

# Request for Expression of Interest (R.F.E.O.I)

## C2026-042 Website Redesign

**Closing Date & Time: Tuesday, April 21, 2026 at 4:00 p.m. local time**

### 1.0 Objective

The City of Oshawa is inviting Expressions of Interest from qualified software vendors with proven experience in delivering integrated, resident-focused web solutions.

Project work is anticipated to begin around mid-2027, with completion expected by the end of September 2028.

The City intends to consider proposals for the Website Redesign through a three-stage process:

1. Request for Expressions of Interest (R.F.E.O.I.)
2. Request for Proposals (R.F.P.)
3. Negotiation of terms with the preferred proponent

The City reserves the right to not proceed at all or proceed to the second stage as a result of the R.F.E.O.I.

### 2.0 Background

Located on the north shore of Lake Ontario, the City of Oshawa is the largest urban municipality in Durham Region, with a population of more than 185,000. The City operates three public websites, each with its own domain but all hosted on the same CMS platform:

- [oshawa.ca](http://oshawa.ca) is the City of Oshawa's primary website
- [oshawaeconomicdevelopment.ca](http://oshawaeconomicdevelopment.ca) (microsite)
- [oscc.ca](http://oscc.ca) (microsite)

### 3.0 Request for Expression of Interest Process

Given that this is an Expression of Interest and not a call for proposals, the level of detail provided in your submission should demonstrate that the proponent is capable of supporting the City of Oshawa's vision for improved delivery, user experience, brand alignment and management of their external-facing websites. Therefore, the Expression of Interest should provide the following:

- Company Information
  - Company Name and Mail Address
  - Contact Name, telephone number and email address
  - Company website URL
  - Location of Customer Support Staff
  - Type of organization and number of years in business
- Sufficient information to allow an evaluation of the proponent's relevant experience and ability to undertake a project of this nature and scale
- Vendors demonstrated experience, certifications, qualifications including

- examples of similar website redesigns
- Work with municipalities or public-sector clients
- Migration of content process
- Third party website integration process
- Hosting approach (cloud, managed, hybrid)
- Security and privacy compliance
- Backup and disaster recovery process
- Demonstrated results (UX improvements, accessibility, performance, etc.)
- Intuitive, responsive design that adapts seamlessly to desktop, tablet, and mobile devices.
- Where website information will be stored. The City of Oshawa will be the sole owner of all data at all times.
- If there are any minimum technology requirements (technology, IOS, Android etc.)

#### **4.0 Description of Proposed Services and Deliverables**

The City is seeking Expressions of Interest from proponents capable of undertaking a full redesign of its municipal websites, oshawa.ca, oshawaeconomicdevelopment.ca and oscc.ca to enhance digital customer service delivery, meet the evolving expectations of residents and the business community, and ensure long-term alignment with emerging technologies. The redesign aims to deliver an all-encompassing modern, user-centred, accessible and fully integrated online experience. The specific objectives are to:

##### **Accessibility & User Experience**

- Develop a fully responsive main website and standalone microsites that comply with the Ontario Government's AODA standards (currently, WCAG 2.2), as well as ability to provide accessibility certification for all three websites before launch.
- Microsites must have unique URLs and distinct visual identities based on established branding.
- Support accessibility features including text resizing, high-contrast mode and full screen reader compatibility.
- Provide multilanguage support and translation capabilities.
- Deliver a complete and maintainable sitemap that enables accurate indexing and enhances the performance of the website's search capabilities.

##### **Content Management & Publishing**

- Offer customizable templates for various page types (news, events, content pages).
- Provide content creation tools including image galleries, video embeds, social media feeds, spelling tools, format clearing, heading level controls, highlight options, video controls, button options and optional HTML access.

- Include an approval workflow supporting up to three levels of review for 60+ users, with visibility into changes made for approvers to see updates before approving.
- Enable user creation of shortened URLs, redirects and content anchors.
- Include version control that stores all content changes for at least one year, with the ability to review and option to restore previous versions.

### **News and Calendars**

- Support news categories with subscriber options, multi-media integration, scheduling, and automatic expiry/unpublishing.
- Provide up to 12 event calendars across three websites, including subscriber options and an aggregate calendar.
- Allow public event submissions with an approval workflow.

### **Forms, Payments & Interactive Tools**

- Support creation of at least 500+ fillable forms with accessible PDF generation, reporting, workflow automation, status tracking, and administrative fields.
- Integrate with eCommerce/payment systems such as Moneris.
- Include an annually updated property tax calculator.

### **Integrations & Data Connectivity**

- Integrate and/or add links or iframes with third-party systems, including but not limited to eScribe, SharePoint, Moneris, CLUDO, Siteimprove, gtechna, ESRI, Cityview, Lagan, Intelli, Pet Harbour, and Constant Contact.

### **Technical Infrastructure & Security**

- Provide a cloud-based solution demonstrating scalability, reliability, and compliance with applicable security and privacy regulations.
- Support single sign on (SSO) with identity-based access across applications.
- Handle high-traffic periods (e.g., elections, recreation registration days) and provide load testing to confirm scalability.
- Generate dynamic XML sitemaps.

### **Training & Support**

Provide comprehensive staff training and ensure timely support for issue escalation, including after-hours assistance when required.

## **5.0 Pricing Structure**

Proponents are required to provide an estimated pricing structure for implementation, annual maintenance and support, and any other applicable fees.

The pricing information requested as part of this R.F.E.O.I. is intended for budgetary purposes only and should not be considered a request for competitive pricing.

Please also include the estimated lead time for implementation in your response.

## **6.0 Next Steps**

The City may interview or contact proponents who have submitted Expressions of Interest to better understand their offerings and experience. The City may invite a short list of proponents to submit a proposal through a formal R.F.P. process.

## **7.0 No Contact**

All proponents are expressly forbidden from contacting the City including any of its members of Council, officers, employees or agents regarding this R.F.E.O.I. except Purchasing Services as expressly permitted in this R.F.E.O.I. Any requests for clarification on this process are to be directed to Purchasing Services at [purchasing@oshawa.ca](mailto:purchasing@oshawa.ca).

## **8.0 Freedom of Information**

The City is subject to the provisions of the Municipal Freedom of Information and Protection of Privacy Act. As a result, the City cannot guarantee that any information forwarded to the City can be held in confidence.

Proponents must identify, in their submission, any information which they feel is confidential and which should remain confidential. Proponents must specify their reasons and those sections of the Act which support confidentiality.

Confidential information must be included in a separate section of the submission. This will facilitate the availability to make other parts of the submission available to the public.

In all circumstances, the provisions of the Municipal Freedom of Information and Protection Act will prevail.

## **9.0 Incurred Costs for Proponent's Submission**

The City will not reimburse any proponent for any costs incurred by the proponent in the preparation of their submission.

## **10.0 Terms and Conditions**

This R.F.E.O.I. and the submissions do not create a tender or proposal process. This R.F.E.O.I. is not an invitation for an offer to contract and it is not an offer to contract made by the City. By this R.F.E.O.I., the City reserves to itself absolute and unfettered discretion to invite submissions, consider and analyze submissions, select short-listed proponents who may be invited to prepare a detailed Proposal, and attempt to negotiate an Agreement with the Preferred Proponent as the City considers desirable.

Without limiting the generality of the foregoing, the City reserves the right to:

- Reject or short-list any Proponent whether or not its submission is complete or whether or not its submission contains all required information;
- Require clarification where the submission is unclear;
- Reject any or all submissions without any obligation, or any compensation or reimbursement to the Proponents, and the City is under no obligation to proceed to the next stage; and,

- Disqualify any submission without discussion with the Proponent, and to reject any submission that the City considers is not in the best interests of the City.

### **11.0 Instructions to Proponents**

Wherever this R.F.E.O.I. creates a power of the City to make a decision or to exercise any contractual right or remedy, the City may do so in its absolute and unfettered discretion to do anything else, and no public law duty, whether arising from the principles of procedural fairness or the rules of natural justice, applies to the City.

All submissions are prepared by and at the expense of each Proponent. The City is not responsible in any respect for any expenses, damage, loss or liability incurred by a Proponent, or for any plans, drawings, specifications, studies or analyses prepared by or for a Proponent in the preparation of its submission. The intent of this section is to place on each Proponent the sole risk and liability for any expense, damage, loss or liability incurred or borne by the Proponent in connection with its consideration of and response to this R.F.E.O.I., including the preparation of its submission. Without limiting the generality of the foregoing, the City is not liable for any information it provides and does not represent or warrant its accuracy or completeness.

The City's receipt or discussion of any information (including information obtained in any submission, ideas, models, drawings, or other materials communicated or exhibited by any Proponent or on its behalf) from the Proponent shall not impose any obligations whatsoever on the City.

### **12.0 Submission Requirements**

Expressions of Interest are to be submitted in the following format:

- Electronic submissions will be received via email to [purchasing@oshawa.ca](mailto:purchasing@oshawa.ca), clearly identifying in the subject line: "C2026-042 Website Redesign".
- Submissions are to be received at the email shown above no later than **4:00 p.m., local time on Tuesday, April 21, 2026.**

### **13.0 Regulatory and Legislative Requirements**

All new Regional systems will comply with all applicable regulatory and legislative requirements which include:

- The Accessibility for Ontarians with Disabilities Act (AODA)
- Payment Card Industry Data Security Standard (PCI DSS)
- Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)

Applications will also be subject to internal controls/assessments prior to implementation. These include:

- Threat Risk Assessment (TRA)
- Privacy Impact Assessment (PIA); in collaboration with Legislative Services

### **14.0 Further information**

For further information, please contact Steven Seepaul, Buyer at 905-436-5645 or [purchasing@oshawa.ca](mailto:purchasing@oshawa.ca).