



Website Maintenance

Request for Proposal
February 2026

- ▶ Proposals due by **February 14, 2026**
- ▶ Vendor selection and notification will be completed by **February 19, 2026**

Ontario Centre of Innovation

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Responses to:

Alicia Pereira

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Introduction

For over 35 years, the Ontario Centre of Innovation (OCI), has been a central pillar of Ontario's innovation community, with a mission to equip Ontario businesses with the transformative emerging technologies to keep them growing and globally competitive. OCI is the only Ontario-wide organization that connects and engages Ontario's innovation community for the benefit of all.

OCI is funded by the Government of Ontario to accelerate the development, commercialization, and adoption of next-generation technologies – including 5G, autonomous vehicles and advanced computing.

At its core, OCI focuses on ensuring the people of Ontario reap the personal and economic benefits of leading-edge research underway at our publicly funded universities, colleges and research hospitals, research that can be transformed into technologies and products that enhance quality of life and help build a globally competitive, job-creating economy in Ontario.

Request for Proposals

Project Description:

OCI is seeking a provider who will assist the OCI MARCOM team with Website Maintenance Agreement to provide support for the OCI websites, namely:

- OCI: <https://www.oc-innovation.ca>
- OCE Microsites: <https://ocemicrosites.wpengine.com>
- OVINHub: <https://www.ovinhub.ca>

Support requests for these websites fall into several different categories, including (but not limited to):

- Content publishing support
- Larger site changes / structural adjustments
- New pages, with design & development implications
- WordPress CMS-specific support, including keeping the platform and plugins updated
- Hosting configuration & support

A presentation to the organization may be required if shortlisted.

ABOUT THE ONTARIO CENTRE OF INNOVATION

The Ontario Centre of Innovation (OCI) is a key partner to government, industry, universities, and colleges in supporting a strong innovation-based economy in Ontario. As an ecosystem connector, we drive economic prosperity in Ontario by bridging the gap between industry and academic collaboration, creating knowledge transfer platforms for made-in-Ontario intellectual property (IP), and de-risking investment in emerging technological solutions. Our vision, mission, and mandate direct OCI's aspirations, actions, and corporate priorities as we drive towards delivering measurable economic impact in Ontario.

VISION

Prosperity from innovation – an Ontario where bright minds connect.

MISSION

To accelerate innovation through game-changing collaborative R&D, leading to successful commercialization and job creation.

MANDATE

Develop and deliver programs that accelerate the development, commercialization, and adoption of emerging technologies to drive job creation.

OUR SECRET SAUCE

OCI provides a unique pan-provincial innovation collaboration platform, which deploys on-the-ground business development resources that:

- initiate unparalleled partnership opportunities;
- develop and manage successful industry-academic research and development (R&D) collaborations;
- support high-potential SMEs commercializing new technologies;
- provide access to emerging and advanced technology platforms; and
- deliver truly one-of-a-kind hands-on training and skills development opportunities for the next generation of innovators.

OCI has supported R&D and commercialization projects in more than 180 communities across Ontario, spanning from Thunder Bay to Windsor to Cornwall, and all parts in between. As we look towards driving post-COVID-19 economic recovery in Ontario, we will continue to support the high-potential companies that are the future growth engines of Ontario. OCI will leverage the strength of our province-wide network and our deep domain expertise in emerging technology areas to support the success of these companies.

Our portfolio of innovation programs includes:

INDUSTRY-ACADEMIC R&D COLLABORATION PROGRAMS

- Voucher for Innovation and Productivity
- Market Readiness Fund

ADVANCED TECHNOLOGY PLATFORMS

- Evolution of Networked Services through a Corridor in Québec and Ontario for Research and Innovation (ENCQOR 5G)
- Next Generation Network Program (NGNP)
- Autonomous Vehicle Innovation Network (AVIN)

OCI and OCI programs are funded by the Government of Ontario, through the Ministry of Economic Development, Job Creation, and Trade.

Overview of Website Maintenance:

OCI is accepting proposals to assist with maintenance of our website to align with our branding:

We will require:

Account project management

Technical consulting

Regular website maintenance, including QA & Accessibility remediation

Website support for Content Publishers

Training/demo requests

Analytics/reporting requests

Accessibility (AODA) scanning & remediation support

SEO support

Small/Medium website changes/improvements (as requested)

Considerations and Scope of Work:

The OCI websites will align with the following key goals:

- Support requests for these websites fall into several different categories, including (but not limited to):
- Content publishing support
- Larger site changes / structural adjustments
- New pages, with design & development implications
- WordPress CMS-specific support, including keeping the platform and plugins updated
- Hosting configuration & support
- Meet all provincial/federal requirements for accessibility and privacy (AODA).

Timeline

The supplier will work with the internal project team to finalize the work plan and confirm the timeline.

Deadline for submission of proposals	Feb. 14
Short list Invitation to Present	Feb. 19
OCI Review committee	Feb. 20
Decision by OCI	Feb. 23

Budget

The budget range for this project is \$20,000-25,000. Quotes at the higher end of this amount will need to demonstrate evidence for superior delivery of the Scope of Work requirements.

Proposal Submissions

Proposals should be submitted electronically and must provide all information requested in this RFP. A proposal may, and is invited to, add information not requested in this RFP, but such information should be included in addition to, not instead of, the requested information. The RFP does not commit OCI to pay any costs incurred by any respondents in the submission of a proposal, or in making studies or designs for the preparation thereof, or for procuring or contracting for the services to be furnished under the RFP.

The focus on the proposal shall be to address OCI's interests in:

- Developing a modern, engaging and striking visual brand across the variety of stakeholders
- Thoughtful concept support underpinning brand positioning, OCI value proposition and relevant mission
- Brand roll-out campaign (including stakeholder engagement, cost-effective advertising, etc.) and metrics to determine traction/effectiveness of new messaging

Additionally, the proposal must demonstrate the ability to fulfill the requirements and perform the necessary work in this RFP, on the requested timelines. The proposal should include:

- A company profile, including length of time in business, core competencies, relevant capabilities, physical facilities and time constraints (if any)
- Description of experience in planning, building, and designing non-profit and/or social enterprise webpages
- Current reference information for three former or current clients and testimonials (references should have had some implementation similar to requirements identified above with particular focus on modern, engaging brand refreshes)
- Examples of at least three webpages designed and implemented by your organization (including URLs) that best reflect your work, as it relates to this project, accompanied by a description of your objectives in these projects and an appraisal of your success in achieving them;
- Anticipated resources you will assign to this project, including a list of primary personnel to be tasked to the work discussed in this RFP, with a description of each person's duties, experience and training;
- A critical path schedule up to the proposed launch date
- Project management methodology
- Pricing/billing includes requests to break out: fixed versus variable costs, service or maintenance costs for future, hosting costs, travel costs, materials, etc.
- Identify the nature of any potential conflict of interest your firm might have in providing services to OCI. Discuss fully any conflicts of interest, actual or potential, which might arise in connection with your firm's involvement with OCI. If your firm believes that a conflict of interest might arise, please describe how such conflict would be resolved.
- Any other information deemed pertinent.

Selection Process

Scoring for the evaluation will be broken down as follows:

Creativity (40%):

- How closely the proposal meets the requirements listed in the RFP in a fresh, creative and engaging way

Ease of Use (10%):

- Level of customization available and extent to which it can be managed in-house

Competitive Pricing (30%)

- Clear demonstration of value and costs competitive with other firms doing top-quality work for similar projects

Webpage Effectiveness Metrics (10%):

- Thoughtful approach in page design that promotes user engagement, ensuring that this can be tracked and measured, as evidence of the webpage's effectiveness to engage users, by facilitating ease of reporting on a variety of engagement metrics.

Experience with similar firms and references (10%)

- Multiple high-quality examples and positive referrals of working with similar sized organizations on projects of comparable significance

OCI staff will review and evaluate submitted proposals and make recommendations for contract awards. Consideration will be given to offeror's responsiveness to information requested and criteria for selection.

Note that during the selection process OCI may call for interviews (by phone) or in-person presentations/demonstrations in order to gather additional information.

OCI expects to contract with the bidder whose proposal demonstrates that its performance of the work would be most advantageous to OCI, with price and other factors considered. OCI reserves the right to award a contract to other than the low offeror, or not to make an award, if that is deemed to serve its best interest.

Submission and Questions

Proposals should be submitted electronically by end of business day, February 14, 2021 to:

Alicia Pereira

Vice President, Communications &
Marketing

apereira@oc-innovation.ca

Questions may be addressed electronically to the above-named at apereira@oc-innovation.ca. Responses may or may not be shared with all potential bidders. If you do not receive an acknowledgement of receipt of your proposal within 24 hours, please contact the above e-mail address to ensure that it was received.

Appendix

Not a Tender

This RFP is not intended to create a contractual relationship between OCI and the Proponent. By issue of this RFP document, OCI intends to reserve itself to absolute and unfettered discretion to invite, consider and analyze Proposals, select preferred Proponent(s) and negotiate with or issue a Request for Proposals to the preferred Proponent(s) or cancel this RFP process as the OCI considers desirable. There will be no contract with any company until an OCI Purchase Order is issued and the successful Proponent is notified in writing.

Responsibility

Under no circumstances may the Services or any part thereof be subcontracted, transferred, or assigned to another firm, person, or company without prior written authorization of OCI.

No claim

No Proponent shall have any claim for any compensation of any kind whatsoever, as a result of submitting a response to this RFP, including accepting a noncompliant bid, and by submitting their company's information, each Proponent agrees that it has no claim.

No Obligation

OCI reserves the right to accept or reject any or all Proposals or cancel this RFP at any time.

Proponent Expenses

OCI will not be responsible for any costs incurred by the Proponents in the preparation of a Proposal and for any time expended in any subsequent negotiations and demonstrations.

Cancellation

OCI reserves the right to cancel this RFP at any time and for any reason and will not be responsible for any loss, damage, cost or expense incurred by any Proponent as a result of cancellation. OCI reserves the right to cancel any agreement for services upon thirty (30) days written notice. The Consultant would be paid for services and deliverables provided at time of cancellation.

Rights

Please note that all branding documents, logos, fonts, content, WordPress plugins and visual assets, such as stock and custom images, stock and custom videos, infographics, illustrations will be the exclusive property of OCI; offerors should account for any costs attendant to the conveyance of all rights in perpetuity.

Amendments and Exceptions to Proposals

Substantive amendments are prohibited once a proposal has been submitted, unless OCI explicitly advises an offeror to the contrary. In some instances, additional information or material is required to evaluate a proposal. If this is the case, offerors will be notified in writing and will be expected to provide the requested information within two business days of request.

By submitting a proposal each offeror grants to OCI the right to duplicate, use, disclose, and distribute all of the materials submitted for purposes of evaluation, review, and research. In addition, each offeror guarantees that the offeror has full and complete rights to all of the information and materials included in the proposal. Each offeror also guarantees that all such materials are not defamatory and do not infringe upon or violate the privacy rights, copyrights, or other proprietary rights of any third party.

Conditions of Agreement

If a proposal is selected for funding, offerors will be required to sign a binding agreement. Until both parties have signed an agreement, no express or implied commitment has been made to pay any funds to the offeror. Offerors are not authorized to commence work until the agreement is fully executed. If offerors opt to commence work, they do so at their own risk. No oral or written statement other than the signed, written agreement will govern or modify the relationship.

As a condition of agreement, applicants must guarantee that, among other things, any work they undertake on behalf of OCI is not defamatory and will not violate or infringe upon the privacy rights, copyrights, or other proprietary rights of any third party. Contractors must also agree to indemnify OCI against any loss resulting from breach of any of the guarantees contained in the agreement.

Project Management

After execution of a contract by both parties, the contractor's project director and other appropriate staff will meet OCI's project officer and other appropriate staff to discuss issues related to the redesign of OCI's website.

During the period of performance, the contractor's project coordinator or other designated staff will meet for a timely discussion of progress and any unforeseen problems that may arise in the performance of the work described in the Scope of Work section.