Request for Proposals (RFP):
Website Design, Development, and Implementation

1. About MEOPAR

Founded in 2012, MEOPAR is an independent, national not-for-profit that strengthens Canada's ocean research, resilience, and innovation by connecting people, science, and data. Through funding interdisciplinary research, mobilizing knowledge, supporting emerging leaders, building cross-sector partnerships, and enhancing Canada's capacity to respond to ocean risks and opportunities, MEOPAR works across the full ocean ecosystem to drive meaningful impact. MEOPAR is undertaking a website refresh to reflect its updated strategy, priorities, and approach, and to better serve its diverse national and international audiences.

2. Purpose of this RFP

MEOPAR is seeking proposals from qualified individuals or firms to design, write, and implement a new multi-page website that aligns with MEOPAR's refreshed strategy and branding. The successful proponent will deliver a fully functional, user-friendly website that clearly communicates MEOPAR's mandate, programs, and impact, and supports effective data collection and analytics through HubSpot.

3. Scope of Work

THE SELECTED PROPONENT WILL BE RESPONSIBLE FOR THE FOLLOWING:

Website Design & Development

- Design and build a new multi-page website that incorporates all existing functionalities of the current meopar.ca site
- Ensure the website is modern, accessible, bilingual, and fully aligned with MEOPAR's brand guidelines
- Develop a clear, intuitive site architecture and navigation structure
- Implement industry-standard web accessibility practices (WCAG/ARIA compliance)
- Build the website directly within HubSpot or integrate it seamlessly with HubSpot tools

Content Development

- Propose and deliver a website design, including review and revision cycles, developed in alignment with MEOPAR's design guide and brand guidelines
- Integrate MEOPAR's existing, up-to-date web copy (including the homepage and About page)
- Write original copy for additional pages in collaboration with the MEOPAR team
- Adapt content to suit multiple audiences (researchers, partners, policymakers, industry, and community stakeholders)

〜 Additional Functional Requirements

- Design and implement a homepage feature that includes a map of active MEOPAR projects
- Enable HubSpot analytics, forms and data tracking to support communications and reporting needs
- Drag & drop functions to allow ease of site editing
- Bonus: Ability to integrate an AI chatbot to support user navigation and information access

〜 Collaboration & Delivery

- Work closely with the MEOPAR communications team throughout the design and development process
- Incorporate feedback through defined review stages
- Deliver a fully launched, tested website, including documentation or handover materials as required

〜 Bilingual Website Requirements

The website must be fully bilingual in English and French. Proponents are expected to design and build the site with seamless bilingual functionality and to integrate custom French-language web copy provided by MEOPAR.

PLEASE NOTE:

- All translation of web content will be managed directly by MEOPAR and is not included in the project budget.
- The project scope does include the technical implementation, integration, and management of bilingual content, ensuring that French-language pages are easily usable, maintain parity with English content, and can be updated efficiently within the CMS.

4. Preferred Qualifications

- Demonstrated experience designing and building websites for research networks, non-profits, or complex organizations
- Strong copywriting skills for technical and public-facing audiences
- Experience building websites on HubSpot (strongly preferred)
- Familiarity with analytics, CRM integration, and data-driven website design
- Experience integrating interactive features (e.g. maps, chatbots) considered an asset

5. Proposal Submission Requirements

PROPOSALS SHOULD INCLUDE:

1. Overview of the proponent (individual or company)
2. Relevant experience and examples of comparable website projects
3. Project plan & schedule:
4. Proposed approach and methodology, including collaboration and review process
5. Technical approach, including HubSpot experience and integration strategy
6. Proposed timeline and milestones
7. Budget and cost breakdown
8. Optional: Description of AI chatbot or advanced features that could be integrated

6. Evaluation Criteria and Scoring Rubric

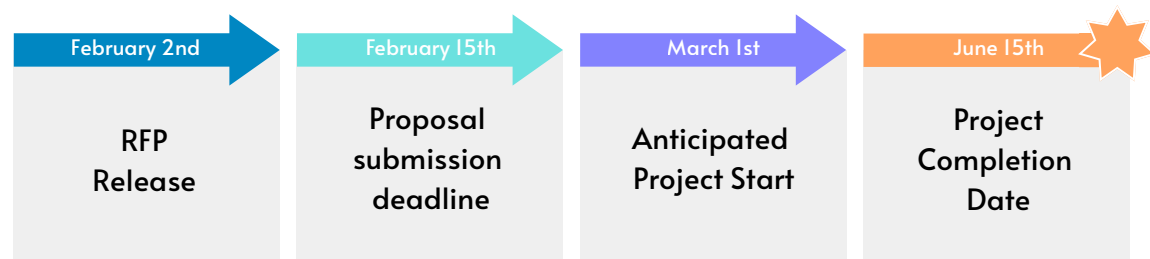| Criteria	Description	Weight
Relevant Experience & Portfolio	Demonstrated experience with similar organizations and	**25%**
Design & User Experience Approach	Quality, clarity, accessibility, and alignment with MEOPAR's needs	**20%**
Content Development Capability	Ability to write and adapt content for diverse audiences	**15%**
Technical Approach & HubSpot Integration	Experience building or integrating sites with HubSpot	**20%**
Project Management & Timeline	Feasibility, clarity, and responsiveness of proposed	**10%**
Value for Cost	Budget clarity and overall value	**10%**
Bonus Features	AI chatbot, map of MEOPAR impact or innovative features (optional)	**Up to +5%**

7. Budget

The total budget for this project is capped at CAD $30,000 (inclusive of all fees, taxes, and expenses). MEOPAR anticipates proposals within the range of CAD $20,000–$30,000, depending on scope, technical approach, and proposed functionality.

PROPONENTS MUST SUBMIT A DETAILED, ITEMIZED BUDGET THAT INCLUDES:

- Website design and UX
- Content writing and editing
- Website build and HubSpot integration
- Analytics and data setup
- Interactive homepage map
- Testing
- Operationalizing
- Training and handover documentation to support ongoing website edits and maintenance
- Proponents must clearly outline any recurring annual costs related to website support, maintenance, hosting, or licensing that are not included within the CAD $30,000 project budget cap.
- Optional features (e.g. AI chatbot & interactive homepage map), itemized separately

MEOPAR RESERVES THE RIGHT TO NEGOTIATE SCOPE AND DELIVERABLES WITH THE SELECTED PROPONENT.

8. Timeline

February 2nd	February 15th	March 1st	June 15th
RFP Release	Proposal submission deadline	Anticipated Project Start	Project Completion Date

9. Submission Instructions

Proposals should be submitted electronically via form by February 16th. For any questions regarding the RFP, please contact communications@meopar.ca.

Please submit at the following link.