Website Refresh:
RFP Questions and Answers

This document consolidates questions received during the RFP process and organizes them by topic. Where substantially similar questions were combined, the question cell includes a merged note. Responses are based on the issued RFP, the evaluation materials and the draft project charter. Please note that a number of the questions have been consolidated where appropriate to avoid duplication and to ensure a well rounded response.

Procurement Budget and Contract Terms

Question	Response
Can the College share how many firms received the RFP?	The RFP has been posted on the College's website and promoted through the College's social media channels. In addition, potential vendors recommended by other regulatory colleges were notified directly that the RFP had been posted.
What budget and pricing approach should proponents use, and should ongoing maintenance be included?	The College has a project budget of CAD $100,000 to $200,000 for the website-refresh project scope. Pricing represents 20 points of the 100-point evaluation and will be considered alongside qualitative criteria and overall value. Proponents should submit a fixed total fee for the defined base scope, supported by a clear breakdown of phases, assumptions, allowances, licences and recurring costs. Ongoing hosting, maintenance and support costs should be identified separately from the implementation fee, with the service period, inclusions and optional services clearly stated. Any scope changes identified after discovery will be managed through the agreed change-control process.
May proponents provide supporting case-study materials such as PDFs, Figma files or links?	Proponents may provide concise supporting appendices or links where they strengthen the required comparable project examples. The main proposal should still contain enough information for evaluators to assess the submission without relying exclusively on external materials. All supporting materials should be clearly labelled and accessible.
What insurance coverage will be required?	The issued RFP does not specify mandatory insurance limits. We should confirm... Commercial General Liability, Professional Liability or Errors and Omissions, Cyber Liability, or other coverage requirements
Will a standard services agreement or other contractual terms be available before proposal submission?	The College does not have a standard services agreement available for release during the RFP process. The successful proponent will be expected to work with the College to finalize contractual terms during onboarding. Proponents should identify any material commercial assumptions or exceptions in their proposal.

Governance Resourcing and Project Delivery

Question	Response
Who are the core decision-makers for the project?	The project will be governed through a Project Sponsor, a senior leadership governance review, the PMO and a Business Lead. An evaluation team will manage proposal assessment and vendor recommendation. Subject matter experts (across all business units) will participate in discovery and reviews. Formal requirements and major stage approvals will be routed through the project governance structure as described.
Who will serve as the College's project authority, and what availability should proponents assume?	Project governance will include a Project Sponsor, the PMO, a Business Lead, senior leadership governance and subject matter experts. The Sponsor will hold final contractual authority. For planning purposes, proponents should assume a designated day-to-day College contact (PM), regular project meetings and scheduled access to the Business Lead, Sponsor and subject matter experts for decisions and stage approvals. Proponents should state any specific availability or turnaround assumptions required to maintain their proposed schedule.
What internal resources will the College provide?	The College expects to provide a Project Manager, Business Lead, Communications support, a cross-functional group of subject matter experts, and senior governance oversight. The vendor must provide a consistent project lead, participate in working-group and steering meetings when required, contribute to governance and RACI artifacts, and maintain dedicated weekly availability within the proposed fee.
What approval process, number of rounds and review turnaround should proponents assume?	The project will use staged reviews and sign-offs for requirements, information architecture, wireframes, prototypes, design, development, testing and launch readiness. The exact number of review rounds and turnaround time are not fixed. Proponents should state reasonable assumptions, include review cycles in the schedule and fee, and recommend an approvals approach that protects the target launch. Formal requirements sign-off will activate change control.
What project risks should the vendor manage proactively?	Key risks may include scope growth, incomplete or outdated source content, content-migration effort, Microsoft Dynamics and portal integration dependencies, approval or internal-deliverable delays, privacy and security configuration, vendor continuity over the 17-month engagement, budget pressure from change requests, and sustained stakeholder participation. Proponents should describe practical mitigation, escalation and change-control methods.

Question	Response
Are any workshops or project meetings required to take place in person?	Proponents may assume that routine project meetings and working sessions will generally be conducted remotely, although certain workshops or key activities may be held in person. Any travel assumptions or costs should be identified separately within the proposal.
Is there an incumbent website vendor, and will transition or knowledge-transfer support be available?	The College will coordinate access to available website documentation, credentials, source materials and relevant technical contacts during transition. Proponents should not assume a specific level of incumbent support and should identify the information, access and transition activities required by their proposed approach, together with any related risks or contingencies.
What does support for website launch include, and does it include marketing to registrants or the public?	Launch support should include a detailed launch and cutover plan, deployment coordination, final quality assurance and accessibility checks, redirect and content validation, issue triage, staff readiness and knowledge transfer, and stabilization support through launch. Marketing campaign creative, member or public communications, email templates and social assets are not base-scope deliverables or as costs to be included within the website-refresh budget.

Project Outcomes Brand and Content

Question	Response
How will success be defined for the project?	Success will be measured through improved completion and discoverability of four priority actions: applying for registration, finding a registrant through the Online Register, reaching the fee-payment portal, and filing a complaint. Measures will also include fewer clicks, improved search success and lower abandonment, mobile usability and performance, zero unresolved critical accessibility issues at launch, user satisfaction, page-load performance, uptime, and post-launch support trends. The vendor must establish baselines and recommend a measurement framework and reporting approach.
Is the College seeking a complete brand refresh, or an accessible digital evolution of its existing identity?	The project is not a wholesale rebrand. The redesigned website should retain the College's core brand elements, including approved logos, primary colours, typography and overall identity, while adapting and extending them for effective digital use and compliance with AODA and WCAG 2.1 AA. Brand guidelines will be provided; however, proponents may recommend refinements to secondary palette usage, digital components and visual elements where they improve accessibility, usability and the overall digital experience.

Question	Response
Who will supply website imagery, and may proponents include separately priced photography or imagery options?	The College will provide available existing brand and image assets. Proponents should identify any additional imagery needed for their recommended design and may include optional pricing for new photography, licensed stock imagery or other visual assets. In addition, the College maintains an active iStock licence, which proponents may consider when recommending stock imagery solutions. The option should identify creative direction, production or sourcing costs, usage rights, consent and release requirements, accessibility considerations, and ongoing licensing restrictions. Any proposed use of generated imagery should also describe the review, disclosure and rights-management approach.
What existing assets will be provided to the successful proponent?	The College will provide available project and website materials relevant to delivery, which may include existing brand standards and assets, approved source content and translations, current website access or exports, analytics information, technical documentation, and prior research or stakeholder materials where available. A detailed asset inventory and the format, completeness and usability of each item will be confirmed during discovery. Proponents should clearly state any required inputs, preferred file formats and assumptions about missing or incomplete assets.
Will the website be fully bilingual and will the English and French experiences be mirrored?	Yes. The scope includes a fully bilingual English and French website and bilingual content migration. The two language experiences should provide equivalent access to information and services. Final page-by-page parity, navigation and content structure will be confirmed through discovery and content planning rather than assumed to be a mechanically identical mirror in every case.
Who is responsible for French translation, and should translation costs be included in proposals?	The College will manage translation and provide approved French-language content. Translation costs should therefore not be included in the base fee. The vendor remains responsible for bilingual functionality, migration, layout, quality assurance and publishing workflows, and should identify any assumptions about bilingual testing or content-entry effort.
Who will create, revise and approve website content, and is writing or editing in scope?	The College will be responsible for creating, revising and approving final English source content and will manage the French translation component. Specific staff assignments and the relative priority of content work among other College responsibilities will be confirmed through project planning. Content writing and editing services are not required in the base scope; however, the vendor is expected to apply content and UX best practices, identify content issues and provide guidance. Proponents should build realistic College review time into their schedule and may offer separately priced content preparation, rewriting or proofreading support.

Question	Response
How many pages, templates, PDFs and other content items will be refreshed or migrated, and is the site expected to grow?	While a detailed validated content inventory may be completed during discovery, the current website contains less than 300 unique pages (English and French). Proponents should not assume all existing content will be retained, as content consolidation and retirement are anticipated as part of the refresh. We are not expecting the site to grow, in fact there is an expectation that much of the content will be consolidated during this refresh process.

Accessibility and Compliance

Question	Response
Must existing PDFs, brochures, downloads, forms and interactive content be remediated to WCAG 2.1 AA?	The delivered website, forms, documents and interactive content must meet applicable AODA and WCAG 2.1 AA requirements. Proponents should describe their document-audit and remediation approach, state a clear quantity or allowance, and identify unit pricing or change-control assumptions for items beyond that allowance.
Should proposals include independent accessibility testing and formal reporting?	Yes. The RFP requires successful completion of independent accessibility testing before launch and formal compliance reporting. Proponents should include the coordination and cost of an independent accessibility review in their proposal, identify the proposed reviewer or procurement approach, and distinguish independent validation from their own ongoing accessibility testing and remediation.

Technology Hosting Search and Integrations

Question	Response
What is the future-state scope and current platform relationship for the Online Services portal and Online Register?	The online registration and renewal payment portal is outside the scope of redevelopment. The project should improve the user journey from the public website to the portal, and the portal entry page may be re-skinned to align with the new website. The RFP prioritizes making the Online Register easier to find, but does not identify redevelopment of the Register itself as base scope.
Do Power Pages support return to an original deep link, and are portal URLs stable with redirects in place?	They should be validated during discovery with the College's technical resources and relevant platform or incumbent support. Proponents should state their assumptions and describe their approach to preserving deep links, validating stable destination URLs and preparing redirect mapping, without including redevelopment of the portal's internal functionality in the base scope.

Question	Response
Does the College prefer an open-source CMS such as WordPress, or may proponents recommend another platform?	The current website uses WordPress with a custom theme. A modernized WordPress architecture is therefore an acceptable option to evaluate, as are other suitable CMS recommendations. Proponents should justify the recommended platform against accessibility, bilingual publishing, security, scalability, governance, integration, total cost, vendor dependence and ease of administration.
What current hosting, future hosting, security and data-residency requirements apply?	The current WordPress website is hosted in a shared cloud environment. Proponents should include and price their recommended future-state hosting model as part of the proposed solution, identifying data locations, security controls, service levels, backup and recovery, monitoring, patching, licensing and recurring costs. Any mandatory residency, security or contractual requirements will be confirmed by the College before award.
Does the required search strategy address on-site search, external discoverability or both?	The College is seeking improvements to both on-site search and external discoverability. Improving the effectiveness and usability of on-site search is the higher immediate priority. Proponents should also describe how their approach supports modern search-engine optimization and emerging AI-driven search experiences. Any proposed AI functionality should address governance, privacy, security, accessibility, analytics, licensing and ongoing operational implications.
What Microsoft Dynamics environment, forms, workflows and data connections must integrate with the redesigned website?	The vendor must assess and implement required integrations with the College's Microsoft Dynamics environment, including forms, workflows, data connections and user pathways identified during discovery. The Dynamics version, deployment model and detailed current-state integration inventory are not specified in the RFP materials and should be confirmed during discovery. Proponents should describe their discovery and integration approach, security model, assumptions about APIs and technical access, dependencies, testing, licensing and any estimated allowances.

Question	Response
What website integrations should proponents anticipate, and are they existing or new?	Known dependencies include the Online Services portal, Microsoft Dynamics and required website plugins or services such as job-management and media functionality. Registration and renewal transactions are handled through the Online Services portal, whose internal redevelopment is outside the base scope. The Sexual Abuse Prevention Program currently delivered through Articulate is an existing dependency that proponents should consider when assessing integrations. Rebuilding Articulate content within the CMS is not part of the base scope, but proponents may provide a separately priced option. Other integrations for search, analytics, document management, events, email, payments, translation or learning content may be identified during discovery. Proponents should distinguish existing integrations to be preserved from optional enhancements and identify assumed products, APIs, licences, recurring fees and dependencies.
Should proponents include an option to rebuild Articulate learning programs within the CMS?	Rebuilding the Sexual Abuse Prevention Program or other Articulate learning content within the website CMS is not identified as part of the base RFP scope.
Should annual-report sites be retained, redesigned or supported through expanded CMS authoring tools?	Proponents should state how they will preserve access to existing reports and may offer a separately priced option to migrate or redesign them within the new website.
What tools does the College currently use to track user behaviour?	The College currently uses Google Analytics 4 for website analytics, Meta's analytics tools for Facebook, and Hootsuite for Instagram, LinkedIn, X and Bluesky. The selected vendor must establish baseline measures and recommend the future analytics, dashboard and performance-reporting framework.

Research and Engagement Groups

Question	Response
Has primary user research already been conducted, and will existing research be provided?	Relevant existing research, and engagement group materials will be shared with the successful proponent where available. Proponents should plan to validate assumptions and conduct the primary research required by the scope during discovery.

Question	Response
Has the College collected feedback about website navigation, and what problems are already known?	The College has collected at a high level feedback on the current website and is currently collecting at a high level requirements and wish list items for the future state of the website. As an example, some points that have been identified are known experience challenges: priority actions such as applying for registration, finding a registrant, reaching fee payment and filing a complaint should be easier to find and complete, with fewer clicks, better search success and lower abandonment. Available feedback or analytics will be shared where possible, but proponents should validate navigation issues through research, analytics review, content inventory and usability testing.
How many internal stakeholders or stakeholder groups will participate?	The planned project team consists of 11 SMEs, a Business Lead, a Project Manager, a Sponsor and a governing committee of three leaders in addition to the sponsor. Proponents should recommend a practical engagement model, participant mix and session assumptions that use stakeholder time efficiently.
Who are the external engagement groups, and may the vendor engage members of the public and registrants?	The vendor is expected to include external engagement in discovery and requirements gathering, although every audience does not necessarily require the same method or sample size. Proponents should recommend a representative, risk-based participant mix and explain how feedback will inform requirements, information architecture, user experience design and project outcomes. Access to participants will be coordinated through the agreed recruitment plan and applicable privacy and consent requirements.
Who will recruit and coordinate external research participants?	Proponents should include a recommended recruitment and coordination approach in their scope and identify the support required from the College. The College can facilitate appropriate outreach through its stakeholder channels and relationships, but proponents should not assume that the College will perform all recruitment or scheduling. Recruitment, accessibility, interpretation and participant-incentive costs should be separately itemized. Final responsibilities and access arrangements will be agreed during research planning.
Is French-language user research expected?	The website must support equivalent English and French experiences. Proponents should include an appropriate level of French-language research or usability validation in their methodology, particularly for bilingual navigation, search, content and priority user journeys, and clearly state related recruitment and facilitation assumptions.