Request for Proposals (RFP)
Corporate Website Design, Build, & Launch
ADDENDUM 2

RFP No.: 2026-10-027

Addendum Issue Date: Monday, November 9th, 2026

Addendum Summary

This addendum forms part of the RFP and replaces the questions and answers document published earlier. Where documents conflict, Addendum 2 prevails over Addendum 1, and Addendum 1 prevails over the RFP. Related questions have been combined and reworded.

The closing date is extended to **Monday, November 16th, 2026 at 5:00 PM ET**. The deadline for questions has passed.

Where ICTC hasn't set a number, tool or method, a brief stated assumption and its cost is enough; details will be agreed with the successful proponent during discovery. In this addendum, the vendor is the successful proponent, launch means ICTC's written confirmation of production launch, and the Explorer is the Digital Economy Explorer.

Changes to the RFP and Addendum 1

- The closing date is extended (see Addendum Summary).
- Some material is excluded from the 30-page limit, and optional services go in a separate appendix (Q4).
- Proposals confirm insurance coverage; certificates come from the successful proponent. Cyber liability coverage must be at least CAD $1 million (Q6).
- All accounts and licences are set up in ICTC's name, and the vendor must complete invoiced work or refund its value (Q11).
- Vendors keep their pre-existing intellectual property and ICTC receives a perpetual, royalty-free licence to it. The RFP assigned all intellectual property to ICTC (Q13).

- ictc-ctic.ca, etalentcanada.ca and the information pages of gotalentocf.com become one website (Q14).
- ICTC prefers the WordPress block editor, and headless WordPress is not accepted (Q16).
- Migrated content keeps its current language versions. Translation of new and rewritten content is included in the price (Q21).
- Accessibility remediation of historical PDFs is not required (Q22).
- Digital Economy Explorer integration is defined as building the site pages around it and embedding it, within stated hours (Q25).
- The website links to ClientPortal for registration, with no data exchange required, and visitors don't sign in to the website (Q26, Q27).
- Voice features are optional (Q28).
- The price includes AI usage up to a cap the proponent states (Q31).
- Addendum 1's data residency clause replaces both Canadian-hosting bullets in the RFP, and ICTC approves some exceptions in advance (Q37).
- The ATAG 2.0 requirement is clarified (Q38).
- OWASP ASVS Level 2 applies to custom code, configuration and integrations, and penetration testing is optional (Q39).

1. Submission and evaluation

Q1. Where do proposals go, and which documents apply?

Send proposals as set out in Addendum 1, Submission Requirements. Send all communication about this RFP to the RFP contact; ICTC doesn't meet individually with proponents during the RFP. Prepare your proposal from the RFP, Addendum 1 and this addendum. Earlier ICTC procurements don't apply. ICTC will send any change to the dates to all proponents.

Q2. Must the prime contractor be Canadian, and may it use partners or staff outside Canada?

Eligibility is set out in the RFP, Eligibility & Submission Instructions. The prime contractor may propose subcontractors outside Canada, subject to ICTC approval. Disclosure, approval and accountability for subcontractors follow Addendum 1 (Providers and AI; Data residency and processing).

Q3. Does a partner's own project experience count under Relevant Experience?

Yes, if that partner will do the related work for ICTC. For each project, name the organization that delivered it and the partner's role in your proposal. ICTC may assess the combined experience and references of the proposed team.

Q4. What counts toward the page limits, and what do portfolio examples and references need?

Page and section limits are in the RFP, Proposal Requirements. The 30-page limit excludes:

- the cover page and table of contents
- the list of client reference contacts
- the insurance confirmation
- an optional-services appendix of up to 3 pages.

Everything else counts, including other appendices. Use the optional-services appendix to price anything ICTC hasn't required, such as maintenance, monitoring and emergency support after the support period, voice features, penetration testing and PDF remediation. Detailed rates and cost schedules may go in an appendix within the 30 pages.

Portfolio requirements are in the RFP, Proposal Requirements, and reference requirements in Addendum 1, Submission Requirements. The same clients may provide testimonials and references. For each portfolio example, say who did the work and why it's relevant. Projects outside Canada and on other platforms count.

Q5. May proposals be in English only?

Yes. The website itself must meet the English and Canadian French requirements.

Q6. What insurance is required, and what goes in the proposal?

General and professional liability minimums are in the RFP, Terms & Conditions. Cyber liability coverage must be at least CAD $1 million and include breach response, network security liability and privacy liability. In your proposal, confirm that you hold this coverage or will have it before award. Before the contract is signed, the successful proponent provides certificates, the insured entity, and any sublimits or terms that reduce coverage.

Q7. May vendors already working on ICTC's websites or the Explorer take part?

Yes, directly or as part of a team, under the same eligibility requirements. Disclose any potential conflict of interest or access to non-public procurement information.

Q8. How are proposals evaluated?

See the RFP, Evaluation Criteria, and Addendum 1, Risk Mitigation including Security and Privacy Scoring. Interviews have no separate weight, and ICTC has not published any further scoring formula. ICTC will confirm the interview format, length and attendees with shortlisted proponents. If your price assumes travel, say so.

2. Budget, schedule and contract

Q9. What is the budget, and what must it cover?

The maximum budget is in Addendum 1, Section Budget, and the accepted pricing structures are in the RFP, Proposal Requirements. No split by deliverable is required. Show rates, effort and assumptions where relevant.

The price must cover all required work until the contract ends. This includes AI services, licences and usage up to your stated cap (Q31), hosting changes (Q33), translation (Q21), the 90-day support period and the security warranty in Addendum 1. List recurring services with their service periods and usage assumptions. Costs after the contract (RFP, Ongoing Cost Estimates) are not part of the budget.

Q10. When do work, invoicing and launch happen?

Key dates are on the RFP cover page and in its Objectives. Addendum 1 sets the contract end date and the start of the support period (Section Terms & Conditions) and the invoicing deadline (Scheduling of invoicing vs work performed). The exact start date and access arrangements will be agreed during contracting.

By March 31, 2027, deliver a working staging site on ICTC's hosting account with the navigation, design direction, key templates, editing workflows and a sample migration. ICTC will accept this milestone in writing. Remaining content, integrations, testing, fixes and training continue toward launch.

Q11. Whose name are accounts and licences in?

ICTC's. Set up every account and licence in ICTC's name and give the vendor the access it needs. This covers hosting, the code repository, domains, analytics, AI services and plugin licences. Because work is invoiced before launch, the contract will require the vendor to complete all invoiced work, or to refund the value of work not delivered.

Q12. How are scope changes and delays by other ICTC suppliers handled?

For any change, document what it is, why it's needed, and its effect on cost, schedule and dependencies. ICTC must approve the change and its cost in writing before work starts. Price changes at the rates in your proposal.

If a component from another ICTC supplier is late or defective, report the problem and its effect on delivery. ICTC will coordinate with that supplier. The vendor remains responsible for its own integration work. Fees, deadlines and acceptance requirements change only by written agreement.

Q13. Who owns the intellectual property?

ICTC owns all work newly created for the project. Vendors and partners keep their pre-existing tools, frameworks and materials. ICTC receives a perpetual, royalty-free licence to use, copy and modify them, and to let other providers maintain the website. Third-party components follow their own licence terms. In your proposal, disclose pre-existing intellectual property and any licence restrictions.

3. Website scope and WordPress

Q14. Will the existing websites become one website?

Yes. One public WordPress website replaces ictc-ctic.ca, etalentcanada.ca and the information pages of gotalentocf.com. Redirect affected legacy URLs. The cutover plan and any temporary parallel operation will be agreed during delivery.

These stay outside the new website:

- ClientPortal (portal.etalentcanada.ca), so the etalentcanada.ca domain stays in use
- the virtual events platform used on gotalentocf.com, which the website links to.

Consolidation doesn't require moving every page or rebuilding every function. Nothing is sold on the current sites. The shopping cart on ictc-ctic.ca won't be rebuilt, and online payments are not required.

Q15. How many program mini-sites, pages and templates should be included?

Include the eight program areas in Appendix B. Use a shared design system and reusable templates with program-specific content and user journeys. Beyond the Appendix B navigation and the Addendum 1 inventory, there is no fixed page or template count. List the templates and features your price includes.

Q16. Which WordPress editor and structure should be used?

ICTC prefers the WordPress block editor (Gutenberg), with custom blocks and locked patterns where needed. It meets the RFP's drag-and-drop requirement and also lets staff move blocks with buttons and the keyboard. If you propose a commercial page builder instead, show that it meets the same requirements and Q38, and include its licence costs.

The editor must meet the RFP's Design & UX/UI and CMS Architecture requirements and provide preview. Describe the proposed roles and any program-specific restrictions; editor numbers and detailed permissions will be agreed during discovery. Explain any Multisite or custom plugin choices and their costs. Headless WordPress is not accepted. Don't assume an existing block editor build or transferable licences.

Q17. Is a Progressive Web App required?

No. A responsive, mobile-first website meets the requirement. You may price Progressive Web App features in the optional-services appendix.

Q18. Which browsers and devices must be supported?

Propose a support matrix covering desktop, tablet and mobile, with browsers, minimum versions and testing coverage, for ICTC approval.

4. Content, translation and migration

Q19. What content is migrated?

Price migration using the inventory in Addendum 1, for both ICTC and eTalentCanada, as the maximum. The vendor migrates the content ICTC approves, and the final list may be smaller. There is no date cutoff. Recommend what to keep, merge, update or retire, using content dates, analytics and relevance. This includes the Job Market Information and Location pages on etalentcanada.ca.

gotalentocf.com is not in the inventory. Cover its information within the Global Talent program pages.

Q20. Which copy is ready, and who writes the rest?

ICTC will provide its available approved copy and coordinate approval of revisions. There is no page-by-page list of approved copy. Identify the page copy, interface text and metadata still needed, and state the writing and editing your price includes.

Q21. What translation is required?

Migrated content keeps the language versions it has now; the vendor doesn't translate it. The price includes Canadian French translation of new and rewritten pages, interface text and metadata. State the number of words your price includes and a per-word rate for additional words. No translator or rate is prescribed. Describe your translation and quality review process, and the ICTC terminology or style guidance you need. ICTC's marketing, communications and program teams review and approve French text.

The RFP, Accessibility & Compliance, rules out automatic translation plugins. Propose multilingual tools, a French URL structure, language switching and redirects for ICTC approval.

Q22. Must the vendor make historical PDFs accessible?

No. Provide accessible document templates, workflows and content structure for future documents, and flag problems you notice where practical. You may price hands-on remediation in the optional-services appendix.

Q23. What do the current sites run on, and what access will the vendor get?

ictc-ctic.ca, etalentcanada.ca and ClientPortal run on Drupal 10 and are hosted on Upsun. ICTC will provide the content and media access reasonably needed for the approved migration. Specific export formats, database access and administrative permissions are not guaranteed. Identify the access and dependencies your approach needs.

Q24. Are URL preservation, redirects and SEO migration included?

Yes. Keep existing URLs where practical, map and implement redirects for affected URLs, migrate relevant metadata, and take steps to protect search visibility. ICTC will arrange the domain and existing-site access needed.

5. Digital Economy Explorer and ClientPortal

Q25. What does the vendor do for the Digital Economy Explorer?

The RFP's Digital Economy Explorer section describes the separate Explorer project and the requirements that apply to its integration. A prototype is expected in December 2026; final interfaces, components, APIs and the embedding method are not yet fixed.

The base scope is to design and build the site pages around the Explorer, embed it, apply the site's design system, and coordinate with the Explorer team. State the hours your price includes for this work. Integration beyond those hours follows Q12. Identify the policies, interface documentation and testing inputs you need.

Q26. What must pass between the website and ClientPortal?

The website links visitors to ClientPortal (portal.etalentcanada.ca), where they register. No data exchange between the two is required. If you propose one, describe it, its cost and any Drupal-side work, and don't assume that particular endpoints exist or that production data will be available for testing. Addendum 1, Data residency and processing, limits ClientPortal work.

Q27. Do visitors sign in to the website?

No. The RFP's "pre-authenticated" means the AI assistant serves visitors who are not signed in. Single sign-on across the website, ClientPortal and other systems is not required. Administrative access must meet the multi-factor authentication requirements in Addendum 1.

6. AI assistant

Q28. What must the AI assistant do?

The assistant answers visitors' questions and recommends ICTC programs and content based on what visitors tell it. It answers only from ICTC-approved content, links each answer to its source, and declines questions that content doesn't cover. Describe any handoff to the Explorer. Don't assume a new skills assessment service, access to private records, or registration through the assistant.

Before launch, test the assistant with a set of English and Canadian French questions agreed with ICTC.

Text is required. Voice is optional, and telephone access is not required. If you propose voice, price it in the optional-services appendix and describe the channels, English and Canadian French speech recognition and generation, limits and fallback.

Q29. Are youth an audience for the website or the assistant?

Youth are not a primary audience. ICTC's K-12 programs reach students through partners, educators and guardians, so write those pages for adults. The assistant must not ask visitors for personal information.

Q30. Which AI providers may be used, and how is data handled?

No provider is prescribed. Propose an off-the-shelf service for ICTC approval; ICTC's preferences are in the RFP, AI-Assisted User Features. Canadian hosting alone doesn't establish compliance. Disclosure and approval follow Addendum 1 (Data residency and processing; Providers and AI) and Q37.

Describe the assistant's knowledge source, whether website content, approved Explorer services or both, and how it stays current. Access to restricted data is not assumed. Propose how long conversations are kept, how they are deleted, the privacy controls, and how visitors reach ICTC contacts. No staffed escalation service is required.

Q31. How are AI usage and costs controlled?

State the monthly usage your price includes and what the assistant does when it reaches that cap. Usage above the cap needs ICTC's written approval and is paid separately. Include the cost controls listed in the RFP, AI-Assisted User Features. ICTC approves AI features, services and costs before purchase; show these approval points in your project plan.

Q32. May the vendor use AI tools for drafting, coding and review?

Yes, at the vendor's own cost and under "Providers and AI" in Addendum 1.

7. Hosting, analytics and data

Q33. Where is the website hosted?

See the RFP, Hosting & Integrations. Price any plan change or extra capacity the new site needs during the contract, and identify the region, access, domains and certificates required.

Q34. What monitoring, performance and recovery targets apply?

Monitoring is required by the RFP, Security Considerations. Hand it over with metrics, alerts, access, instructions and licence costs; no custom dashboard is required. Propose uptime, performance, recovery time and recovery point targets, with their costs. Backup and restore requirements are in Addendum 1, Logging and recovery.

Q35. What analytics, consent and search work is required?

See the RFP, Analytics & Optimizations. Propose a consent platform that meets the privacy and data residency requirements, and state assumptions about existing accounts, access, events and historical reporting. For generative engine optimization, propose concrete deliverables. ICTC doesn't expect a guarantee that AI tools will cite the site.

Q36. Which forms and newsletter services are included?

Include contact and newsletter subscription. Program registration happens in ClientPortal (Q26). State assumptions about forms, fields, newsletter integration and plugins, and disclose personal data flows. ICTC will confirm its existing platforms and licences. Don't assume a CRM, event platform or other service must be replaced.

Q37. Which services may process personal information outside Canada?

Addendum 1, Data residency and processing, replaces both Canadian-hosting bullets in the RFP: the one under Security Considerations and the one under Accessibility & Compliance.

ICTC prefers Canadian-hosted tools for anything the vendor builds or configures. ICTC approves these exceptions in advance, so you don't need to request them:

- Google Analytics 4 and Google Tag Manager, with consent mode on, Google signals and user ID off, and no personal information sent. You may propose a Canadian-hosted alternative.
- A content delivery network and security service, such as Cloudflare, which ICTC uses now. It may process IP addresses and request data to deliver pages and block attacks.
- ICTC's existing newsletter platform.

Any other exception follows the process in Addendum 1.

8. Accessibility, privacy and security

Q38. What accessibility evidence is required, and what does ATAG 2.0 mean here?

The RFP's WCAG 2.2 AA requirement covers the delivered website, components and integrations. Vendor-led testing with documented fixes is acceptable; an independent audit is not required. Report accessibility defects you find in components supplied by others.

ICTC doesn't expect full ATAG 2.0 conformance from the editor. Instead, show:

- how the editor helps staff produce accessible content (ATAG Part B): for example, required alternative text, correct heading structure, locked accessible patterns, brand colours that meet contrast requirements, and an accessibility checker in the editor
- that staff can complete common editing tasks using a keyboard and a screen reader (ATAG Part A), with known gaps in the editing screens and their workarounds.

For Accessibility Options in the utility bar (Appendix B), recommend useful preferences or information. Any controls must be accessible themselves, and the website must meet WCAG 2.2 AA without them.

Q39. Which security and privacy requirements apply?

See the RFP, Security Considerations and Accessibility & Compliance, and the Security Considerations clauses in Addendum 1. This addendum adds the following:

- An IP allowlist alone does not meet the administrative access requirement.
- Independent penetration testing is optional; price it in the optional-services appendix. Allow time for ICTC's pre-launch vulnerability scan and for fixes and re-testing.
- OWASP ASVS Level 2 applies to custom code, configuration and integrations. For WordPress core and unmodified third-party plugins, show they are maintained, patched and scanned. Document the applicable controls, how they are implemented and tested, the results, and proposed exclusions. Independent verification is not required.
- The website's incident response plan is a deliverable. Creating or revising ICTC's organizational policies is not. ICTC will share its security, privacy, incident response and retention policies during planning.
- Describe how you will meet the RFP's privacy law requirements.

9. UX, research and reviews

Q40. May proponents change the Appendix B navigation?

Use Appendix B for scoping and pricing. You may recommend changes supported by research, as long as the required content and program coverage remain. Identify any effect on cost and schedule. ICTC must approve changes before they are built.

Q41. What research, user testing and success measures are expected?

User testing requirements are in the RFP, Design & UX/UI. ICTC will confirm the available research, analytics and access during discovery. Propose and price the testing: rounds, participant numbers, audiences, English and Canadian French coverage, and accessibility. Describe any testing of the assistant, and state your allowance for incentives and participant costs.

Propose measures for how easily people find programs and research, complete key tasks accessibly, and edit content. No numeric targets are set.

Q42. Who reviews deliverables, and how many review rounds should be priced?

ICTC's project lead will send consolidated feedback. ICTC's marketing, communications and program teams review content. Allow two consolidated review rounds for each set of content you deliver for review. State the design review rounds included and the cost of extra rounds. Review timelines, technical milestones and launch acceptance will be agreed in the project plan.

Q43. What brand assets will ICTC provide?

Use the brand guide in Appendix A. State what photography, illustrations and icons you assume ICTC will supply, and include costs for any licences or original production you propose. No photo shoot or reusable asset library is guaranteed. Extra production needs ICTC approval within the budget.

10. Training and support

Q44. What training and support are required?

Training and support requirements are in the RFP, CMS Architecture and Summary of Key Deliverables, and handover documentation in Addendum 1, Scope and handover. State the sessions, roles, languages, formats and materials included; staff numbers and detailed arrangements will be agreed during discovery. For the 90-day support period, state support hours, channels, the assistance included and response times for issues that are not security issues. The security correction deadlines in Addendum 1 apply separately.

Q45. Is support required after the 90-day support period?

No. Ongoing maintenance, monitoring and emergency support are optional; price them in the optional-services appendix. Security correction obligations continue as stated in Addendum 1.