



TOWN OF ROCKY MOUNTAIN HOUSE

Request for Proposal

Website Redesign, Development, and Hosting Services

www.rockymtnhouse.com

July 24, 2026

Proposal Closing Time:

August 21, 2026

14h00 Rocky Mountain House local time

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1. INTRODUCTION

The Town of Rocky Mountain House (“the Town”) invites qualified proponents to submit proposals for the redesign, development, migration, hosting, and ongoing support of the Town’s municipal website, www.rockymtnhouse.com. It is the Town’s desire to maintain the existing URL.

The Town is seeking an all-in-one solution that enhances user experience, improves accessibility, and ensures strong security and privacy protections while aligning with the Town’s branding and communication goals.

The successful website will improve user navigation, reduce resident inquiries, and enhance online service delivery.

Request for Proposal: **Website Redesign, Development, and Hosting Services**

Description: **Website Redesign, Development, and Hosting services details and cost estimates as outlined in this RFP.**

Date Issued: **July 24, 2026**

Closing Date: **August 21, 2026**

Closing Time: **14h00 (local time)**

This Request for Proposal does not commit Town of Rocky Mountain House to award a contract or pay any costs incurred in the preparation of a proposal, or attendance at any meetings with municipal staff related to this proposal.

2. PROJECT OBJECTIVES

The objectives of this project are to:

- Modernize the Town’s website with a clean, accessible, and user-friendly design
- Improve functionality and service delivery for residents and stakeholders
- Ensure compliance with applicable accessibility and privacy standards
- Provide a secure, scalable, and easy-to-manage web platform that allows for growth
- Allow for integrations of other vendor portals via API or embed/iframe codes
- Deliver reliable customer service and ongoing technical support

3. SCOPE OF WORK

The successful proponent will provide a comprehensive solution that includes, but is not limited to, the following:

3.1 Website Design and Development

- Custom website design aligned with Town branding, colours, and visual identity
- Responsive design compatible with mobile, desktop and tablet devices
- Intuitive navigation and user-focused layouts

3.2 Content Migration

- Review and optimization of content structure and usability (site-map audit and recommendations)
- Migration of all existing website (www.rockymtnhouse.com) content to the new platform
- Editing and styling to ensure content is formatted correctly on the new platform
- Ensuring minimal downtime during transition

3.3 Content Management System (CMS)

- Indicate whether it is an open-source CMS or sole proprietor product
- User-friendly CMS allowing Town staff to:
 - Create and edit content
 - Upload documents and media
 - Manage pages and menus
- Role-based permissions for staff users
- Record an access and activity log of all users

3.4 Forms and Interactive Features

- Ability to create and manage online forms
- Secure collection of user-submitted data
- Integration with internal processes where applicable

3.5 Security and Privacy

- Strong security framework including:
 - SSL certificates and secure hosting environment
 - Encryption of personal data collected through the website
 - Protection against common vulnerabilities (e.g., malware, data breaches)
- Compliance with applicable Canadian privacy legislation

3.6 Hosting Requirements

- All website data must be hosted within Canada
- Reliable uptime and performance standards
- Backup and disaster recovery capabilities

3.7 Accessibility

- Conformance, at minimum, to WCAG 2.1 Level AA (or current applicable standard)
- Accessible design to ensure usability for all users

3.8 Integration

- Integration with meeting management software
- Potential integration with other Town systems
 - Ability to integrate with an e-commerce/payment portal
- Potential integration with AI tools such as chatbot or auto-approvals

3.9 Technical Support and Customer Service

- Ongoing technical support services
- Help desk availability (include hours of service)
- Defined response and resolution times

3.10 Maintenance and Updates

- Ongoing maintenance and software updates
- Security patches and monitoring
- Optional enhancements or future scalability

3.11 Website Analytics and Reporting

Analytics platform, dashboards, reporting, and training.

4. DELIVERABLES

The successful proponent will deliver:

- Fully functional website meeting all requirements
- Completed migration of existing content
- CMS access and training for Town staff
- Documentation including:
 - User manuals
 - System documentation
- Testing and quality assurance results
- Post-launch support plan

5. PROJECT TIMELINE

The following is a tentative project timeline. Your proposal should indicate your ability to meet the target launch date of February 1, 2027, and/or your proposed project timeline.

Milestone	Date
RFP Issued	July 24, 2026
Questions Deadline	August 13, 2026
Closing Date	August 21, 2026
Evaluation Period	August 21 – September 4, 2026
Award Notification	September 10, 2026
Project Start	September 21, 2026
Design Phase	Sept 21 – Nov 6, 2026
Development Phase	Nov 9 – Dec 18, 2026
Testing & Training	Jan 4 – Jan 22, 2027
Website Launch	February 1, 2027

6. PROPONENT QUALIFICATIONS

Proponents should demonstrate:

- Proven experience in municipal or public-sector website projects
- Strong expertise in web design, development, and user experience
- Experience with secure hosting and data protection
- Demonstrated ability to deliver accessible websites
- Strong customer service and support capabilities

7. PROPOSAL SUBMISSION REQUIREMENTS

Proposal Format

Proponent's submission must be prepared in the same order this RFP has been prepared to allow the Town to make direct comparisons between proponents' submissions.

7.1 Company Profile

- Company overview
- Relevant experience and qualifications

7.2 Project Approach

- Methodology and proposed solution
- Work plan and timeline

7.3 Relevant Experience

- Examples of similar projects
- Client references (minimum of 3)

7.4 Team

- Project team members and roles
- Relevant qualifications

7.5 Technical Solution

- CMS platform details
- Hosting environment
- Security measures
- Accessibility measures
- Description of any AI tools and security safeguards of same that will be used to meet your proposal.

7.6 Support and Maintenance

- Description of support services
- Service level commitments

7.7 Pricing

- Detailed cost breakdown including:
 - Design and development
 - Migration
 - Hosting
 - Ongoing maintenance and support
 - Optional services such as forms, accordions, public engagement tools or any other website features not included with the proposal but could be added on at an additional fee.
- Clearly indicate what are one-time implementation costs, and what are annual costs and contract terms/length you offer.

7.8 Proponent demonstrations

The Town may invite shortlisted proponents to participate in a product demonstration and presentation.

The purpose of the demonstration is to evaluate:

- Website usability and overall user experience
- Content management system (CMS) functionality and ease of use
- Proponent understanding of municipal requirements

- Project team knowledge and communication

Proponents may be required to:

- Provide a live demonstration of their proposed solution that:
 - Showcases similar municipal websites
 - Demonstrates CMS capabilities from a staff user perspective
 - Demonstrates homepage navigation and finding key information
 - Shows mobile responsiveness
 - Shows how to create and edit content in the CMS
 - Shows how to build and submit an online form
 - Shows how to post a public notice or alert
 - Demonstrates accessibility features
 - Shows analytics dashboard and reporting
 - Explains support and maintenance approach
- Respond to questions from the evaluation committee

Demonstrations will be scored and included in the final evaluation.

8. EVALUATION CRITERIA

Proposals will be evaluated using the following weighted criteria:

Criteria	Weight
Proponent Experience and Past Projects	20%
Quality of Proposed Solution and User experience	25%
Customer Service and Support	15%
Technical Capabilities and Security	25%
Cost	15%

If demonstrations are conducted, they will also be scored based on the evaluation criteria.

9. AWARD OF CONTRACT

It is the intent of the Town to award one contract to a firm that demonstrates the best ability to fulfill the requirements of the Scope of Work defined in this Request for Proposals, and that is determined to be the most advantageous to the Municipality. The successful proponent will enter into a contract with the Town of Rocky Mountain House for the purposes of administering this project.

The Town reserves the right to reject any and all proposals and award a contract as is in the best interest of the Municipality.

10. INQUIRIES

All inquiries regarding this RFP must be directed to:

Contact Name: **Laura Button and Tiffany Robinson**
Title: **Communications Department**
Email: **lbutton@trmh.ca and trobinson@trmh.ca**

Questions must be received by: **August 13, 2026**

All written inquiries and the replies thereto will be copied to all proponents through the Alberta Purchasing Connection.

11. INSTRUCTIONS TO PROPONENTS

Proposals must be submitted:

- By email in a PDF format (preferred) to: **lbutton@trmh.ca**
OR
- 3 hard copies sealed and enclosed in an envelope marked **“Request for Proposal – Website”** and addressed to:

Communications Department
Town of Rocky Mountain House
Box 1509
5116 – 50 Avenue
Rocky Mountain House AB T4T 1B2

Submission Deadline: **August 21, 2026 at 14h00 Rocky Mountain House Local Time**

Late submissions will not be accepted.

Proposals must be received at the front reception desk of the Town of Rocky Mountain House by the closing time and date set forth or they will not be accepted. Proposals received late will not be considered and will be returned to the proponent unopened. Emailed proposals must be received at the Town's email address prior to the closing time. Any proposals that are received via email after the closing time will be responded to by email advising of the late submission. The email with the proposal will be deleted.

12. TERMS AND CONDITIONS

- The Town is not obligated to accept the lowest or any proposal
- The Town reserves the right to cancel or modify the RFP at any time
- All costs associated with proposal preparation are the responsibility of the proponent
- The successful proponent will be required to enter into a formal agreement with the Town

13. CONTRACT REQUIREMENTS

13.1 Maintain Appropriate Insurance Coverage

The Successful Proponent shall procure and maintain, at its own expense for the duration of the Contract, insurance against claims for injuries to persons or damages to property, which claims may arise from, or in connection with, the performance of the work hereunder by the Proponent, its agents, representatives, employees or sub-consultants. The cost of such insurance shall be borne fully by the Proponent.

Minimum Limits of Insurance. The Proponent shall maintain limits no less than:

- Commercial General Liability: \$2,000,000.00 per occurrence for bodily injury, personal injury, property damage, and completed operations.

- Automobile Liability: \$1,000,000.00 per accident for bodily injury and property damage covering all owned, hired, rented and non-owned vehicles.
- Workers' Compensation: Workers' compensations limits in accordance with Province of Alberta statute. A Clearance Letter of good standing is required. If exempt from Workers' Compensation evidence of Employees Liability insurance with limits of \$1,000,000.00 per occurrence is required.
- Professional Liability: \$2,000,000.00 per claim. Professional Liability insurance policy is required and the date of such policy must be on or before the date Proponent begins offering professional services.

The limits and coverage required are the minimum acceptable and is not intended to limit the liability of the Proponent or sub-contractor.

13.2 Comply with all applicable laws and regulations

13.3 Provide proof of certifications where applicable

14. CERTIFICATION

The proponent certifies that all information provided is accurate and complete.

(Failure to complete, sign and submit this certification with the proposal package will disqualify the submitted proposal)

We _____
(Legal Company Name)

Of _____
(Business Address)

(Telephone Number)

(Facsimile Number)

Having examined and read the quotation documents for **Request for Proposal – Website Redesign, Development, and Hosting Services** issued by the Town of Rocky Mountain House do hereby bid and agree to provide the services in accordance with the proposal/Request for Proposal documents, and do hereby agree to accept the terms and conditions set out in this Request for Proposal.

Executed this _____ day of _____, 2026

(Signature of authorized representative)

SEAL

(Name and status of authorized representative)

The personal information provided by you is being collected under the authority of the Municipal Government Act and will be used for the purposes under that Act. The personal information that you provide may be made public, subject to the provisions of the Access to Information Act and Protection of Privacy Act.