



**College of
Chiropodists
of Ontario**

Request for Proposals

The College of Chiropodists of Ontario is undertaking a website redesign project and is inviting submissions from qualified agencies.

Issue Date: August 5, 2025

Proposal Submission Deadline: September 30, 2025

Purpose

The following RFP includes a background of our organization and describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and / or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.

Submissions to this RFP must be received by **September 30, 2025**.

About the College

The College of Chiropodists of Ontario (the “College”) is the regulatory body responsible for registering and governing more than 850 footcare practitioners (chiropodists and podiatrists) in Ontario. The College’s mandate is to protect the public interest by ensuring that College registrants are qualified, competent, and ethical practitioners.

Project Background and Scope

The College of Chiropodists of Ontario seeks to update its website in appearance, structure and functionality. The existing College website launched in 2019, moving to a responsive layout on WordPress, which was linked to the Public Register (“Find a Chiropodist or Podiatrist” Search using iMIS). The existing site functionally has had only minor adjustments since its launch, with major changes occurring to the iMIS registrant portal/database and its links to the public site.

The primary audience for the College website includes patients and caregivers, prospective footcare practitioners from inside and outside Ontario, current registrants and learners, insurance providers, pharmacists and other healthcare professionals, Council members, College staff, health regulators, employers of footcare practitioners, and the general public of Ontario.

The College is seeking a complete redesign of the website, including a new look, new information architecture with more seamless integration to the iMIS database and Public Register via the “Find a Chiropodist or Podiatrist” search function. The current WordPress site no longer serves the College’s needs and does not offer seamless integration with iMIS. We are looking for a website that is easier to use and to update by non-technical staff, as well as being secure, responsive and cost effective.

Once the new site is developed, the College will assume responsibility for day-to-day website content maintenance and administration. All content, coding and graphics will become the sole property of the College of Chiropodists of Ontario; however, the College will engage with the vendor to make improvements or changes outside of day-to-day activities, as required.

Proposed Timeline

- Proposal Released: August 5, 2025.
- Proposal Submission Deadline: September 30, 2025.
- Interview Shortlisted Vendor: Early-mid October 2025.
- The acceptance of a proposal is subject to approval by Council of the College’s proposed 2026 Operating Budget expected to be tabled at the January 2026 Council meeting.



Scope and Submission Requirements

The scope of this project is to redesign the existing College website (www.cocoo.on.ca), and to provide several templates to be incorporated into the content management system.

The new site should engage users and visitors by presenting attractive visual images, intuitive and AODA-compliant navigation and concise messaging, while at the same time increasing functionality and ease-of-use for patients, health system partners, members of the public, registrants and College staff. The tools that are incorporated must allow for timely delivery of content using basic technical skills and limited staffing. Security is of the utmost importance.

To meet our organization's goals, our new website must:

- Provide a modern, relevant design that is AODA-compliant and intuitive for patients and caregivers, registrants, health system partners and members of the public.
- Provide separate areas for registrants and applicants (linking to the iMIS portal/database), and patients/public.
- Showcase the various College functions, publications and documents.
- Use best practice for site navigation and to engage site visitors.
- Provide a scalable, maintainable solution.
- Provide basic training and demos for technical and non-technical staff.
- The website designed by the successful candidate must meet the following criteria:
 - Include templates in the content management system that will allow both technical and non-technical College staff to update website content.
- The site will be maintained centrally by the College's communications team. This should be kept in mind when selecting the tools that are included.
- Convert and revamp substantial amounts of existing content to the new website.
- The site must seamlessly integrate with iMIS Public Register and the College's Registrant and Applicant Portal.
- It is the firm's responsibility to work with vendors to build these connections.
- Form data to be automatically sent to the respective email inboxes (Outlook) or SharePoint folders directly.
- The site must be clean and attractive, with a mix of text and graphics. Visually, the site should be modern, distinctive, memorable and engaging. It should fit as close to a single displayed page on a typical size monitor as possible. All images and video properties must have ALT-text and responsive features and comply with AODA/other requirements.
- Webpages must be downloadable and/or printable, where possible, in order for the College to reduce the number of PDF attachments and document storage and provide accessible and readable web/mobile-friendly content to visitors.
- Each section of the site should have a common look and feel. The College logo should be prominently displayed on every page as a common header. The footer must contain contact information, social media icons, short land acknowledgement (with a link to the dedicated page) and other accessibility and privacy related information.
- The images and fonts should be consistent throughout the site, with the layout of each page having a great deal of consistency. The sitemap should allow for photos and other assets/widgets to be easily changed.

- The site should be easy to navigate, where information is grouped and presented in a logical manner with a minimal number of levels needed for the user to find the desired information. The navigation design should complement the capabilities of touch-enabled mobile devices.
- Development of templates that adhere to the proposed navigation scheme enabling users to easily add new sections/pages.
- Provide search capabilities using key words or phrasing that will identify content throughout the site and optimize Google Rankings.
- An assigned project manager will be available to present information and coordinate with College staff, including a reasonable number of meetings (via videoconference) to present design and development solutions.
- Basic training (documentation, tools, demos, live sessions) must be provided for technical and non-technical staff.
- Time should be allotted for testing and feedback process with staff.
- When the website is complete and approved/accepted by the College, the website design and all of its contents, software and architecture become property of the College of Chiropractors of Ontario.

The College encourages creativity in the proposals submitted, but there are certain requirements for the website project, which include:

Web Hosting

To be provided by vendor.

Browser Support

The site must be compatible with current and one (1) previous version of Internet Explorer, Microsoft Edge, Firefox, Chrome and Safari browsers.

Testing

Testing of site on all applicable platforms to ensure that the website works as expected, including explanation of the testing plan.

Integrations

The College depends on the following third-party services:

- IMIS Database Management System
- IMIS Payment Central (for processing exam and registration fees)
- Microsoft SharePoint

Accessibility

The site should be:

- Developed to meet all current requirements under the Accessibility for Ontarians with

Disabilities Act, 2005 (AODA)

- Built in accordance with the latest Web Content Accessibility Guidelines (WCAG 2.0)
- Easily accessible to the novice as well as the experienced Internet user.

Delivery

Delivery will be setting up approved designs in the approved CMS and working with the CMS vendor as required. Provisions for support must be made to help College staff when they are making the site live.

General Terms of Proposal Process

- The project will be tendered at the discretion of the College.
- Nothing in this request for proposal mandates that the College is obliged to award a contract under this RFP.
- The College shall not be responsible for any costs involved in or associated with preparing the proposal or any meeting, discussion or negotiation following submission that could lead to acceptance of the proposal.
- The College may or may not accept the proposal that is the least expensive option, at its sole discretion but will consider proposals fairly, weighing the merits of each.

Vendor Requirements

Please provide detailed information to accomplish the project scope outlined below. The budget and proposal must include all design, production, software acquisition, integration and necessary development and maintenance of the website. Proposals must address the following:

Executive Summary

- Describe your understanding of our current website challenges and the College's needs from a vendor.
- Summarize your proposed solution, and how your solution will resolve our current website challenges and how you would manage the project.
- Provide a summary of pricing for the proposed services and products.
- Company Overview – Tell us about your company, your experience in web design and production for projects similar to ours and your experience in working with clients in health regulation. Provide links to your website, online portfolios and social media.
- Team – Identify the team who will work on this project. Include name, title / role, and brief background / experience of each. Include subcontractors if applicable.
- References – Provide a list of three references who can speak to services requested in this RFP. Please include contact information and a brief description of work done for those clients.
- Solutions Menu with Pricing – Based on the elements included in the Project Scope section, tell us about your proposed solution in terms of creative design strategy, methodology, plan, and other important aspects of the redesign process. Include all project phases and tasks, along with a line-item breakdown of costs. Total development

cost for your recommendations must come in under \$85,000.

Please be sure to address the following:

- Project Management Tools – process for tracking and documenting project status.
- Deliverables – Outline the products and/or services that will be delivered.
- Schedule – Provide the suggested project schedule detailing the time required for each major step or phase of the project.
- Hardware – List any hardware necessary to host and/or support the proposed solution. Also list any recommended configurations for a robust and reliable environment. Include hardware redundancy and/or disaster recovery recommendations.
- User Training and Support – Provide details on the user training and support included for our content editors along with the training support format (i.e. live web, chat, email, phone-based, hard copy, other documentation, etc.).
- Payment – Include any requirements or preferences regarding invoicing and payment. All terms and conditions.

Deadlines

Proposals must be submitted on or before **5 p.m. ET on Tuesday, September 30, 2025**, to: Shruti Tantry, Manager, Communications and Engagement.

All inquiries related to this RFP should be directed, by email only, to Shruti Tantry at stantry@cocoo.on.ca

We look forward to receiving your response.