

Request for Proposals (RFP) Corporate Website Design, Build, & Launch

RFP No.: 2026-10-027

Issue Date: Friday, October 23rd, 2026

Deadline for Question Submissions: November 6th, 2026, 12:00 PM ET

Closing Date & Time: November 13th, 2026, 11:59 PM ET

Evaluation & Interview Period: November 23rd – November 27th, 2026

Notice of Intent to Award: December 7th, 2026

Project Work Period: December 2026 – November 2027

Contact: a.harlap@ictc-ctic.ca

Eligibility & Submission Instructions

- This RFP is open to Canadian businesses **only** (federally or provincially registered).
- All proposals must be submitted via email to a.harlap@ictc-ctic.ca
- All questions prior to proposal submissions must be submitted via email to a.harlap@ictc-ctic.ca by November 6th, 2026, at 12:00 PM ET with the Subject Line "RFP Response – ICTC Website Redesign – VENDOR NAME". Answers will be made publicly available to all potential proponents via [the public Q&A Board](#). Questions received up to this deadline will target providing responses within 72 hours.

Summary & Background

The Information & Communications Technology Council (ICTC) is a neutral, not-for-profit national centre of expertise with the mission of strengthening Canada's digital advantage in the global economy. For over 30 years, we have delivered forward-looking research, practical policy advice, and capacity-building solutions for individuals and businesses. Our goal is to ensure that technology is utilized to drive economic growth, innovation, and competitiveness of the Canadian workforce on a global scale.

ICTC's current website presence is split between a corporate website (ictc-ctic.ca), which notably houses [our research and policy catalogue](#); and a programs website (etalentcanada.ca), which provides the current primary user journey pathways for job seekers, businesses, and educators into ICTC's programs and resources. One of ICTC's programs portfolios for our immigration-focused programs is also hosted on its own microsite (gotalentocf.com).

ICTC is now seeking qualified vendors **to design, build, and deliver a single, unified, public-facing corporate website that reflects ICTC's brand and service offerings as a national leader in Canada's digital economy**. This will include a unified representation of who ICTC is within a standard corporate site navigation structure; provide direct and AI-assisted pathways for our audiences in finding information, resources, and/or registering for our programs; and integrating ICTC's AI-powered "Digital Economy Explorer" that allows various users to explore and query against national, regional, and sectoral labour market information, indicators, and data from ICTC reports, publications, and other third-party data sources on the digital economy.

Ultimately, ICTC's vision is for a visually compelling, innovative, and accessible website that will be treated as a reoccurring resource for decisionmakers within Canada's digital economy, and an intuitive platform into ICTC's programs. The final solution must also prioritize UX/UI design, accessibility, security, and bilingual content (English & Canadian French).

Objectives

- Design, build, and deliver a visually compelling, responsive, bilingual, and accessible website aligned with ICTC's existing corporate brand guidelines (Appendix A).
- Complete design and initial build **by March 31, 2027**, with soft launch of the finished website in **July-August 2027** to avoid potential disruptions to ICTC program intake cycles.

- Prioritize a flexible build that allows for future iterations and integrations for enhanced user journey pathways into ICTC's programs and resources.
- Propose and implement off-the-shelf AI-assisted user features (e.g. frontline text & voice chatbot or agent) for pre-authenticated and facilitated user interactions.
- Implement a **WordPress CMS** with modular architecture and robust WYSIWYG capabilities.
- Ensure WCAG 2.2 AA compliance, mobile-first design, and bilingual (English & Canadian French) UX/UI.

Priority Audiences

ICTC's work serves various audiences and intentions that need to be accommodated in an ideal site structure and clear UX/UI. These include:

- **Jobseekers** that may be looking to discover and register in specific ICTC programs, utilize ICTC skills assessments, and/or receive tailored, AI-generated guidance on potential careers and skills development pathways.
- **Employers** (particularly small-to-medium sized enterprises) that may be looking to discover and register in specific ICTC programs, and/or access tools and information that allow them to plan their workforce strategies via ICTC's Digital Economy Explorer.
- **Educators** that may be looking to discover and register in specific ICTC programs and/or access complementary ICTC resources to their provincial curriculum.
- **Public policymakers** that may be looking to access ICTC reports, ICTC policy-related recommendations, or conduct AI-powered queries across ICTC's research and aggregated knowledge sources for national, regional, and/or sectoral labour market intelligence.

Scope of Work

Supporting Reference Documentation

The following reference documents are provided to inform an accurate scope of work and for potential vendors to iterate on in their proposals:

- ICTC's existing visual brand guidelines (Appendix A), which are expected to be referenced for logo usage consistency and colour scheme design of the new site.
- Pre-approved corporate informational site structure navigation (Appendix B). A base level of copywriting, including associated URL slugs and metadata, has already

been compiled in both English and Canadian French against part of this navigation. Vendors for this project are still required to propose original page layouts and additional copywriting needs, prioritizing overall design consistency and UI/UX.

- Complete data visualization, specialized copywriting, and respective APIs and data sources for the website's Digital Economy Explorer asset will be provided to the successful vendor for this project for integration into the overall website design and navigation. Timelines across vendors will be appropriately synced to allow for this handover.

Key Technical Scope Requirements

Design & UX/UI:

- Develop wireframes, prototypes, and design mockups for all major templates.
- Conduct representative user testing of the proposed information architecture and navigation to ensure that users can intuitively find the information they need. ICTC will support participant recruitment and coordination. Vendor will plan and conduct user testing, and report and refine based on findings.
- Ensure clear navigation, compelling user journeys, and brand consistency across desktop, tablet, and mobile devices.
- Ensure ICTC's program landing pages are represented as consistently branded with simplified user journeys, but unique mini-sites tailored to their respective program audiences.
- Provide drag-and-drop page templates/builders; and visualization and multi-media component library (cards, filters, tabs, charts, audio players, video players).

CMS Architecture:

- Configure WordPress CMS and conduct dedicated staff training and training documentation prior to launch, with technical support available for 90 days after launch.
- Support role-based permissions, content drafting & scheduling, and bilingual (English & Canadian French) site versions.

Hosting & Integrations:

- Continue hosting the new website through ICTC's existing hosting provider, UpSun, unless the vendor has a strong rationale for migration to a different hosting provider for this project within the defined budget.
- Ensure appropriate data transfers from the new website to ICTC's [existing ClientPortal](#), which is hosted on UpSun and will remain built on a Drupal CMS.

Media & Content Migrations:

- The vendor will migrate existing media (research report .pdfs) and historical content (news releases, blogs, event listings) in both English and French to the new website. ICTC will confirm the final inventory before migration.

Digital Economy Explorer:

ICTC's Digital Economy Explorer will be a new website asset that allows users to explore national, regional, and sectoral LMI indicators and data about the digital economy through RAG supported queries against ICTC's research publications and an API that pulls from internally curated third-party data sources and proprietary indicators. Development of the Digital Economy Explorer is considered a parallel project from this website RFP and has its own respective vendors.

Specific technical scope requirements of the Digital Economy Explorer related to this project include:

- Ensuring connection and integration with the respective third-party vendors supporting the enabling RAG and API functions for the Digital Economy Explorer.
- Ensure engaging presentation of how a user is further guided into pathways for ICTC programs or other research, and opportunities for ICTC tools to better apply labour market intelligence. Specific data visualization components of the Digital Economy Explorer are outside of the scope of this project – final dynamic mock-ups will be provided for integration into ICTC's overall website design, following overarching site design principles set by this project's design phase.
- Preserving ICTC's data governance, privacy, and auditability requirements to support secure handling of user inputs, AI-generated outputs, analytics tracking, and integration with ICTC's data environments.

Analytics & Optimizations:

- Support modern SEO capabilities through configurable or plugin-based approaches, including metadata management, XML sitemaps, structured data (schema), and integration with major search engines.
- Incorporate generative engine optimizations (GEO), with consideration of efficiency and scalability of new content and page creations.
- GA4 property migration and Google Tag Manager configuration.
- Cookie consent banner with categorizations; opt-out mechanisms; and consent logging and audit trail capabilities.

Security Considerations:

- Must adhere to OWASP recommendations, CIS benchmarks (where applicable). Accessibility compliance (WCAG 2.2 AA) should not introduce security risks.
- Support role-based access control (RBAC) with least-privilege principles.
- Credentials must be securely stored server-side, rotated periodically, and never exposed to client-side code.
- All user inputs must be validated and sanitized.
- Clearly defined processes for Patch & Vulnerability Management for:
 - o CMS core updates
 - o Plugin/module updates
 - o Security patching
- All APIs must require authentication and authorization. Rate limiting and throttling must be enforced.
- Separate environments for Development, Testing/Staging, Production.
- Must ensure a non-public administrative login endpoint to reduce potential attack surface exposure.
- Must use only trusted, actively maintained plugins/modules. Must maintain an inventory of all third-party components and provide the ability to quickly disable/remove vulnerable components.
- The solution must successfully pass ICTC's internal vulnerability scanning program prior to go-live.
- Pre-launch penetration testing is considered a nice-to-have, but not mandatory.
- Must document security architecture and controls.
- Must provide a documented incident response plan with defined escalation procedures, communication timelines, and breach notification procedures aligned with the new site structure and legal requirements on data privacy and protection.
- All production data, backups, and disaster recovery environments must be hosted exclusively within Canada, including data used by third-party AI products.
- Vendor must set up respective performance monitoring mechanisms, currently tracked in upsun.com and blackfire.io

Responsibility for ongoing security and maintenance will reside with the party providing ongoing maintenance and support for ICTC's website once launched (which may be the vendor if such services are proposed and accepted); The processes must therefore be designed to support operational use and enforcement by any designated maintenance provider;

AI-Assisted User Features:

Propose* and implement off-the-shelf AI-assisted user features, including (at minimum):

- Frontline conversational text & voice chatbot or agent that facilitates user interactions and navigation throughout the total site, including the ability to direct them to applicable ICTC programs and/or the Digital Economy Explorer.
- Any AI-enabled functionalities must include robust protection against automated abuse.
- The solution must provide mechanisms to control and monitor AI-related costs, including:
 - o Configurable usage limits (per user, per session, per day/month)
 - o Budget thresholds with alerting when limits are approached or exceeded
 - o Ability to disable or throttle AI features in real time

**ICTC staff will jointly evaluate feature suitability, ongoing costs, and scalability before approving for license purchasing and implementation. Preference will be given to Canadian vendors and will particularly favour Canadian French language recognition and availability in AI-generated responses.*

Ongoing Cost Estimates:

- Provide estimates for ongoing costs of the proposed third-party plugs, services, and/or any subscriptions.

Accessibility & Compliance

- WCAG 2.2 Level AA minimum.
- ATAG 2.0 for content editors.
- Bilingual site versions (English & Canadian French) without the usage of auto-translation plugins.
- All data, including backups and logs, must be hosted within Canadian data centers to ensure Canadian data residency.
- The solution must comply with PIPEDA and any applicable provincial privacy legislation.
- The solution must adhere to OWASP Application Security Verification Standard (ASVS) level 2 or higher.
- The vendor must implement security testing, including vulnerability scanning and/or penetration testing prior to launch.
- Any third-party integrations must follow the same security and privacy requirements.

Summary of Key Deliverables

- Design and initial build of the final website built on WordPress CMS that meets all objectives and technical, accessibility, bilingual language, and compliance requirements with final invoicing by **March 31, 2027**.
- Pre-launch staff training conducted with training documentation prior to handover.
- Facilitate website soft launch during **July–August 2027**, with technical support and staff training available for 90 days after launch.
- Provide successful integration of the Digital Economy Explorer, as well as implementing a frontline text & voice chatbot or agent and other proposed and accepted AI features.
- Deliver project documentation of architecture, CMS configuration, and routine workflows.

Proposal Requirements

Proposals should be submitted by email with .pdf proposal attachment to procurement@ictc-ctic.ca by November 13, 2026. **Proposals should not exceed 30 pages.**

- Executive summary (max. 1 page).
- Project team assignments and individual bios, with no less than 1 executive-level oversight of the project and a dedicated UX/UI specialist within the proposed project team (max. 2 pages).
- Core proposal and approach on how the vendor will meet the project's objectives, technical requirements, and accessibility and compliance requirements (max. 20 pages, with links to supporting demos accepted).
- Pricing structure (fixed or time/material – max. 1 page).
- Maximum of 3 relevant portfolio examples with testimonials (max. 3 pages).

Dynamic visual mock-ups of the proposed website's Digital Economy Explorer component will be provided to the successful vendor for comprehensive page design and build as part of this project.

Evaluation Criteria

CRITERION	WEIGHT
UX/UI Design & Key Technical Scope Proposals	25
Relevant Experience	20
Project Management & Risk Mitigation	20
Accessibility & Compliance	20
Pricing & Value	15
TOTAL	100

Budget

The total maximum budget for this project is \$200,000 CAD + GST, inclusive of all work described within this RFP. As outlined in the Evaluation Criteria section, pricing will be considered a competitive evaluation criterion across all submitted proposals along with the necessary qualifications to deliver the project's vision.

Terms & Conditions

- Contract end date (incl. 90-day support period: November 31, 2027).
- Canadian data residency mandatory.
- All intellectual property rights assigned to ICTC.
- ICTC will request and contact a minimum of 3 references before determining final vendor selection.
- Minimum \$2M general liability coverage, minimum \$1M professional liability insurance, additional cyber liability.
- Governing law jurisdiction for all contracting is Ontario, Canada.

Appendix A
ICTC Brand Guidelines



ICTC·CTIC Brand Guide

Version 1.0 | March 2023

Logo

The power and recognition of the ICTC brand is best realized when the intended logo standards are applied consistently across all communication and marketing materials. This guide will provide quick reference to ensure that external-facing materials align with the logo standards.



COLOUR LOGO



ONE COLOUR LOGO



COLOUR LOGO REVERSED



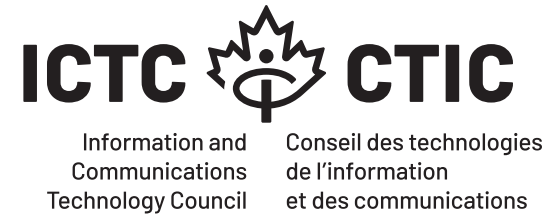
ONE COLOUR LOGO REVERSED

Logo with Full Name

While the logo normally appears alone, there is provision of a version with the full name for instances where this is required.



COLOUR LOGO



ONE COLOUR LOGO



COLOUR LOGO REVERSED



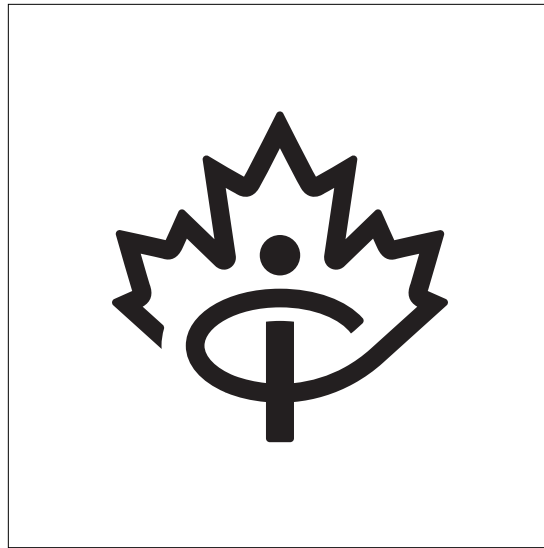
ONE COLOUR LOGO REVERSED

Icon

In some instances the logo icon may be used alone. For example, as a social media profile or a watermark.



COLOUR LOGO



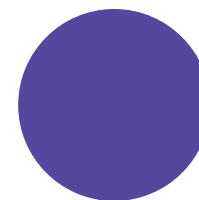
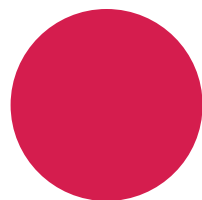
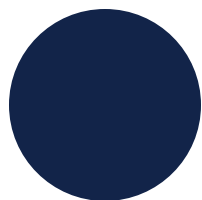
ONE COLOUR LOGO



ONE COLOUR LOGO REVERSED

Logo Colours

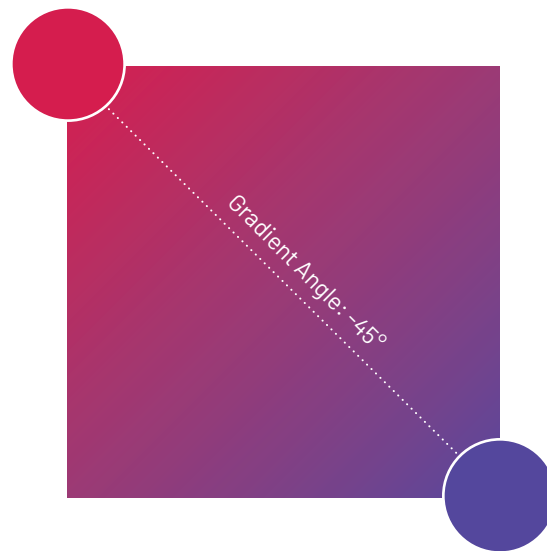
To maintain consistency across many applications, we have provided reference for various colour technologies. PANTONE® (PMS) colours are typically specified for offset printing, signage, and apparel. CMYK values are used for digital and 4-colour process printing. RGB values are used when viewed primarily on Digital and TV screens, and HEX colours are considered to be web-safe for online applications. A black & white version has been provided for use in newsprint and other media, where colour may not be available.



HEX	#15264c	#d5204e	#56469c
RGB	21 / 38 / 76	213 / 32 / 78	86 / 70 / 156
CMYK	100 / 89 / 41 / 41	11 / 100 / 63 / 1	80 / 85 / 0 / 0
PANTONE	282 C	7636 C	2103 C

Brand Gradient

The brand guidelines allow a gradient scheme to be used as appropriate. This gradient can be applied to the logo icon itself, or may be used as a background fill, with the icon reversed in white. Gradient colours should always begin with the red tone on the left, and with the gradient angle set to -45° .



HEX	#d5204e	#56469c
RGB	213 / 32 / 78	86 / 70 / 156
CMYK	11 / 100 / 63 / 1	80 / 85 / 0 / 0



Clear Space & Minimum Size

CLEAR SPACE

Clear space is essential in ensuring that the logo is easily read and the brand is recognized. Avoid clutter and do not allow other elements to invade the logo's space. Use the letter T from the logo as a guide to measure the required clear space, as shown.



Measure clear space around the logo by using the T from ICTC.

MINIMUM SIZE

The logo must be legible and visible. Do not reduce the width of the logo below 1.25" or 90 pixels on screen.

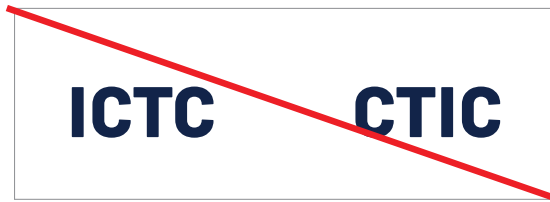


Incorrect Usage of Logo

In order for the logo to remain strong as the signature element and cornerstone of the brand, we must ensure that it is clearly depicted, regardless of the application. The logo must remain in its complete, unaltered state. When applying the logo to photographic or solid colour background, care must be exercised to ensure legibility is always retained.



Do not distort, stretch, or skew



Do not remove elements



Do not change the colours



Do not outline



Do not place on clashing background colour



Do not place on busy background

Fonts

While the logo is the foundation of the visual brand, brand fonts are also important in upholding the look and feel of the ICTC brand.

Barlow Thin 100

Barlow Thin 100 Italic

Barlow ExtraLight 200

Barlow ExtraLight 200 Italic

Barlow Light 300

Barlow Light 300 Italic

Barlow Regular 400

Barlow Regular 400 Italic

Barlow Medium 500

Barlow Medium 500 Italic

Barlow SemiBold 600

Barlow SemiBold 600 Italic

Barlow Bold 700

Barlow Bold 700 Italic

Barlow ExtraBold 800

Barlow ExtraBold 800 Italic

Barlow Black 900

Barlow Black 900 Italic

Barlow is a slightly rounded, low-contrast, grotesk type family, available on Google Fonts: <https://fonts.google.com/specimen/Barlow/>

Appendix B

Pre-Approved Site Navigation Structure

Top/utility bar	Must contain: Contact, Newsletter Subscription Link, Social Media Icons, Language Selector, Accessibility Options							
Primary Nav Pages	Home	About ICTC /about	Programs /programs	Research and Publications /research	Impact /impact	Events /events	News /news	Digital Economy Explorer /explore
Page Sections	- Main hero section - Primary impact numbers section w/ CTA to /impact 'Who We Work With' section for funder/client logo carousel w/ CTA for working with us - Programs carousel for personas (e.g. Job Seekers, Businesses) CTA to /programs - Latest research and policy publications - Latest news & upcoming events	Single page with sections - What We Do - Where We Work - Executive Team (<i>bio drop-downs</i>) - Board of Directors (<i>bio drop-downs</i>) - Advisory Groups (<i>bio drop-downs</i>) - Annual Reports	Single page with sections - Program framework - Current program portfolio overview w/ secondary nav links to respective program minisites (similar to ICTC's Global Onboarding of Talent): - WIL Digital & AI Bootcamps + ICTC's eLearning - Global Talent - Equity in ICT - Skills and Resources for K-12 Students and Educators - CyberTitan - Reskilling for Career Transitioners - Upskilling for Professionals - Labour Market Intelligence	Single page with sections - Publications - Articles	Single page with sections - Our Impact - Case Studies	Events listing page - Upcoming Events - Past Events	Blog-style news feed	