



# Summer Street Website RFP

**Product/Services to Procure:**  
**Deadline for Proposals:**  
**RFP Contact:**

**Summer Street Website RFP**  
**June 10, 2026 (4:00pm ADT)**  
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## RFP Description

This Request for Proposals (the “RFP”) invites qualified Web Design and Development Firms to submit proposals for website design and development services, as outlined in the Project Scope section of this document. Summer Street, an organization that supports people with diverse abilities in Pictou County, Nova Scotia, is seeking to redesign its website to align with the organization’s new strategic direction. The scope of services includes website design and website development, integration of JAWS accessibility features, content population, search engine optimization (SEO), analytics reporting, and basic ongoing website maintenance.

## Web Design and Development Firms Must Be Single Entity

The qualified Web Design and Development Firm must be a single legal entity that, if selected, intends to negotiate and enter into a contract with Summer Street. If a proposal is submitted jointly by two or more separate entities, the proposal must identify one entity as the lead submitting Firm. The selected Firm will be solely responsible for the delivery and performance of all deliverables under the contract.

## Contract for Deliverables

The selected Firm will be requested to enter into direct contract negotiations with Summer Street to finalize an agreement for the provision of the deliverables. The initial term of the agreement will be established during contract negotiations. Pricing submitted by the selected Firm must remain fixed for the initial term of the agreement and any extension options exercised by Summer Street.

## RFP Timetable – Key Dates

Issue Date of RFP: May 20, 2026

Deadline for Questions: June 3, 2026

Submission Deadline Date and Time: June 10, 2026 (4:00pm ADT)

Anticipated Ranking of Web Design and Development Firms: June 17, 2026

Anticipated Execution of Agreement: June 19, 2026

The RFP timetable is tentative only and may be changed by Summer Street at any time.

## Submission of Proposals

Proposals must be submitted electronically by sending the file(s) to: Liz LaPier at [liz@summerstreet.ca](mailto:liz@summerstreet.ca) by June 10, 2026 at 4:00pm ADT.

Proposals must be submitted to the email address set out above on or before the Submission Deadline. Proposals submitted after the Submission Deadline will be declined. The determination of whether the proposal is delivered by the Submission Deadline shall be based on the electronic time and date stamp generated by Summer Street's email server. Respondents will receive notification of submission delivery – this will act as proof of submission. Respondents who do not receive this notification should reach out to seek clarification (please, check your junk folder first).

## Submission Details

- Submission subject lines to read “Summer Street Website RFP”
- Submissions should be sent in one email, if possible. Respondents whose submissions exceed their internet service delivery limits may send their emails in multiple parts. Respondents who split submissions into multiple emails should indicate this in the opening line of their email's first subject. For example, “Email 1 of 2 Summer Street Website RFP” followed by “Email 2 of 2 Summer Street Website RFP.” Respondents should make every effort to minimize submission file sizes.
- Submissions must be in Adobe PDF, Microsoft Word, and/or Microsoft Excel format (unless otherwise indicated or approved by Summer Street); and
- Submissions may be Zipped.

Firms may amend their proposals prior to the Submission Deadline by submitting the amendment in the same prescribed format. Any amendment(s) should clearly indicate which part of the proposal the amendment is intended to amend or replace.

At any time throughout the RFP process until the execution of a written agreement for provision of the deliverables, a Firm may withdraw a submitted proposal. To withdraw a proposal, a notice of withdrawal must be sent to the RFP Contact and must be signed by an authorized representative of the Firm.

## Communication After Issuance of RFP

All Summer Street RFPs will be posted on Summer Street's existing website for a minimum of two business weeks. Additionally, all RFPs will be promoted publicly via LinkedIn a minimum of once during its posting period.

Respondents shall examine all the documents comprising this RFP, and (a) shall report any errors, omissions, or ambiguities; and (b) may direct questions or seek additional information in writing by email to the RFP Contact on or before the Deadline for Questions.

It is the responsibility of the respondent to seek clarification on any matter it considers to be unclear. If Summer Street, for any reason, determines that it is necessary to provide additional information relating to this RFP, such information will be communicated to all Firms by addendum. Each addendum forms an integral part of this RFP and may contain

important information, including significant changes to this RFP. Firms are responsible for obtaining all addenda issued by Summer Street.

## Organizational Background

Summer Street has supported people with diverse abilities in Pictou County since 1968 through employment opportunities, skill development, and community-based supports. Today, more than 200 participants are engaged in Summer Street programs and social enterprises that promote independence, meaningful work, and full participation in community life.

As the Province continues implementing The Remedy transformation, Summer Street remains focused on strengthening community-based opportunities and working collaboratively with partners across the sector.

## Current Organizational Environment

In 2023, the Province of Nova Scotia began implementing The Remedy, a multi-year phased initiative designed to provide participants with greater choice and control over where they want to live and how they direct their funding and services. This participant-centered approach empowers participants to better advocate for their individual wants, needs, and goals.

Summer Street is committed to a participant-focused approach, with its Participant Council providing guidance and input to the Board of Directors through the Participant Bill of Rights, which was adopted in 2009 to help measure participant satisfaction and inform organizational decision-making and service improvements.

## Goal of Project

Have an accessible, up-to-date website that provides information about the organization, its governance, programs, social enterprises, donor recognition, and the ways in which Summer Street supports the community. The website should be built on a user-friendly content management system that allows staff to easily update and manage content without requiring advanced technical expertise. It should also allow participants and families to easily access important information about available supports and services. The website will serve as a platform for storytelling, online donations, promotion of programs and social enterprises, and increasing public understanding of the organization and its impact.

## Project Scope

Preference will be given to a Nova Scotia-based Firm with demonstrated experience developing accessible websites for community-based or nonprofit organizations.

The scope of work includes the following:

- Design and develop a modern, responsive, and fully accessible website that supports participants, families, donors, staff, and community members in easily accessing information.
- Create a user-friendly website experience with intuitive navigation and clear pathways to information related to our approach, governance, community of champions, programs, social enterprises, news and updates, donor recognition, and the Summer Street Golf Scramble.
- Support the development of a wireframe to ensure WCAG compliance and provide feedback to improve accessibility.
- Ensure the website complies with the latest Web Content Accessibility Guidelines (WCAG) standards and is compatible with JAWS and other screen readers and assistive technologies. Accessibility considerations must be incorporated throughout the entire website design, including navigation, page layouts, forms, colours, typography, and multimedia content.
- Develop the website on a flexible and user-friendly content management system (CMS) that allows Summer Street to easily update, edit, and manage website content internally as organizational information, programs, and services change.
- Build the website with scalability in mind to allow for future expansion, including the integration of e-commerce functionality as organizational needs evolve.
- Integrate CanadaHelps donation functionality to support online fundraising, recurring donations, donor engagement, and campaign promotion.
- Develop functionality that allows Summer Street's social enterprises to collect inquiries, service requests, and other information from community members through forms.
- Create a news and stories section with customizable categories and tagging functionality to share participants stories, organizational updates, press releases, events, and other communications content.
- Provide the opportunity on the new website to highlight storytelling through digestible content blocks and stronger use of infographics and video to communicate the organization's services, work, and impact.
- Implement search engine optimization (SEO) best practices, including keyword research, metadata optimization, and other strategies to improve website visibility and search engine rankings.
- Set up Google Analytics to monitor website performance, visitor engagement, donation activity, and user pathways.
- Recommend and implement a Canadian-based hosting and data storage solution to ensure organizational and user data is stored securely within Canada.
- Follow industry standards for website security and accessibility.
- Monitor website performance and address technical issues as they arise.
- Provide staff training on the selected CMS, website administration tools, and accessibility considerations for ongoing content management.

## Features:

- Fully accessible website design that follows the latest Web Content Accessibility Guidelines (WCAG)
- Compatibility with JAWS and other screen readers and assistive technologies
- Responsive design for desktop, tablet, and mobile devices
- User-friendly content management system (CMS) for updates
- Editable backend content and page management
- Accessible navigation and participant-focused user experience
- Online donation integration through CanadaHelps
- Blog style news and updates section with categories and tagging
- Social enterprise inquiry and service request forms
- Search engine optimization (SEO) functionality
- Google Analytics integration
- Multimedia integration (photos, graphics, and video)
- Scalable framework to support potential future e-commerce integration
- Secure Canadian-based hosting and data storage
- Website security and privacy protections
- Ongoing maintenance and technical support capability
- Staff training for website management and updates
- Flexible structure to support future organizational growth and new services

## Evaluation and Ranking

All proposals and quotes received in response to this RFP will be evaluated and ranked following the process outlined below:

A cross-functional team of staff and READI Committee members from Summer Street, consisting of a minimum of three and a maximum of five members, will evaluate each proposal against the stated criteria.

Proposals will be assessed based on the criteria and weightings outlined below. Firms are encouraged to provide detailed information in each area to demonstrate how their proposal meets the requirements of the RFP. Scores will be assigned based on the quality, completeness, and relevance of each response.

### Rated Criteria Category Weighting (Points)

- Experience & Qualifications: 25 points
- Service Delivery Model: 20 points
- References: 15 points
- Finance / Pricing: 40 points
- Total Points: 100 points

## Notification

Once an agreement is executed by Summer Street and a Firm, the other Firms will be notified directly in writing as to the outcome of the procurement process.

## Confidential Information

### **Confidential Information of Summer Street**

All information provided by or obtained from Summer Street in any form in connection with this RFP either before or after the issuance of this RFP:

- is the sole property of Summer Street and must be treated as confidential
- is not to be used for any purpose other than replying to this RFP and the performance of any subsequent contract for the deliverables
- must not be disclosed without prior written authorization from Summer Street, and
- must be returned by the Firm to Summer Street immediately upon the request of Summer Street.

### **Confidential Information of Firm**

A Firm should identify any information in its proposal, or any accompanying documentation supplied in confidence for which confidentiality is to be maintained by Summer Street. The confidentiality of such information will be maintained by Summer Street, except as otherwise required by law or by order of a court or tribunal. Firms are advised that their proposals will, as necessary, be disclosed, on a confidential basis, to advisers by Summer Street to advise or assist with the RFP process, including the evaluation of proposals. If a Firm has any questions about the collection and use of personal information pursuant to this RFP, questions are to be submitted to the RFP Contact.

## Cancellation

Summer Street may cancel or amend the RFP process without liability at any time.