



Request for Proposal

Website Redesign

CLOSING TIME AND DATE:

2:00 PM, Wednesday, October 8, 2025

Issued on September 18, 2025

TABLE OF CONTENTS

	<u>PAGE</u>
DEFINITIONS	3
SECTION A – INSTRUCTIONS, TERMS & CONDITIONS	4
1. Objective	4
2. Background.....	4
3. Requirement.....	4
4. Closing Date and Time	4
5. Proposal Submission.....	5
6. Fees	5
7. Contact Person	5
8. Addenda	6
9. Withdrawal of Proposal.....	6
10. Irrevocable.....	6
11. Insurance	7
12. Indemnification	7
13. Applicable Legislation	8
14. WSIB	8
15. Conflict of Interest.....	8
16. Disqualification of Proposals.....	9
17. Right to Terminate.....	9
18. Proposal Evaluation	9
19. Negotiations	10
20. Proposal Acceptance	10
21. Entire Agreement	10
22. Payment	11
23. Cancellation of Contract	11
24. Assignment of Contract	11
25. Conduct of Proponent’s Employees.....	11
26. Default.....	11
SECTION B – TERMS OF REFERENCE	12
1. Scope of Work	12
2. New Website Functionality Requirements	13
3. Schedule	13
4. Proposal Submission Requirements.....	13
5. Reporting and Deliverables.....	14
SECTION C – SIGNING SHEET	15

DEFINITIONS

The following definitions apply to the interpretation of this Request for Proposal Document:

1. “OVWRC” or “the Centre” means Ottawa Valley Waste Recovery Centre.
2. “Communications Supervisor” means the Communications & Special Waste Supervisor.
3. “Contract” means the written agreement and/or purchase order resulting from this Request for Proposal executed by OVWRC and the successful Proponent.
4. “Proponent” means an individual or a company that submits, or intends to submit, a proposal in response to this “Request for Proposal”.
5. “Project” means the Website Redesign, the subject of this RFP.
6. “RFP” means Request for Proposal.
7. “Work” means the services that is the subject of this RFP.

SECTION A – INSTRUCTIONS, TERMS & CONDITIONS

1. OBJECTIVE

The Ottawa Valley Waste Recovery Centre is seeking proposals from qualified website development agencies to redesign our current website at www.ovwrc.com. It is the intention that the new website will help the Centre increase overall communication with residents, businesses, customers and Municipal partners who are accessing information on local waste management programs.

2. BACKGROUND

The Ottawa Valley Waste Recovery Centre is a Municipal partnership between the Town of Petawawa, City of Pembroke, Township of Laurentian Valley (the host community), and Township of North Algona Wilberforce. The Centre is located at 900 Woito Station Road in the Township of Laurentian Valley. OVWRC opened in 2002 adjacent to the existing landfill site which has been operational since 1977. OVWRC provides waste processing services for the partner Municipalities as well as other Communities throughout Renfrew County.

Incoming materials are weighed and deposited at one of the Centre's operating areas; Landfill, Construction and Demolition, Composting Facility or Hazardous & Electronic Waste Depot. There is also a Material Recovery Facility on-site which receives recyclable material. The Material Recovery Facility is operated by Emterra Group.

3. REQUIREMENT

The Centre is initiating this Request for Proposal to engage a qualified agency with extensive creative skill, experience and expertise in website development and redesign. The Communications Supervisor will provide oversight of the project and will assist the Proponent with content organizing, data gathering, and site mapping.

It is expected that the new website will:

- Enhance overall means of communication
- Provide pertinent information in an easy to access format
- Increase user experience encouraging site visitors to stay, engage, and explore with the content available
- Provide full transparency on OVWRC affairs and increase public awareness
- Functional and responsive on all platforms, desktop, mobile, etc.
- Meet Accessibility Standards and applicable Anti-Spam legislation

It is recommended that each Proponent visit the existing OVWRC website at www.ovwrc.com before submitting the bid documents. It is expected that the number of pages/content on the site will remain relatively the same.

4. CLOSING DATE AND TIME

Proposals for OVWRC Website Redesign RFP will be accepted until 2:00 PM, local time, Wednesday, October 8, 2025.

5. PROPOSAL SUBMISSION

5.1 Proponents shall make submissions by the following method:

- Two (2) original, with signature in ink, in a sealed envelope, labelled with the OVWRC Website Redesign RFP and bidding firm's name, via courier or hand-delivery to:

Elizabeth Graham
Communications & Special Waste Supervisor
Ottawa Valley Waste Recovery Centre
900 Woito Station Road
Pembroke, ON K8A 6W5

5.2 Receipt of proposals will be confirmed by OVWRC staff located at the scale house (Main Entrance, Gate 1), at the above address only.

5.3 Submissions **MUST** be received at the above location **NO LATER THAN: 2:00 PM**, October 8, 2025 otherwise they will be deemed late and rejected.

5.4 The Centre is not responsible for proposals received after the stated closing time, and will not consider any such proposal.

5.5 The Centre will not be responsible for any lost proposal submissions or for those proposals that are delivered to any location other than the submission address indicated above.

5.6 The Centre will not accept facsimile or e-mailed copies of proposals.

5.7 Proposals will be opened as soon as possible after the RFP proposal deadline. Proponents will be advised of the results after an evaluation of all proposals has been completed and a successful Proponent has been determined.

5.8 Proposals shall address all items in *Section B – Terms of Reference*.

5.9 Care should be exercised in reading this Request for Proposal document, as failure to comply with the Instructions, Terms & Conditions, and Terms of Reference in your proposal submission may disqualify your submission.

5.10 Each proposal must be properly signed by an authorized official or principal who has authority to bind the company.

6. FEES

All pricing offered is to be in Canadian funds and shall be for the complete cost of all services as itemized in this RFP. Harmonized Sales Tax (HST) shall be extra to quoted pricing.

7. CONTACT PERSON

7.1 All inquiries concerning this RFP shall be **in writing only**, and directed by email to:

Elizabeth Graham
Communications & Special Waste Supervisor

Ottawa Valley Waste Recovery Centre
Tel: (613) 735-7537, ext. 216
Email: egraham@ovwrc.com

- 7.2 No other Centre staff are to be contacted for clarification of any aspect of this proposal.
- 7.3 No verbal instructions or verbal information to Proponents will be binding on the Ottawa Valley Waste Recovery Centre.
- 7.4 Proponents are encouraged to email their questions as soon as possible. The deadline for inquiries is **Monday, September 29, 4:00 PM**. No questions will be accepted after this date and time.

8. ADDENDA

- 8.1 Proponents finding discrepancies or omissions in the RFP, or in doubt as to its intent, shall at once notify the Communications Supervisor. If necessary, the Communications Supervisor will issue a written addendum.
- 8.2 Addenda will be issued, during the proposal period, under the following circumstances:
 - (a) Interpretation of RFP documents as a result of queries from prospective Proponents;
 - (b) Revision, deletions, additions or substitutions of any portion of RFP documents.
- 8.3 A copy of all addenda will be posted on the Centre's website.
- 8.4 All such changes as addressed in the addenda shall be incorporated into and become part of this RFP.
- 8.5 Oral instructions shall not be considered valid unless they are confirmed in writing by the Communications Supervisor.
- 8.6 The Communications Supervisor reserves the right to issue an addenda at any time but no later than Thursday, October 2, 4:00 PM.
- 8.7 It is the Proponent's responsibility to ensure that they have reviewed all addenda before submitting their proposal.

9. WITHDRAWAL OF PROPOSAL

Proponents will be permitted, without prejudice, to withdraw their proposal after it has been received by the office of the Communications Supervisor, provided such request is received in writing by the Communications Supervisor prior to the closing date and time. The withdrawal of a proposal does not disqualify a Proponent from submitting another proposal prior to the closing.

10. IRREVOCABLE

This RFP is irrevocable and is to remain open for acceptance by the Centre for a period of sixty (60) days after the date and time set for submission of proposals.

11. INSURANCE

- 11.1 The successful Proponent shall, during the term of the contract, provide, maintain and pay for Comprehensive Liability Insurance in an amount not less than \$2,000,000.00 inclusive per occurrence to cover all claims for bodily injury, death, or damage to property including loss of use thereof. Such insurance coverage shall be in the name of the Proponent and the Ottawa Valley Waste Recovery Centre shall be named as an additional insured on the policy and/or deemed an additional insured as evidenced on our insurance certificates. This policy must not contain a limitation, exclusion or restriction that would otherwise limit coverage for loss caused by failure to perform.
- 11.2 **Commercial General Liability:** The Service Provider shall, at their expense obtain and keep in force during the term of the Agreement, Commercial General Liability Insurance satisfactory to the Ottawa Valley Waste Recovery Centre and underwritten by an insurer licensed to conduct business in the Province of Ontario. The policy shall provide coverage for Bodily Injury, Property Damage and Personal Injury and shall include but not be limited to:
- (a) A limit of liability of not less than \$2,000,000.00/occurrence with an aggregate of not less than \$2,000,000.00.
 - (b) Add Ottawa Valley Waste Recovery Centre as an additional insured with respect to the operations of the Named Insured.
 - (c) The policy shall contain a provision for cross liability and severability of interest in respect of the Named Insured.
 - (d) Non-owned automobile coverage with a limit not less than \$2,000,000.00 and shall include contractual non-owned coverage (SEF 96).
 - (e) Products and completed operations coverage.
 - (f) Broad Form Property Damage.
 - (g) Contractual Liability.
 - (h) Work performed on Behalf of the Named Insured by Sub-Contractors.
 - (i) The policy shall provide 30 days' prior notice of cancellation.
- 11.3 Proof of the above insurance shall be provided to the Communications Supervisor prior to commencement of the work.

12. INDEMNIFICATION

The Proponent shall indemnify and hold harmless the Centre and all Municipal Officers, employees, volunteers, servants and agents of its Board from and against all actions, claims, demands, losses, costs, damages, suits or proceedings whatsoever which may be brought against or made upon the Centre and against all loss, liability, judgements, claims, suits, demands or expenses which the Centre may sustain, suffer or be put to resulting from or arising out of the Proponent's failure to exercise reasonable care, skill or diligence or omissions in the performance or rendering of any work or service required hereunder to be performed or rendered by the Proponent, its agents, officials and employees. The Proponent agrees that the foregoing indemnify shall survive the termination of this agreement.

13. APPLICABLE LEGISLATION

- 13.1 The Proponent shall comply with all applicable Provincial and Federal legislation and regulations, including the Occupational Health & Safety Act.
- 13.2 Municipal Freedom of Information and Protection of Privacy Act - The Proponent acknowledges that any proposal submitted shall become a record belonging to the Centre and therefore is subject to the *Municipal Freedom of Information and Protection of Privacy Act*. The Proponent should be aware that it is possible that any records provided to the Centre, including but not limited to, pricing, technical specifications, drawings, plans, audio-visual materials or information about staff, parties to the proposal or suppliers could be requested under this law. If the Proponent believes that all or part of the proposal should be protected from release, the relevant parts should be clearly marked as confidential. Please note that this will not automatically protect the submission from release, but it will assist the Centre in making a determination of release if a request is made. Note: By submitting a proposal, the Proponent agrees that the Centre may disclose the identity of all Proponents, as well as total proposal price, without notification to the Proponent.
- 13.3 Accessibility for Ontarians with Disabilities Act, 2005 - Contracted employees, third party employees, agents and others that provide customer services on behalf of the Centre are legally responsible for adhering to the provisions outlined in Section 80.49 of Ontario Regulation 191/11 with respect to training. The Proponent shall ensure that such training includes, without limitation, a review of the purposes of the Act and the requirements of the Regulation, as well as instruction regarding all matters set out in Section 80.49 of the Regulation. By signing Section C – Signing Sheet, the Proponent has agreed to be in full compliance with this regulation.

14. WORKPLACE SAFETY & INSURANCE BOARD (W.S.I.B.)

The successful Proponent shall at the time of entering into any contract with the Centre, furnish to the Communications Supervisor a satisfactory clearance from W.S.I.B. stating that all assessment or compensation payable to the W.S.I.B. has been paid. The successful Proponent further agrees to maintain that good standing throughout the contract period, and the Centre may, at any time during the performance of the work or upon the completion of such contract, require the Proponent to proof of continual satisfactory clearance.

15. CONFLICT OF INTEREST

- 15.1 The Proponent declares that this proposal is made without any connection, knowledge, comparison of figures or arrangements with any other person or persons submitting a proposal for the same requirement and is in all respects fair and without collusion or fraud.
- 15.2 The Proponent declares that no appointed officer or employee of the Centre is, will be, or has become interested, directly or indirectly, as a contracting party, partner, shareholder, surety or otherwise in this proposal or in the proposed contract or in any portion of the profits thereof, or of any supplies to be used therein, or in any of the moneys to be derived therefrom.

- 15.3 The Proponent is required to disclose to the Centre, prior to accepting this assignment, any potential conflict of interest. If a conflict of interest does exist, the Centre may, at its discretion, withhold the assignment from the Proponent until the matter is resolved to the satisfaction of OVWRC staff. If, during the conduct of the assignment, the Proponent is retained by another client giving rise to a potential conflict of interest, then the Proponent shall so inform the Centre and if a significant conflict of interest is deemed to exist by OVWRC staff, then the Proponent shall refuse the new assignment or take such steps as are necessary to remove the conflict of interest.

16. DISQUALIFICATION OF PROPOSALS

- 16.1 Proposals submitted by Proponents without a completed signed *SECTION C – Signing Sheet* will not be considered.
- 16.2 Proposals that do not comply with the RFP instructions or requirements as provided herein may be disqualified.

17. RIGHT TO TERMINATE

The Centre reserves the right to terminate this RFP at any time. Submission and receipt of a proposal does not represent a commitment on the part of the Centre to proceed further with any Proponent or project and the Centre is under no obligation to award a contract as a result.

18. PROPOSAL EVALUATION

- 18.1 Each response to this RFP will be evaluated by the Centre to determine the degree to which it responds to the requirements as set out in this document.
- 18.2 Evaluation of the Proposal will be based on the following criteria:

EVALUATION CRITERIA	WEIGHTING
Completeness of Submission and Overall Impression	10%
Understanding of Requirements	25%
Experience and References/Examples	30%
Schedule	15%
Cost	20%
Total:	100%

(See *Section B – Terms of Reference, Item 4. PROPOSAL SUBMISSION REQUIREMENTS* for a detailed description of the requirements for the above stated criteria.)

- 18.3 The proposal that, on average, scores highest when evaluated in accordance to the criteria above and when compared to all other proposals received shall be deemed to provide the best value for the Centre.

19. NEGOTIATIONS

- 19.1 The Centre may proceed with an award recommendation on the basis of initial offers received, without discussion. Therefore, each initial offer should contain the Proponent's best terms/information, including all required documentation as listed in this RFP.
- 19.2 The Centre reserves the right to enter into discussions/negotiations with the selected Proponent. If the Centre and the selected Proponent cannot negotiate a successful contract, the Centre may terminate the negotiations and begin negotiations with the next selected Proponent.
- 19.3 This process will continue until an agreement has been executed or all Proponents have been rejected. No Proponent shall have any rights against the Centre arising from such negotiations.

20. PROPOSAL ACCEPTANCE

- 20.1 This RFP is not a contract offer. A contract is only awarded on acceptance by the Centre following evaluation of the proposals submitted.
- 20.2 This RFP does not create an employment relationship. Individuals performing services required by the contract are not employees of the Centre.
- 20.3 The Centre reserves the right to reject any or all proposals, including without limitation the lowest proposal, to re-issue the RFP or to award the RFP to any Proponent at its sole discretion despite any provisions of the RFP. Further, if only one proposal is received, the Centre reserves the right to reject it.
- 20.4 The Centre reserves the right to contract with a Proponent for reasons other than price. Failure to answer any question in this RFP may subject the proposal to disqualification.
- 20.5 Subsequent to the submissions of proposals, the Centre, in its sole and unfettered discretion, reserves the right to communicate with one or more Proponents to seek additional clarification on any aspect of the Proposal, perform reference checks as required to verify the information provided and obtain additional performance information, or conduct interviews with some of the Proponents, but there will be no obligation to receive further information, whether written or oral from any Proponent.
- 20.6 The Centre reserves the right to request an in-person/virtual presentation by possible Proponents before making a final decision.
- 20.7 Proponents are solely responsible for their own expenses in preparing, delivering or presenting a proposal and for subsequent negotiations with the Centre, if any.

21. ENTIRE AGREEMENT

- 21.1 The successful proposal shall become an integral part of the contract. It shall not, however, be considered the total binding obligation for the contract. Any and all proposal conditions may be included at the discretion of the Centre as part of the final negotiated and approved Agreement.

- 21.2 The Centre reserves the right to include additional terms and conditions during the process of contract negotiations. These terms and conditions shall be within the scope of the original RFP document and contract documents and shall be limited to cost, clarification, definition and administrative and legal requirements.

22. PAYMENT

- 22.1 Payment for work and/or services performed under a Contract resulting from this proposal shall be made net thirty (30) days from the date of receipt of correct and proper monthly invoices, provided the service is acceptable to the Centre.
- 22.2 Invoices shall be delivered to the Ottawa Valley Waste Recovery Centre, Attn: Elizabeth Graham, Communications & Special Waste Supervisor, 900 Woito Station Road, Pembroke, ON, K8A 6W5 or emailed to: egraham@ovwrc.com referencing Website Redesign Project.
- 22.3 Invoicing shall include a summary of charges as they relate to the breakdown of project components and associated fees included in the Request for Proposal.
- 22.4 Any and all costs for work requested by the Centre that is considered additional to the services provided for in the proposal shall be negotiated with the Centre prior to the work being completed. This includes any Scope of Work changes, disbursements and deliverables. No consideration will be given for additional invoicing without prior approval of the Centre.

23. CANCELLATION OF CONTRACT

The Centre may cancel the contract for substantive failure on the part of the successful Proponent to provide the necessary services in accordance with the Instructions, Terms & Conditions, and Terms of Reference of this proposal, or in a manner which does not meet the expectations of the Centre. The opinion of the Centre in this regard shall be final in all instances.

24. ASSIGNMENT OF CONTRACT

An awarded contract shall not be assigned, sub-contracted or let out in whole or in part, without the prior written consent of the Centre.

25. CONDUCT OF PROPONENT'S EMPLOYEES

The Centre reserves the right to demand the removal of any successful Proponent's employees or contracted staff engaged in the contract if, in the Centre's opinion, their conduct has been of an unacceptable nature.

26. DEFAULT

Upon any default of the successful Proponent, the Centre, at its election, may reduce or cancel the outstanding balance of any contract. Written notice of the cancellation shall be effective immediately upon the date thereof.

SECTION B – TERMS OF REFERENCE

1. SCOPE OF WORK

OVWRC's current website has been in place since 2020 and uses the WordPress platform.

The Proponent will work closely with the Communications Supervisor. The Communications Supervisor will be the lead contact on the project providing clear directions and instructions on design requirements and consideration, copy, and required documents. This project will be fulfilled in a collaborative approach between the two parties. The objective for the website redesign is to provide information in a clear and easy to navigate fashion.

Key audiences are residents, businesses, customers, and Municipal partners. The website will be and currently is the primary communication vehicle for the Centre therefore pertinent information needs to be easily accessible for all users. It must be navigable to be enjoyable, interactive, and informative. It must also meet all Accessibility requirements.

Note: If the website update does not involve using the Centre's existing software/system, the Proponent must provide for regular maintenance of the website and training for OVWRC staff to populate the website as easily as possible, as required. The Proponent must be able to provide hosting, security, SSL Certificate, and licensing.

2. NEW WEBSITE FUNCTIONALITY REQUIREMENTS

The following general items are required for this project:

- 2.1 Visually appealing homepage with easy access to key information, large hero images or slider
- 2.2 Social media integration and plugins
- 2.3 Embedded form builders, contact us, asbestos delivery forms, etc.
- 2.4 Pop-up notifications and emergency response banners
- 2.5 Integration of third-party on-line search tool (currently in place)
- 2.6 AODA compliance
- 2.7 Selection of user-friendly platform (with provided OVWRC staff training) to allow maintenance, updates, creation of new pages etc. to be fulfilled by OVWRC staff
- 2.8 Opportunities for possible future Ecommerce integration for fee payments
- 2.9 Responsive CMS templates
- 2.10 Comprehensive user analytics (currently using Google Analytics)
- 2.11 Interactive page content customization options: accordion web components, charts, tabs, drop down menus, multi-rows/multi-columns, CTAs, etc.

3. SCHEDULE

All work undertaken under these Terms of Reference shall commence as soon as the successful proponent is notified. Final website is to be operational no later than January 1, 2026.

4. PROPOSAL SUBMISSION REQUIREMENTS

Proposals submitted by interested Proponents shall address the following four (4) items listed below. The responses to the following items shall be evaluated to determine the preferred Proponent to fulfill the requirements as stated in this RFP. Interested Proponents are encouraged to keep their proposals brief and readable.

4.1 Website Strategy and Design

Proponents shall provide a work plan, including an estimate of the number of hours to complete the project, and shall identify any Centre resources required to complete the project including identifying any meetings (in-person/virtual) that are required as part of the project.

4.2 Experience and Qualifications of Consultant

Your proposal should include the following:

- A company profile outlining qualifications of the firm and individuals for a project of this type and complexity
- A list of key personnel who will be involved with all aspects of this project. Please include a description of their experience, qualifications, and reference their role in this project. Roles should be identified in sufficient detail to allow a complete understanding as to how, and by whom, the work will be carried out.

4.3 Portfolio

Proponents shall provide three (3) examples of recent relevant work that closely relates to the scope of the project. Key demonstrations of requested components will be highly considered. Each example shall include the following:

- Name of project;
- Name of client organization;
- Name of client and key contact information;
- Duration of project;
- Approximate total cost; and
- Brief (one or two sentences) description of project.

The above listed contacts shall be considered references and may be contacted to attest to the Proponents performance on the assignments.

4.4 Schedule

Proponents shall provide a draft project schedule with relevant phases or milestone dates identified throughout the process. Anticipated completion date no later than January 1, 2026.

4.5 Cost

Proponents shall provide their total project cost with a detailed statement of all proposed fees and expenses. All costs associated with the implementation and completion of this project must be included for each phase of the project. Hosting and licensing annual fees must be included. Site

maintenance, updates, and general upkeep after the completion of the project should also be included.

4.6 Completeness of Submission & Overall Impression of Proposal Document

The overall quality and presentation of the proposal will be evaluated. The proposal should be clear and readable. Information should be easy to find and should include all requirements as requested in the RFP with close adherence in keeping it clear, concise, and brief. Proponent shall ensure that *Section C – Signing Sheet* is completed in its entirety and included with the proposal submission.

The Proponent will be restricted to twelve (12) pages, excluding appendices.

5. REPORTING AND DELIVERABLES

5.1 Meetings / Presentations

Meetings, unless otherwise specified, shall be at the Ottawa Valley Waste Recovery Centre administrative offices located at 900 Woito Station Road, Pembroke Ontario.

The following meetings will be required with key staff for the project:

- Project initiation
- Presentation of design options
- Presentation of Final Draft

5.2 Scheduled Updates

- Weekly updates will be provided to the Communications Supervisor via video conference call or e-mail. Topics shall include but not be limited to: schedule, progress of contract, challenges, and budget, including any claims for funds being requested and approved in advance.

SECTION C – SIGNING SHEET

I/WE ACKNOWLEDGE AND HAVE CAREFULLY EXAMINED THE INSTRUCTIONS, TERMS & CONDITIONS, AND TERMS OF REFERENCE STATED IN THIS PROPOSAL, AND OFFER TO COMPLETE A CONTRACT IN ACCORDANCE WITH SAME, SHOULD I/WE BE THE SUCCESSFUL PROPONENT IN THIS REQUEST FOR PROPOSAL.

Signer must have authority to bind the company.

Signed, and delivered at _____ this ____ day of _____ 2025.
Township/Town/City Month

Proponent/Legal Company Name _____

Address _____
Street Municipality Province Postal Code

Signature of _____ Name _____
(Authorized official or principal who has authority to bind the company) Print or Type

Title _____ Email _____

Telephone # _____ Fax # _____