

The Municipality of  
**Powassan**  
REQUEST FOR  
PROPOSAL

Website Design, Hosting, and Support

Prepared by:  
The Corporation of the Municipality  
of Powassan  
250 Clark Street, Box 250  
Powassan, ON P0H 1Z0

## **1. Purpose of Request for Proposal**

The Municipality of Powassan (the Municipality) is seeking is seeking to engage the services of a Website Design Consultant (hereinafter referred to as the Bidder) to redesign, host, and support the Municipal website found at <https://www.powassan.net/>. Proposals are to be based on the Scope of Work as outlined in Section 3 of this RFP.

## **2. Information and Instructions**

### **2.1 Background Information**

The Municipality of Powassan was created in 2001 through the amalgamation of the former towns of Trout Creek and Powassan and the Township of South Himsworth. The Municipality is a small urban/rural community with a population of approximately 3,200. It is located approximately 3 hours north of Toronto and 20 minutes south of North Bay.

The Municipality is governed by a Mayor and four Councillors. Residents are provided all standard municipal services, including water and sewer services.

### **2.2 Submission of Proposals**

Proposals shall be submitted in the form and format specified in Section 4 and shall include a completed Form of Proposal attached as Appendix A to this document. A designated signing officer authorized to bind the Bidder to the provisions of their Proposal must sign the Form of Proposal. Any addenda issued by the Municipality of Powassan in accordance with Section 2.5 must be acknowledged by the Bidder on the Form of Proposal.

Each Bidder is asked to submit one (1) electronic copy of the Proposal.

The electronic copy of the Proposal must be delivered by email to Brayden Robinson, Director of Corporate Services/Treasurer, at [brobinson@powassan.net](mailto:brobinson@powassan.net), and must be received no later than 4:30 PM local time on Tuesday August 12, 2025. The subject line of the email must read 'RFP- Website Design'.

It is the responsibility of the Bidder to ensure that the Municipality receives its Proposal prior to the submission deadline, in accordance with the submission process outlined above. Proposals received after the submission deadline will not be considered.

### **2.3 Lead Contact**

The Municipality of Powassan has endeavoured to provide complete and correct information necessary for Bidders to properly assess and determine the scope and complexity of work prior to submitting a Proposal.

Bidders are solely responsible for determining if more information is required or if anything contained in this document appears incorrect or incomplete, and for contacting the Lead Contact identified below if they have any questions whatsoever prior to the closing date.

Information obtained from any source other than the Lead Contact is not official and may be inaccurate. The Municipality will not be responsible for any verbal statement, instruction, or representations.

All inquiries for this RFP must be directed by email to:

Brayden Robinson, Director of Corporate Services/Treasurer  
[brobinson@powassan.net](mailto:brobinson@powassan.net)

A Bidder may be disqualified if, during the period between the issuance of this Request for Proposal and the date of notification of the award, they contact any individual who is involved in this RFP process and who is not the Lead Contact. This is to ensure that all Bidders receive the same information and are treated equitably.

#### **2.4 Required Review and Clarification**

It is the responsibility of each Bidder to carefully review this RFP. Questions concerning clarification of the contents of this document must be received by the Lead Contact by no later than 4:30 PM local time on Monday July 28, 2025. This is to allow time for the issuance of any necessary addenda.

In submitting a Proposal, the Bidder acknowledges that they have read, completely understand, and accept the terms and conditions of the RFP in full. The Municipality of Powassan is not responsible for any misunderstanding of the RFP.

#### **2.5 Amendments to the RFP**

The Municipality may issue addenda to clarify and/or modify certain aspects of the RFP prior to the submission deadline. Addenda shall be posted by 4:30 PM on Wednesday July 30, 2025 to <https://www.powassan.net/> and shall be available in hard copy format at the municipal office upon request.

#### **2.6 Opening of Proposals**

There will be no formal opening of proposals. Proposals will be evaluated, and a recommendation brought to Council at the August 19, 2025 regular meeting. Bidders are welcome to attend this meeting at their own cost.

#### **2.7 Rights of the Municipality of Powassan**

The Municipality of Powassan reserves the right to:

- a) Make public the names of any or all Bidders and their quoted fees
- b) Verify with the Bidder or with a third party any information set out in their Proposal
- c) Disqualify any Bidder whose Proposal contains misrepresentations, any other inaccurate or misleading information, or any qualifications
- d) Disqualify any Bidder who has engaged in conduct prohibited by this RFP
- e) Make changes, including substantial changes, to this RFP provided that those changes are issued by way of addenda in the manner set out in this RFP
- f) Select a Bidder other than the Bidder whose Proposal reflects the lowest cost to the Municipality
- g) Cancel this RFP process at any stage
- h) Cancel this RFP process at any stage and issue a new RFP for the same or similar deliverables
- i) Accept or reject any or all Proposals in whole or in part
- j) Discuss with any Bidder different or additional terms to those contemplated in this RFP or in any Bidder's Proposal
- k) If a single Proposal is received, reject the Proposal of the sole Bidder and cancel this RFP process or enter into direct negotiations with the sole Bidder
- l) Enter into negotiations with the selected Bidder to obtain cost savings, additional services, amendments to the scope of work, or any other matter

These reserved rights are in addition to any other expressed rights or any other rights which may be implied in the circumstances.

## **2.8 Not Responsible for Costs**

The Municipality shall not pay any costs associated with the preparation, submission, or presentation of the Bidder's Proposal. The Municipality shall not be liable for any expenses, costs, or losses suffered by the Bidder or any third party resulting from the Municipality exercising any expressed or implied rights under this RFP.

## **2.9 Proposal Expiry Date**

Bidders hereby acknowledge that their Proposals shall be irrevocable for a period of 90 days after the submission deadline. Extensions to this period may be granted with the mutual agreement of the Municipality of Powassan and the successful Bidder and may be initiated by either party.

## **2.10 Confidentiality and Ownership**

Any information provided to the Bidder by the Municipality before, during, or after the RFP is completed shall be treated as confidential and shall not be used or communicated by the Bidder or any third party in any way unless otherwise identified or permitted by the Municipality of Powassan or under Federal/Provincial legislation. Information, reports, documentation, plans, etc. that are produced by the successful Bidder in response to this RFP shall become the exclusive property of the Municipality of

Powassan. However, intellectual property such as specific tolls, templates, and processes that the Bidder provides as part of the deliverables remains the property of the Bidder if so requested.

## **2.11 Freedom of Information**

Any personal information required in the Proposal is received under the authority of the Municipality of Powassan. This information shall be an integral component of the submission. All written Proposals received by the Municipality become a public record. Once a Proposal is received by the Municipality and the contract has been awarded, all information contained in the Proposals may be available to the public, including personal information. Questions about the collection of personal information and the Municipal Freedom of Information and Protection of Privacy Act, 1989, R.S.O. 1990, as amended may be directed to the Lead Contact.

## **2.12 Municipal Information Waiver**

All information contained in this document and any potential subsequent addenda, with respect to operations, qualities, values, description of properties, losses, etc., are reasonably and realistically accurate to the best of the Municipality's knowledge. However, accuracy is not guaranteed by the Municipality.

## **2.13 Indemnification**

The successful Bidder must agree to keep the Municipality indemnified against any and all claims, actions, or demands that may be brought, made, or arise in respect of anything done or omitted to be done by the successful Bidder or its employees, who shall be and remain at all times and for all purposes the servants or employees of the successful Bidder, save and except to the extent that such claims, actions, or demands arise from or relate to the negligence, wrongful act, or omission of the Municipality or any of its officers or employees.

## **2.14 Termination of Contract**

The Municipality reserves the right to immediately terminate a contract with the successful Bidder for sufficient cause, including but not limited to non-performance, late deliveries, inferior quality, and fee issues. Either party may terminate a contract by providing the other party with 30 calendar days' written notice including the reason for termination. In the event of such termination, the Bidder will be paid for services up to and including the date of termination. In no event shall the Bidder be entitled to damages or compensation for anticipated profits that may be lost because of such termination.

## **2.15 Legal Proceedings with the Municipality**

No Proposal will be accepted from any Bidder which has a claim or has instituted a legal proceeding against the Municipality, or against whom the Municipality has a claim or

instituted a legal proceeding with respect to any previous contract, bid submission, or business transaction.

**2.16      Conflict of Interest**

In its response, the Bidder must disclose to the Municipality any potential conflict of interest that might compromise the performance of the Services. If such conflict interest does exist, the Municipality may, at its discretion, refuse to consider the Proposal.

The Bidder must also disclose whether it is aware of any Municipal employee, Council member, or member of a Municipal agency, board, or commission or employee thereof having a financial interest in the Bidder and the nature of that interest. If such an interest exists or arises, the Municipality may, at its discretion, refuse to consider the Proposal or withhold the awarding to the Successful Bidder until the matter is resolved to the Municipality's satisfaction.

Failure to disclose an existing conflict of interest shall result in the disqualification of the Bidder's Proposal.

**2.17      Request to Withdraw a Submitted Proposal**

Requests for the withdrawal of a Proposal shall be allowed if the request is made prior to the closing date and time. Requests shall be directed to the Lead Contact by letter or email, by an Authorized Agent of the company, with a signed withdrawal request confirming the details. Telephone requests will not be considered. The withdrawal of a Proposal does not disqualify a Bidder from submitting another Proposal on the same RFP.

**2.18      Adjustment to a Proposal**

Adjustments by telephone, fax, email, or letter to a submitted Proposal will not be considered. A Bidder desiring to made adjustments to a Proposal shall withdraw the Proposal and/or supersede it with a later Proposal submission prior to the specified closing date and time.

**2.19      Proposal Returned Unopened**

A Proposal received after the closing date and time shall be noted and returned unopened to the Bidder. If a late Proposal is received without a return address on the envelope, it shall be opened to obtain the address and then returned. The covering letter will advise why the submission was not returned unopened.

## **2.20      Submission of More Than One Proposal**

If two (2) or more Proposals are received from the same Bidder for the same RFP, the Proposal with the latest time and date received shall be considered the intended Proposal.

## **2.21      No Guarantee Volume of Work or Exclusivity of Contract**

The Municipality makes no guarantee of the value or volume of work to be assigned to the successful Bidder. The Agreement executed with the successful Bidder will not be an exclusive contract for the provision of the described Deliverables. The Municipality may contract with others for the same or similar Deliverables to those described in this RFP or may obtain the same or similar Deliverables internally.

## **2.22      Failure to Enter into Agreement**

In addition to all of the Municipality's other remedies, if a selected Bidder fails to execute the Agreement or satisfy any other applicable conditions within the period of time set out to do following the notice of selection, the Municipality may, in its sole discretion and without incurring any liability, rescind the selection of that Bidder and proceed with the selection of another Bidder.

## **2.23      Invoicing**

The Bidder shall provide monthly invoices to the Municipality of Powassan for work performed the previous month. Invoices shall clearly state the work performed. It should be noted that the Municipality of Powassan's standard terms of payment are net 30 calendar days from the date of invoice.

## **2.24      Additional Requirements**

- a) The use of qualified sub-contractors by the Bidder to perform specific duties while under contract is permitted only if the Bidder declares such use in the Proposal or if the successful Bidder receives written approval from the Municipality.
- b) The successful Bidder shall, throughout the term of the contract, obtain and maintain in force a General Liability Insurance and/or Professional Liability Insurance coverage of not less than \$5,000,000 per occurrence inclusive, to indemnify and hold harmless the Municipality against any liability which may arise from the successful Bidder's activities under this contract. The successful Bidder must provide a certificate of insurance within 30 days of awarding the contract.
- c) The successful Bidder shall ensure that all services and products provided in respect to this proposal are done so in accordance with and under the

authorization of all applicable authorities, municipal, provincial, and/or federal legislation, including but not limited to WSIB and all applicable responsibilities under the Occupational Health and Safety Act.

## **2.25 Proposed Timeline**

The timeline set out below is the Municipality's best estimate of the schedule that will be followed. It is intended to be for guidance purposes only.

RFP Issue Date	July 17, 2025
Deadline for submission of questions (see Section 2.4)	July 28, 2025, 4:30 p.m.
Deadline for addenda to be posted on the Municipality website (see Section 2.5)	July 30, 2025, 4:30 p.m.
Submission Deadline	August 12, 2025, 4:30 p.m.
Recommendation taken to Council	August 19, 2025
Notification of Award	Within ten (10) calendar days following Council decision

## **3. General Scope of Work**

The Municipality of Powassan is a rural municipality situated in the northeast portion of the District of Parry Sound, in the Province of Ontario. The permanent population is approximately 3,300 residents. Our current website can be viewed at <https://www.powassan.net/>.

Internet access throughout the Municipality is highly variable. Some residents have internet access through fibre-optic lines, but many are still limited to reduced bandwidth services. Bidders shall be mindful of these limitations in preparing their Proposals.

### **3.1 Project Goals**

The goals of a redesign of the Municipality of Powassan's website are to:

- Provide simple electronic access to public services, public domain information and serve as a communications tool on various types of hardware used by the end-user. The updated site shall be compatible with mobile devices;
- Comply with all accessibility standards in Ontario that will be in effect by December 31, 2025 and strive to meet W3C guidelines for content and accessibility.
- Provide an improved look and enhanced functionality; be easy to use for the public, the media and Municipal staff; and offer robust search capabilities;
- Provide information aimed at attracting new residents and businesses;
- Act as the Municipality of Powassan's primary point of contact for tourism and economic development in the Municipality;



- Act as the primary medium for the disbursement of information in the event of an emergency; and
- Search Engine Optimization (SEO); the site pages and public content must be optimized for search engines and follow best practices and standards for elements such as meta tags, site structure, semantic tags, XML sitemap, site verification, readable URL structure, page titles, alt and title attributes, etc.

### **3.2 Scope of Work**

The scope of this project is to design, implement, host, and support a Municipal website Content Management System (CMS) that will allow simple updates and modifications by trained municipal staff.

The required components of this RFP include:

- Analysis, information-architecture and content-style design, implementation, including conversion of content from the current website and the addition of interfaces to any applications running on the Municipality of Powassan website;
- Staff training and as-needed ongoing technical support and maintenance for problem resolution, software updating, and assistance with the integration of future applications;
- The design and layout of the website, which shall be a collaboration of ideas from the Bidder and the Municipality;
- The successful Bidder will work closely with the Lead Contact to consider the look and feel of the website, ensure that the Municipality's needs are accurately represented, identify font preferences, consider corporate branding, determine if any animated elements are required, and determine the expected number of HTML pages required; and
- Full hosting and website support

### **3.3 Further Requirements**

The output of the CMS must support a wide diversity of end-user hardware and software that will range from no-longer-supported to state-of-the-art desktop computers, laptops, tablets, smartphones and other mobile devices running a variety of operating systems. The content must display with all of the common user-device browsers, and dynamically adjust to whatever screen-size area the user has chosen for the browser window. The design must also take into account the limited internet access of some users.

Further requirements include but are not limited to:

- Facilitate user beta testing (two to three member group only);
- Transfer all information from the current website to the new website;
- Enable integration with the CGIS community portal mapping application;
- Comply with all accessibility standards in Ontario that will be in effect by December 31, 2025 and strive to meet W3C guidelines for content and accessibility;
- Implement search functionality;

- Visually appealing and designed to meet current needs while attractive to new residents;
- Continuity throughout the pages, common theme, consistent design;
- Calendar of events, including announcements, meeting dates, special meetings;
- Integration with third-party newsletter and survey/poll software (e.g., MailChimp/SurveyMonkey);
- Ability to maintain website in-house – staff must have the ability to post and remove information in a variety of formats, (including photos, documents, videos);
- Optimal load time for different users;
- Ability to integrate with Facebook and other social media;
- Online fillable forms to be emailed into the Municipal office (e.g., question forms, planning applications);
- Ability to integrate facility/programming booking platform and availability calendar through Microsoft Bookings or similar system;
- Potential for future implementation of online payments integration; and
- Ability to easily upgrade or expand the website in the future.

## **4. Submission Requirements**

Bidders are asked to submit a proposal which contains all of the information detailed below.

### **4.1 Format**

For the Municipality of Powassan to evaluate proposals fairly and consistently, Bidders should follow the format set out herein and provide all of the information as requested. Failure to provide all required information as detailed in this RFP may result in the Bidder being disqualified or scoring poorly in the evaluation. Bidders are encouraged to provide any additional information not specifically outlined in this RFP that they believe would be of value in evaluating their Proposal.

### **4.2 Professional and Corporate Information**

Proposals must include information of a general nature on the current staffing and projects of the firm. This should also incorporate contact information for the Bidder and a general description of the corporate practice. For comparative purposes, Bidders are requested to describe their experience and resources as it relates to the scope of work in website design.

In addition, specific information shall be included with respect to key personnel who are proposed to have direct responsibility for the project, including:

- Name and credentials, including areas of expertise
- Training and experience
- Position in the firm
- Proposed relationship to the client

- Anticipated general area of responsibility

#### **4.3 Project Plan**

Proposals shall provide a description of their understanding of the project goals, objectives, and outcomes and how these will be achieved, including a description of how AODA requirements will be met.

Proposals shall include a detailed project methodology explaining each project task and identifying the expectations of the Bidder and the Municipality of Powassan relating to each task. An outline of the training to be provided to Municipal staff must also be provided.

Proposals must also identify any value-added services that the Bidder will provide, but have not been included in the Project Requirements.

#### **4.4 Fee Structure**

Proposals shall include a detailed budget, separately identifying the costs for each major task, and complete with time allotments for the identified tasks and any relevant annual or as-needed support contracts. The budget must include all design, consultation, production, and software acquisitions necessary for development, as well as upgrades, support and training.

Proposals should also identify any applicable warranties, terms or conditions, and additional fees that fall outside of the limits of the project.

The Municipality shall not be billed beyond the submitted Proposal price unless agreed to by the Municipality, in writing, prior to any additional expenditures being incurred.

#### **4.5 Project Schedule**

Proposals shall include a detailed schedule of all activities including milestones, project meetings, and scheduled periodic project reports.

#### **4.6 References**

A list of three (3) references including contact names, addresses, and phone numbers must be provided relating to projects similar in scope over the previous five (5) years. At least two (2) of these references must be from the Ontario broader public sector. The Municipality may contact any or all of the references provided in its evaluation of the Proposal.

## **5. Evaluation Criteria**

As part of the evaluation process, the Municipality may contact one or more Bidders to clarify or obtain more information about their Proposal or substantiate any details contained therein. Discussions will only be held with Bidders who have submitted a Proposal deemed reasonably acceptable for award.

The Municipality of Powassan may make their award(s) on the basis of the Proposals, without seeking additional information and/or clarification. Therefore, each initial Proposal should reflect the best efforts of the Bidder and include all required documentation as set out in the RFP.

An evaluation of each Proposal will be conducted using the criteria established below. The results of these evaluations will be used to make a recommendation to Council.

- a) A demonstration that the needs of the Municipality are understood and will be met
- b) A demonstration that the Bidder is able to provide the required services, including its experience and knowledge as it relates to the scope of work
- c) The reasonableness of the proposed project schedule
- d) The completeness and reasonableness of the fees schedule
- e) Any features or advantages uniquely proposed by the Bidder

## Schedule A: Form of Proposal

The Municipality of Powassan is inviting Proposals for the provision of website design, hosting, and support for the Municipal webpage.

I/We, the Undersigned, having examined this Request for Proposal, do hereby offer to enter into an agreement with the Municipality of Powassan to provide services under the terms included in this RFP.

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Subtotal (\$): \_\_\_\_\_

HST (\$): \_\_\_\_\_

Total (\$): \_\_\_\_\_

\_\_\_\_\_  
Signature of Witness

\_\_\_\_\_  
Signature of Authorized Representative of Firm  
I have authority to bind the Firm.

\_\_\_\_\_  
Name of Witness (Please Print)

\_\_\_\_\_  
Name of Authorized Representative of Firm (Please Print)

\_\_\_\_\_  
Address of Witness (Please Print)

\_\_\_\_\_  
Title of Authorized Representative of Firm (Please Print)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

Receipt of any issued addenda shall be acknowledged by initialing in the space provided below.

Adden. No. 1

Adden. No. 2

Adden. No. 3