,000.00.

Please be sure to address the following:

**Project Management Tools** – Your process for tracking and documenting project status.

**Deliverables** – Outline the products and/or services that will be delivered.

**Schedule** – Provide the suggested project schedule detailing the time required for each major step or phase of the project.

**User Training and Support** – Provide details on the user training and support included for our content editors along with the training support format (i.e., on- site/in-person, live web, chat, email, phone-based, hard copy, other documentation, etc.).

**Hardware** – List any hardware necessary to host and/or support the proposed solution. Also list any recommended configurations for a robust and reliable environment. Include hardware redundancy and/or disaster recovery recommendations.

**Payment** – Include any requirements or preferences regarding invoicing and payment.

All terms and conditions.

## Deadlines

Anticipated timeline for project completion: **December 13, 2024**

Proposals must be submitted on or before **5 p.m. ET on July 26, 2024** to:

Nancy Stevenson, Director of Communications  
[nstevenson@coto.org](mailto:nstevenson@coto.org)

All enquiries related to this RFP should be directed, by email only, to Nancy Stevenson at [nstevenson@coto.org](mailto:nstevenson@coto.org).

We look forward to receiving your response.