

REQUEST FOR PROPOSAL: DIGITAL ECOSYSTEM CONSOLIDATION AND WEBSITE REDESIGN STRATEGY

RFP Question Responses – Amended October 6, 2026

This document provides responses to all questions received prior to October 5th. Please note that several similar questions were received and responses have been amalgamated where appropriate.

Bidder question	CIC Response
For Phase 2 (implementation) is there an anticipated budget range? Is CIC looking for a detailed implementation quote based on the strategy developed in Phase 1?	As part of the Phase 1 deliverables, the successful proponent will provide a recommended roadmap and estimated quoted costs for implementation, which will inform the Phase 2 budget.
For the Phase 2 costs produced during Phase 1, does CIC expect a firm supplier quotation for an agreed implementation scope, or a planning estimate with documented assumptions?	In the deliverables of Phase 1, CIC expects a planning-level cost estimate with documented assumptions for implementation rather than a detailed fixed price, as Phase 2 will involve a separate procurement process.
Will the Phase 1 supplier be eligible to propose/bid on or be awarded Phase 2? If yes, would their familiarity with the team and existing technology give them an upper hand in the bidding process?	Yes, the successful supplier will be eligible to be awarded Phase 2. While the procurement process for Phase 2 is separate from this phase of work and will be fully dependent on outcomes of the strategy, it is anticipated that the supplier will be invited for Phase 2 to roll out the strategy.
Section 3.1 of the RFP refers to existing assessments and strategic planning for each site. Can these be shared with proponents before the proposal deadline, or only with the successful supplier? What are the existing assessments, strategic planning documents and analytics? How much of the current-state review do they already cover? Could you also share approximate page and resource counts?	Only the successful supplier will receive access, as appropriate, to the existing assessments and documents, including: • Monthly website traffic reports. • SWOT analysis and current website operating costs. • Content inventories and expected content to be archived. • A list of example websites CIC wishes to emulate. • Relevant internal planning documents outlining needs and preliminary decisions for each site. • Brand guidelines for CIC and its individual program/website brands. CIC's sites currently each have varying amounts of content, ranging from 30-50 pages and 100+ resources. However, many sites have content that will be archived through this consolidation

	process. This will be determined by the CIC internal team.
Could you share which platforms each website currently runs on, and which systems are used today for membership sales, event registration, and e-commerce? Are there existing integrations, member-only resources or other essential functions that the strategy must accommodate? Is there a CMS that you have a preference for over the other?	All websites currently run on WordPress and use WooCommerce for ticket/membership sales on the CIC main site. Member-only resources are not an existing function but should be considered in this strategy as well. As part of the Assessment, CIC will provide details about all existing plugins and themes, costs and more that are currently being used to the successful supplier. As indicated in the RFP, CIC prefers continued use of WordPress but is open to recommendations for new plugins and integrations that improve website functionality and admin processes.
Beyond the requirement for bilingual websites, should the proposal, Phase 1 report, workshops and wireframes also be delivered in both English and French?	Only the website is required to be bilingual, all deliverables are only required in English.
Section 6.0 refers to evaluation specifications "stated below". Could you share the evaluation criteria and weighting? Will CIC publish evaluation weightings or minimum scoring thresholds beyond the stated requirements?	This wording ("stated below") was written in error. CIC does not have a specific evaluation structure for this RFP. Proposals will be evaluated based on the requirements outlined in the RFP, including the proposed approach, relevant experience and qualifications, ability to meet the scope of work, and overall value to CIC.
When assessing comparable experience, will CIC consider clearly attributed projects delivered by named team members and disclosed subcontracting partners, alongside the prime supplier's corporate experience?	Yes, CIC will consider the experience from individual team members/subcontractors combined with the supplier's company experience.
What level of fidelity, and roughly how many page templates, do you expect for the Phase 2 mock-ups/wireframes? How much detail needs to be provided in Phase 1? Would representative journeys and key page templates meet the requirement?	CIC is expecting representative design mock-ups and wireframes that demonstrate the recommended design direction, information architecture, and key user journeys, rather than comprehensive designs for all anticipated page types. There is no minimum or maximum number of page templates/wireframe mock-ups required; it will be up to the supplier to recommend an appropriate level of detail that best reflects the recommended strategy. More detailed page designs and functionality will be a deliverable of Phase 2.
Should the mock-ups reflect the current brand, or is a brand refresh being considered alongside the redesign?	All design mock-ups should reflect CIC's current brand . A brand refresh is not being considered under this strategy.

For the current-state review of CIC's existing websites, is the intent a strategic assessment of each property's audience, purpose, performance and role within the overall ecosystem, rather than a detailed page-by-page content or technical audit?	The intent is primarily a strategic current-state review of each website, examining its audience, performance, functionality and purpose, and making recommendations for its future role within the overall digital ecosystem. A detailed page-by-page content or technical audit is not required by proponent; this work is being undertaken internally by CIC.
Stakeholder participation: How many internal stakeholders and distinct stakeholder groups will participate in the assessment and strategy development? Who will consolidate feedback and provide final approval?	CIC's internal team of approximately eight staff will all participate in the assessment and strategy development in varying capacities. The successful supplier will work directly with the CIC Communications Team (two staff) who will provide final approval, following direction of CIC's Executive Director and input from staff and CIC board as needed.
External consultation: Is consultation with members, funders, partners or other website users expected during Phase 1? If so, approximately how many audience groups or participants should be included, and will CIC coordinate their participation?	External stakeholder consultation is not a required in this scope of work. CIC will conduct any external engagement with members and funders as required, and share insights with the supplier as appropriate.
Existing assessments and planning: Could you share the assessments and strategic planning referenced in the RFP, or summarize their scope and level of completion? Have any decisions about consolidating or retaining individual websites already been made?	CIC has undertaken initial strategic planning for the future of each website and has made preliminary decisions. However, officially determining the future of each website will be part of the purpose of the Phase 1 strategy. These preliminary decisions will be provided to the supplier during the Assessment in Phase 1.
Sites in development: What stage have ReuseCanada.ca and CircularActivationHub.ca reached? Should the strategy influence their development, or should we assume their planned structure and functionality will remain in place?	Both sites are still in early development. The successful proponent will receive further details on these plans and will be expected to make recommendations (based on input from CIC staff) on how to move forward with these websites.
Consolidation constraints: Are there funding agreements, partnerships, ownership arrangements or branding requirements that could require particular websites, domains or programs to remain distinct?	These details will be provided with the successful supplier during strategy development.
Accessibility and bilingual requirements: Which accessibility standard and conformance level should the strategy address? Does CIC already have French content and a translation process, and must Phase 1 workshops and deliverables also be bilingual? Which accessibility standard should the strategy plan to, AODA, WCAG 2.1 AA or WCAG 2.2 AA?	All future CIC websites must have a functionality for translated content (text and images) and a translation process is already in place. The supplier will not be required to translate any content. The websites also must comply with industry accessibility standards, that specific standard (i.e. AODA or WCAG) should be recommended by the supplier. Phase 1 workshops and deliverables are not required to be in French.

Internal capacity and ongoing costs: Who will manage content and administer the consolidated websites, and what WordPress experience does the team have? Is there a target annual budget for hosting, software licensing, security and maintenance to guide our recommendations?	CIC communications staff is very familiar with WordPress and will continue managing content / administer the website ecosystem. CIC is also seeking recommendations for affordable hosting, security and ongoing maintenance through one service provider. The successful proponent will receive more details about CIC's current systems during the project.
What is the required completion date for Phase 1, and are there board meetings, funding deadlines or other milestones that determine it?	CIC anticipates that Phase 1 will be completed by the end of December 2026, with Phase 2 starting early Q1 2027 to meet timelines for project funding. Specific timelines will be determined at project kick-off.
How many review and revision rounds should be allowed for, and can all meetings be conducted virtually? How many workshops do you expect?	CIC is a fully remote organization, and all meetings will be required virtually. The number of workshops/consultations with CIC staff and revision rounds will be determined at project kick-off.
For Phase 1, is a comprehensive item-by-item content inventory expected, or may suppliers propose a representative content review alongside an assessment of every website?	A comprehensive page-by-page content inventory is not required. The intent is a strategic assessment of each website, supported by a representative review of content and available performance information. The CIC internal team will be responsible for inventorying and assessing the content.
Which decisions concerning the future of the individual websites are already approved, and which remain open to recommendation? In particular, are there committed requirements for ReuseCanada.ca or CircularActivationHub.ca, or programme identities, domains, funder obligations or contractual arrangements that must be preserved?	The future of all sites is required for recommendation and will consider different factors. Some preliminary decisions have already been made. CIC will provide further details with the successful supplier, as there are several factors associated with each site.
Which membership, payment and event-registration systems must be retained, if any?	A payment system must be retained for membership and webinar ticket sales, however CIC welcomes recommendations for new tools outside of WooCommerce.
For hosting, security and ongoing maintenance, would one accountable service provider using disclosed infrastructure partners satisfy the single-provider requirement? Are there mandatory hosting-location or data-residency requirements?	The ultimate goal for CIC through this strategy is to streamline all website content into one hosted infrastructure, as currently multiple are used. There are no mandatory hosting location or data residency requirements, this will be up to the successful require to recommend best practices.
With reference to the AI disclosure requirements and confidentiality warranty, how should suppliers treat the publicly issued RFP and publicly accessible CIC website content, particularly regarding the restriction on third-party AI training or data retention? Please clarify whether these public materials are treated differently from non-public	Publicly available information, including the RFP and CIC's website content, may be treated as public information. The AI and confidentiality restrictions apply to non-public CIC information that the successful supplier will receive access to during the project including internal assessments, planning documents and other potentially proprietary materials. Suppliers must

information supplied during the procurement or engagement.	disclose how they will use AI in the strategy and ensure appropriate human review.
Would you need any copywriting or content migration services?	Not in the scope of this RFP, however, may be considered in Phase 2 depending on the outcomes of the strategy.
Would CIC also consider an overseas incorporated digital agency that can perform the engagement remotely and meet the full scope, timeline and contracting requirements? Is CIC open to an east coast agency doing this work? Could an international independent developer participate as a named subcontractor to an eligible Canadian prime that remains responsible for primary service delivery and support?	Only Canadian registered businesses are eligible for this work, including subcontractors. The supplier can be from anywhere in Canada, CIC does not have a preferred location as the work is fully remote.
Roughly how many resources, case studies and webinar recordings would move into the hub? Is the intent for the hub to live inside CircularInnovation.ca or stand on its own domain? Where do the webinar recordings live today?	This information will be provided to the successful supplier. As part of the strategy, the supplier will make recommendations for if the resource hub should live inside the main website. All webinars are hosted on Zoom and recordings published to YouTube.
Is every site fully translated into French today, and who handles translation now, your team or an outside translator?	Each website currently has different translation systems, either using GTranslate or Polylang. CIC uses a combination of online translation tools + outside translator.
Is there an agency or developer maintaining the sites now, and are they responding to this RFP?	The day-to-day maintenance of the sites is managed by the CIC Communications Team, with ad-hoc support from the site's original website developer as required. CIC cannot disclose other bidders of this RFP.
Are there any domains CIC plans to retire, or must every existing domain stay live through redirects?	CIC plans to retain all domains, however specifics for each site and redirects will be determined in the strategy by the supplier (based on input from the CIC team).