

Request for Proposal – Scarborough Ontario Health Team

Organization:	Scarborough Ontario Health Team
Address:	520 Ellesmere Rd Ste 303, Scarborough, ON M1R 4E6, Canada
RFP Title:	Website Redesign and Rebuild
Submission Deadline:	September 20, 2026
Budget Limit:	40,000 CAD
Lead Contact:	Meera Rahman Communications Specialist rmeera@shn.ca

Executive Summary

This Request for Proposal (RFP) invites qualified vendors to submit a proposal focused on redesigning and rebuilding the Scarborough Ontario Health Team (SOHT) website. The project aims to create a modern, accessible, and user-friendly digital platform that reflects SOHT's vision for integrated care delivery that meets the needs of our diverse community. The new site will enhance user experience, strengthen engagement with all members of our community, and support collaboration across the continuum of services to advance integrated population health in Scarborough.

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1.0 Introduction

The Scarborough Ontario Health Team (SOHT) is seeking proposals for a comprehensive redesign and redevelopment of its website to create a clear, well-organized, and user-friendly digital resource hub. The new website will serve as a central point of access for caregivers, primary care providers, patients, organizational partners, and community members to learn about OHT's work advancing integrated care, key services and resources. It will also strengthen engagement with the community including primary care providers. The website will serve as a digital hub for collaboration and shared learning among SOHT partners, supporting an engagement-capable environment consistent with Ontario Health Team principles.

This project aims to deliver a website that is intuitive, equitable, and responsive to the diverse needs of users including caregivers, primary care providers, and organizational partners.

All resources should be clearly described, outlining how to access them, eligibility criteria, and what each service offers. The site must also provide seamless connections to external resources through phone numbers, web links, and online forms. Search functions should be well-worded and efficient, avoiding unnecessary steps or cluttered results.

To ensure inclusivity, the website must offer multilingual and culturally safe content, designed for community members and caregivers whose first language is not English or who may have lower levels of health literacy. The overall design should be caregiver-friendly, engaging, and supportive.

Overall, the redesigned website will serve as a trusted digital gateway for Scarborough residents to access health services, connect with providers, and navigate care quickly, easily, and confidently.

1.1 Award

The contract will be awarded in accordance with the terms outlined in this RFP.

1.2 Overview of SOHT

Scarborough Ontario Health Team (SOHT) is one of the largest OHTs in the province and based in one of Canada's most vibrant and diverse communities. Approved in 2020, SOHT is a network of forty partner organizations with a rich history of collaboration providing health and community services across the continuum of care. Our OHT's attributed population of almost 850,000 goes beyond the residents of Scarborough to include residents of neighboring communities that have made Scarborough their health care destination of choice.

To see our strategic plan, please see: [SOHT Initiatives - Scarborough Ontario Health Team](#)

2.0 Services

The scope of this project is to redesign the existing SOHT website (<https://en.soht.ca/>) and to provide several templates to be incorporated into the content management system.

The new SOHT website should engage users through an attractive, modern design that combines intuitive, AODA-compliant navigation with concise and meaningful messaging. It must enhance functionality and ease of use for all stakeholders while ensuring secure, efficient content management that can be maintained by staff with basic technical skills and limited resources.

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

- Present a modern, relevant, and accessible design that complies with AODA and WCAG 2.0 standards.
- Showcase SOHT programs, publications, and key documents in a visually appealing and organized manner.
- Apply best practices in site navigation to engage visitors and ensure a seamless user experience.
- Integrate best practices as demonstrated by this scholarly article and draw from the best-ranked OHT websites: [Public-Facing Communication of Health and Social Services for Older Adults and Their Family or Friend Caregivers: Environmental Scan of 58 Integrated Care Teams' Websites in Ontario, Canada - ScienceDirect](#)
- Deliver a scalable and maintainable solution that supports future growth and updates.
- Provide training and demonstrations for both technical and non-technical staff to ensure smooth adoption and ongoing maintenance.
- Reflect SOHT branding, including incorporating the logo and visual identity assets.

2.1 Scope of Redevelopment

SOHT is looking to enhance and redesign its websites and create a seamless digital experience for our community members and partners.



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- SOHT is seeking a service provider to deliver on **Strategic Direction 3** (Strategic Direction 3 involves implementing the March 2026 approved Governance Structure, supporting community and partner engagement, updating the website, and driving the implementation of Embedding Health Equity Framework; please see this ‘At a Glance’ by visiting this page: <https://drive.google.com/file/d/1Dw1rG3UALQH1zCvRHZGSh-ipchm6E5UM/view?usp=sharing>)

The successful service provider will work in coordination with SOHT’s Communication Specialist and the SOHT Communications Committee. The scope of redevelopment for SOHT is as follows below.

Site	Current state	Future state
SOHT	- A relatively standard and basic architecture and design with no ability to add sub-pages to the navigation menu or allow for translation, which is needed. - There is no private access space for key members. - There is no ability to host a dynamic data dashboard developed through PowerBI or dynamic map. - Branding is only minimally applied through use of logo and colour palette. Overall look and feel is very basic.	- Integrated translation functionality to allow users to choose their preferred language text on the website. - Updated wireframe that includes in the top/main navigation dedicated headings for: - Home (landing content, announcements, quick links, featured initiatives) - About Us - What is an OHT? - About the SOHT - Our Story - Our Initiatives - Meet the Team - Governance (Example: Dr. Peter Centre) - SOHT Secretariat - Core Committees - Careers - Job Postings - Student Placements - Primary Care Network (PCN) - Overview of the PCN - Resources - News & Updates

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		▪ Get Involved - o Find Services ▪ For Community Members • Find a Primary Care Provider • Embed Toronto Health Service Directory • Embed Health811 ▪ For Service Providers • Referral Pathways • Clinical Tools • Partner Directory • How to become a member of the SOHT - o News ▪ Events ▪ Newsletters ▪ Media ▪ Announcements & Press Releases - o Resources ▪ Population Health Data Dashboard ▪ Primary Care Data Dashboard ▪ Toolkits & Guides ▪ Partner Resources - o Contact Us ▪ General Contact ▪ Media Inquiries ▪ Feedback Form
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		• Data dashboard and interactive maps that are embedded within a web page from another source using code, and/or integrated using an API. Navigation and layout of pages and content should provide information in a modular way so that users can peruse, search, and find what they are looking for more easily and dynamically. Approach can be similar to self-serve web experiences that make better use of online, mobile and touchscreen platforms. Example: (Toronto Health and Social Services Directory) and (Home - Health811) • Functionality for users to easily “share with others” for individual web pages and posts. • The pages will be developed using current content on the site, but adapted and expanded as required to best deliver information under a new approach to the site. • SOHT branding will be better incorporated, and visual design will be enhanced. • Nice to have feature: - o Accessibility Widget (as seen here: Home - Chatham-Kent Ontario Health Team) with options for user to contrast, highlight links, make text bigger, space text, pause animations, hide images, make cursor bigger, etc. - o Removable banner on website pages with “Need a family doctor? Click here”, leading to a page on the website with the appropriate information. Example: Greater Hamilton Health Network GHHN Building community health together.
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The successful vendor must design a website that:

- Includes content management system (CMS) templates for new pages enabling SOHT staff to easily update content.
- Supports centralized maintenance by the communications team, with tools selected for simplicity and efficiency.
- Converts and revamps existing content to align within the new design and structure.
- Features a clean, visually engaging layout with consistent use of fonts, images, and graphics across all pages.
- Provides downloadable and printable webpages to improve accessibility.
- Maintains a consistent look and feel throughout, with the SOHT logo prominently displayed on every page.
- Includes a footer with contact information, social media links, a land acknowledgment, and accessibility/privacy details.
- Offers responsive design optimized for mobile and touch-enabled devices.
- Incorporates search functionality using well-worded keywords and phrases to improve discoverability and Google rankings.
- Allows easy modification of photos, assets, and widgets through a flexible sitemap structure.
- Undergoes testing across major browsers (Edge, Chrome, Firefox, Safari) and platforms to ensure compatibility.
- Meets security standards and ensures protection of user data and organizational information.
- The vendor's assigned project manager will coordinate with SOHT staff and present design and development solutions, including a reasonable number of meetings (via Teams) to present design and development solutions.
- Provides basic training, documentation, and live demos for staff, along with time for testing and feedback before launch.

Creativity in proposals is encouraged, provided all accessibility, security, and functional requirements are met.

- Web Hosting
 - The existing WordPress hosting environment will be maintained.
 - The vendor must ensure compliance with SOHT's privacy and data protection standards.
 - ♣ All data handling must comply with the Personal Health Information Protection Act (PHIPA) and the Personal Information Protection and Electronic Documents Act (PIPEDA). The site must include clear consent management for any data collection and transparent privacy policies accessible to users.
- Browser Support
 - The website must be fully compatible with the current and one (1) previous version of major browsers, including:
 - ♣ Microsoft Edge
 - ♣ Google Chrome
 - ♣ Apple Safari
 - ♣ Mozilla Firefox
 - ♣ The site should maintain consistent functionality and appearance across all supported browsers and devices.
- Testing

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- o Comprehensive testing must be conducted across all applicable platforms and browsers to confirm that the website performs as expected.
 - o The vendor must provide a detailed testing plan, outlining procedures for usability, accessibility, security, and performance validation.
 - o Testing should include both desktop and mobile environments, ensuring responsive design and optimal user experience.
- Accessibility
 - o The website must:
 - ♣ Fully comply with the **Accessibility for Ontarians with Disabilities Act, 2005 (AODA)**.
 - ♣ Be built in accordance with the **Web Content Accessibility Guidelines (WCAG 2.0)** or higher.
 - ♣ Provide an inclusive experience for all users, including those with disabilities, limited digital literacy, or English as a second language.
 - Content must be culturally safe and available in multiple languages reflective of Scarborough’s population—such as English, French, Tamil, Mandarin, Cantonese, Urdu, and Tagalog—using plain language and inclusive visuals. The design should promote health literacy and equitable access for all community members.
 - ♣ Be intuitive and easily navigable for both novice and experienced internet users.
 - o The design must reflect SOHT’s commitment to health equity and cultural safety.

3.0 Proposal Submission Guidelines

All proposals must be submitted in the manner as outlined in Section 4 and contain all information. A designated signing officer authorized to bind the Respondent to the provisions of their proposals must sign the proposal.

Proposals should be submitted in PDF format by email to: **Meera Rahman, Communications Specialist** (rmeera@shn.ca) with the subject line “Proposal for Website Redesign”, no later than **11:59 PM EST on Sunday, September 20, 2026**. Late submissions will not be accepted.

It is the responsibility of the respondent to ensure that SOHT receives its proposal prior to the submission deadline. Proposals received after the deadline will not be considered and returned to the respondent unopened. Faxed submissions will not be accepted as a response.

3.1 Lead Contact

Respondents are solely responsible for determining if more information is required or if anything contained in this document requires further clarification. Please contact the lead contact identified via email below prior to the closing date. Information obtained from any source other than the Lead Contact is not official. All inquiries for this RFP can be directed by email to: **Meera Rahman, Communications Specialist** (rmeera@shn.ca).

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A Respondent may be disqualified if, during the period between the issuance of this Request for Proposal and the date of notification of the award, they contact any individual who is involved in this RFP process and who is not the Lead Contact. This is to ensure that all Respondents receive the same information and are treated equitably.

3.2 Required Review and Clarification

It is the responsibility of each respondent to carefully review this RFP. Questions concerning clarification of this document's contents must be received by Lead Contact no later than 5pm on September 15, 2026 to allow SOHT ample time to respond and issue an amendment to the RFP (if necessary). In submitting a Proposal, the Respondent acknowledges that they have read, completely, understand, and accept the terms and conditions of the RFP in full. SOHT is not responsible for any misunderstanding of the RFP.

3.3 Amendments to the RFP

SOHT may issue addenda to clarify and/or modify certain aspects of the RFP prior to the submission deadline.

3.4 Opening of Proposals

There will be no formal opening of proposals. All proposals will be evaluated and assessed according to the standards and criteria set by SOHT, based on its service needs, and a provider shall be selected thereafter.

3.5 Rights of SOHT

- Verify with the Respondent or with a third party any information set out in their Proposal.
- Disqualify any Respondent whose Proposal contains misrepresentations, any other inaccurate or misleading information, or any qualifications.
- Disqualify any Respondent who has engaged in conduct prohibited by this RFP.
- Make changes, including substantial changes, to this RFP provided that those changes are issued by way of addenda in the manner set out in this RFP.
- Select a Respondent other than the Respondent whose Proposal reflects the lowest cost to the organization.
- Cancel this RFP process at any stage.
- Cancel this RFP process at any stage and issue a new RFP for the same or similar deliverables.
- Accept or reject any or all Proposals in whole or in part.
- Discuss with any Respondent different or additional terms to those contemplated in this RFP or in any Respondent's Proposal.
- If a single Proposal is received, reject the Proposal of the sole Respondent and cancel this RFP process or enter into direct negotiations with the sole Respondent.
- Enter negotiations with the selected Respondent to obtain cost savings, additional services, or any other matter.

These reserved rights are in addition to any other expressed rights or any other rights which may be implied in the circumstances.



3.6 RFP Submission Respondent Costs

SOHT shall not pay any costs associated with the preparation, submission, or presentation of the Respondent's Proposal. SOHT is not liable for any expenses, costs or losses suffered by the Respondent or any third party resulting from SOHT exercising any expressed or implied rights under this RFP.

3.7 RFP Expiry Date

Respondents hereby acknowledge that their proposals shall be irrevocable for a period of 90 days after the submission deadline. Extensions to this period may be granted with the mutual agreement of SOHT and the successful Respondent and may be initiated by either party.

3.8 Confidentiality and Ownership

Any information provided to the Respondent by SOHT before, during, or after the RFP is completed shall be treated as confidential and shall not be used or communicated by the Respondent or any third party in any way unless otherwise prior written consent has been provided by SOHT.

Information, reports, documentation, plans, etc. that are produced by the successful Respondent in response to this RFP shall become the exclusive property of SOHT. However, intellectual property such as specific tools, templates, and processes that the Respondent provides as part of the deliverables remains the property of the Respondent if so requested.

3.9 Governing Law

The RFP, the successful Respondent's proposal and every document that will be required to be executed by the parties pursuant to the RFP will be governed by the laws of Ontario and the laws of Canada applicable therein, without reference to their respective conflict of laws principles.

3.10 Termination of Contract

SOHT reserves the right to immediately terminate a contract with the successful Respondent for sufficient cause, including but not limited to non-performance, late deliveries, inferior quality, and fee issues. Either party may terminate a contract by providing the other party with 90 calendar days' written notice including the reason for termination.

3.11 Additional Requirements

- The use of qualified sub-contractors by the Respondent to perform specific duties while under contract is permitted only if the Respondent declares such use in the Proposal or if the successful Respondent receives written approval from SOHT.
- The successful Respondent shall, throughout the term of the contract, obtain and maintain in force a General Liability Insurance and/or Professional Liability Insurance coverage of not less than \$5,000,000 per occurrence, inclusive, to indemnify and hold harmless SOHT against any liability which may arise from the successful Respondent's activities under this contract. The successful Respondent must provide a certificate of insurance within 30 days of awarding the contract.
- The successful Respondent shall ensure that all services and products provided in respect to this proposal are done so in accordance with and under the authorization of all applicable authorities, municipal, provincial, and/or federal legislation, including but not limited to WSIB and all applicable responsibilities under the Occupational Health and Safety Act.

3.12 RFP Timelines

The timelines set out below is SOHT's estimate of the schedule that will be followed. It may change depending on the organization's needs.

Activity	Date
RFP Issued	August 18, 2026
Deadline for Vendor Inquiries	September 15, 2026
Proposal Submission Deadline	September 20, 2026
Evaluation and Assessment Period	September 21 – October 5, 2026
Vendor (shortlisted) Interview	October 6 – October 19, 2026
Recommendation and Approval	October 20, 2026
Notification of Award	End of October 2026

4. Submission Requirements

In order for SOHT to evaluate all proposals fairly and consistently, the budget and proposal must include all design, production, software acquisition, integration and necessary development and maintenance of the website. Respondents are encouraged to include, but not limited to, the following information in their proposal:

- Describe your understanding of our current website challenges and SOHT's needs from a vendor.
 - Vendors should demonstrate how their proposed solution will elevate the visibility and accessibility of SOHT's Primary Care Network, ensuring family physicians and primary care providers are integrated seamlessly into the site's structure and navigation. Proposals should also outline strategies for engaging patients, families, and caregivers through feedback tools and co-design opportunities.
- Summarize your proposed solution, and how your solution will resolve our current website challenges and how you would manage the project.
- Deliverables – Provide a summary of pricing for the proposed services and products.
- Schedule – Provide the suggested project schedule detailing the time required for each major step or phase of the project.
- Project Management Tools – process for tracking and documenting project status.
- 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.

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- **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.).
- **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 care or health-system organizations. Please 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 Refresh process. Include all project phases and tasks, along with a line-item breakdown of costs.
- **Payment** – Include any requirements or preferences regarding invoicing and payment. All terms and conditions.
- Proposal must be submitted via email in PDF format no later than **11:59 PM EST on September 20, 2026**.

5. Evaluation Criteria

As part of the evaluation process, SOHT may contact one or more Respondents to clarify or obtain more information about their Proposal or substantiate any details contained therein. Discussions will only be held with Respondents who have submitted a Proposal deemed reasonably acceptable for award.

SOHT may make their award(s) on the basis of the Proposals, without seeking additional information and/or clarification.

Therefore, each initial Proposal should reflect the best efforts of the Respondent and include all required documentation as set out in the RFP.

The evaluation committee will make a recommendation to the Director based on the criteria identified below.

- Demonstration that the Respondent can provide the required services.
- The Respondent's experience and knowledge as it relates to the scope of work.
- The completeness and reasonableness of the fee schedule.
- Meeting the RFP requirement and competitive pricing.

5.1 Service Requirement Evaluation Criteria

Proposals will be evaluated based on the following criteria.

Evaluation Criterion	Description	Weight (%)
Understanding of SOHT's Needs & Scope	Demonstrated understanding of SOHT's requirements and ability to meet the full scope of services, including meaningful representation of the Primary Care Network and mechanisms for patient, family, and	25%

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Evaluation Criterion	Description	Weight (%)
	caregiver engagement. Shortlisted Respondents will be invited to participate in an interview to ensure value alignment.	
Relevant Experience	Demonstrated experience delivering web design projects, especially for non-profit organizations	15%
Qualifications & Experience of Assigned Personnel	Expertise, certifications, and experience of staff assigned to SOHT's services.	10%
Service Approach & Methodology	Proposed approach to delivering services, including methodology, workflow, and quality assurance practices.	15%
Responsiveness & Flexibility	Ability to respond to emergencies, adapt to changing needs, and provide flexible service delivery.	10%
Sustainability Practices	Use of environmentally responsible products, sustainable practices, and commitment to reducing environmental impact.	10%
Pricing Competitiveness & Transparency	Clarity, fairness, and competitiveness of pricing; transparency of costs. (Note: lowest price does not automatically guarantee selection.)	15%
Total Weight		100%

Note: Each criterion will be scored based on the proposer's ability to clearly demonstrate relevant experience, capabilities, and understanding of the services required. Proposals with higher overall weighted scores will be ranked more favorably.

5.2 Contract Award

SOHT will award the contract to the vendor whose proposal best meets organizational needs. Upon selection, the successful vendor will be invited to enter into a Services Agreement with SOHT.

5.3 Failure to Enter into Agreement

If the selected vendor fails to execute the Services Agreement within fourteen (14) days of selection notice, SOHT may rescind the selection and negotiate with the next highest scoring vendor.

5.4 Notification to Other Vendors

All other prospective vendors will be notified in writing once the Services Agreement is executed with the successful vendor.

5.5 Continuous Improvement and Evaluation

The successful vendor must implement analytics tools to monitor site performance, accessibility compliance, and user engagement. SOHT will use these insights to support continuous improvement and ensure the website remains responsive to evolving community, partner, and health needs.

Deadlines

Proposals must be submitted on or before 11:59 PM EST on Sunday, September 20, 2026 to: Meera Rahman, Communications Specialist (rmeera@shn.ca)

All inquiries related to this RFP should be directed, by email only, to: Meera Rahman, Communications Specialist (rmeera@shn.ca)

SOHT looks forward to partnering with a vendor who shares our commitment to accessible, equitable, and integrated care for the Scarborough community.

