



**TOWN OF
LOGY BAY-MIDDLE COVE-OUTER COVE**

REQUEST FOR PROPOSALS

MUNICIPAL WEBSITE DESIGN, DEVELOPMENT & ONGOING MAINTENANCE

**DATE ISSUED:
September 8, 2026**

**DEADLINE FOR SUBMISSION:
September 25, 2026**

1. Invitation

The Town of Logy Bay-Middle Cove-Outer Cove (the “Town”) invites qualified firms to submit proposals to design, develop, launch and support a new municipal website. The Town is seeking a modern, attractive and easy-to-use website that improves access to municipal information and can be updated easily by Town staff.

The successful proponent will provide a complete website solution, including design, development, content migration, staff training, hosting and ongoing maintenance/support.

2. Key Objectives

- Provide a clean, modern and visually appealing website
- Make information easy for residents, businesses and visitors to find
- Ensure the website is accessible on desktop, tablet and mobile devices
- Provides easy navigation and searchability
- Provides easy access to common resident services and information
- Provide an easy-to-use Content Management System (CMS) so Town staff can make routine updates without technical assistance
- Simplifies access to permits, forms, council documentation, programs and contact information
- Supports future enhancements such as online registrations, facility bookings, service requests, and other digital services
- Provide accessible, secure and reliable website hosting and support
- Clearly identify all one-time and ongoing costs

3. Scope of Work

The proposal should include all services required to deliver a complete, functioning website. At a minimum, the proposed solution should address:

- Website planning, design and development
- User-friendly navigation and site search
- Responsive/mobile-friendly design
- Content migration from the Town’s existing website
- An easy-to-use contact management system for Town staff
- News, notices, events, Council information, agendas/minutes, bylaws, policies, forms and contact information
- Emergency or priority notice capability
- Accessibility in accordance with recognized web accessibility standards and best practices
- Security, backups and website monitoring
- Website analytics
- Staff training prior to launch
- Ongoing hosting, maintenance and technical support

Proponents are encouraged to identify any additional features or services they believe would improve the Town’s website or online service delivery.

4. Content Management & Ownership

The Content Management System must allow authorized Town staff to easily add, edit and remove pages, notices, events, documents, images and other routine website content. The proposal should identify the CMS platform and any licensing requirements.

All Town content and data shall remain the property of the Town. Proponents must identify any proprietary components, restrictions, licensing requirements or costs associated with moving the website or data to another provider in the future.

5. Proponent Experience

Proponents should provide a brief company profile, identify the project team, and demonstrate relevant experience designing and supporting municipal, public-sector or comparable websites.

- Examples and links to at least three comparable websites
- A brief description of relevant municipal or public-sector experience
- Three client references, preferably from municipal or public-sector organizations

6. Pricing

Pricing must clearly separate one-time website development costs from annual or recurring costs. All prices shall be in Canadian dollars, with applicable taxes identified separately.

Cost Item	Proposed Cost
Website planning, design and development	\$
Content migration	\$
Staff training	\$
Other one-time costs	\$
Total one-time project cost	\$
Annual hosting	\$ / year
Annual maintenance & support	\$ / year
Annual software/licensing/third-party fees	\$ / year
Total annual ongoing cost	\$ / year
Additional support/development rate	\$ / hour

Proponents must also disclose any setup fees, annual price increases, minimum contract terms, optional charges, or other costs the Town could reasonably expect to incur. A five-year total cost estimate is encouraged.

7. Proposal Submission Requirements

Proposals should be concise and include the following:

- Company profile and relevant experience
- Proposed approach and website solution
- Description of the CMS, hosting, security and support services

- Project timeline from award to launch
- Training and content migration approach
- Examples of comparable work and references
- Complete pricing, including all ongoing fees
- Any assumptions, exclusions or optional/value-added services

8. Evaluation

The Town intends to select the proposal that provides the best overall value. Proposals may be evaluated using the following criteria:

Evaluation Criterion	Weight
Understanding & proposed approach	20%
Design, functionality & ease of use	20%
CMS, technical solution & support	20%
Experience & references	15%
Implementation timeline & training	10%
Pricing & overall value	15%
Total	100%

The lowest-priced proposal will not necessarily be accepted. The Town may request clarification, interviews, demonstrations or negotiations with one or more proponents before making an award.

9. Submission Instructions

All submissions should be submitted in writing to office@lbmcoc.ca no later than Friday September 25, 2026.

10. General Terms

- The Town reserves the right to accept or reject any or all proposals, in whole or in part, and to cancel or amend the RFP process where it is in the Town's best interests
- All costs associated with preparing a proposal are the responsibility of the proponent
- The Town may request clarification or additional information from proponents
- The Town may negotiate scope, pricing, schedule and contractual terms with the preferred proponent prior to award
- Any contract resulting from this RFP will be subject to a formal agreement authorized by the Town
- Proponents must disclose any actual or potential conflict of interest and identify any subcontractors proposed for the work