Request For Proposal - Website Redevelopment

1. Objective

The objective of this Website Development Request for Proposal (RFP) is to identify qualified vendors to support the Alberta Summer Swimming Association (ASSA) in updating and enhancing its website. The project aims to deliver a modern, visually appealing, and highly functional website that aligns with ASSA's brand and improves usability, accessibility, and efficiency for current and future members.

2. Organization Background

The Alberta Summer Swimming Association (ASSA) is a not-for-profit organization that governs and supports summer swimming programs across Alberta. ASSA relies on a combination of staff and volunteers and requires digital platforms that are intuitive, sustainable, and easy to maintain.

3. Scope of Work

The scope of work includes the design, development, user acceptance testing (UAT), implementation, and launch of a well-designed, user-friendly website that meets ASSA's functional, accessibility, and long-term sustainability needs. All work must be completed in coordination with ASSA representatives and within the approved project timeline and budget.

3.1. Website Requirements and Deliverables

- An intuitive and visually appealing website that is easy to navigate for current and future members
- A user-friendly Content Management System (CMS) that allows for ongoing updates and scalability by staff or volunteers
- Long-term website hosting and maintenance options
- Secure member login area for exclusive member resources
- Ability to host and display results and records, swim meets and swim club listing
- Mobile-responsive design across devices
- Video and image integration
- Vision and hearing accessibility compliant with WCAG 2.1 Level AA standards
- Website analytics and reporting capabilities

3.2. Ownership and Intellectual Property

All website content, design, code, data, and digital assets developed under this project shall become the property of the Alberta Summer Swimming Association upon final payment. ASSA must be provided with full administrative access to all systems upon project completion.

3.3. Content Responsibilities

Proposals must clearly identify responsibilities related to content creation, content migration, and content review, including which elements will be provided by ASSA and which will be developed or migrated by the vendor.

3.4. Training, Support, and Handover

Proposals must outline CMS training for staff and volunteers, documentation or user guides provided, and the scope and duration of post-launch support.

3.5. Security and Privacy

The website must be hosted in a secure environment and comply with applicable Canadian privacy legislation. Member data remains the property of ASSA at all times.

3.6. Change Management

Proposals must describe the vendor's change management process, including how scope changes, timeline adjustments, and additional costs will be identified, approved, and documented.

4. Budget and Timeline

ASSA has budgeted approximately $5,000–$10,000 for this project. Proposals must include a detailed cost breakdown, clearly identifying one-time costs and any ongoing or recurring costs such as hosting, maintenance, or licensing fees.

5. Project Timeline:

Milestone	Date
RFP Released	April 27, 2026
Proposal Submission Deadline	**May 29, 2026**
Evaluation of Submissions	Prior to June 15, 2026
Interviews (if required)	June 15–26, 2026
Vendor Confirmation	July 03, 2026
Ideal Website Launch	September 30, 2026

6. Evaluation Criteria

Proposals submitted in response to this RFP will be evaluated using a weighted scoring approach to ensure selection of the vendor that best meets the operational, technical, and strategic needs of the Alberta Summer Swimming Association (ASSA).

Evaluation will focus on the following criteria:

1. Functional Fit and Technical Capability
   The extent to which the proposal meets ASSA's functional requirements, including CMS usability, security, analytics, hosting, and long-term sustainability.

2. User Experience, Accessibility, and Navigation
   The quality of the proposed site structure, ease of navigation, mobile responsiveness, and compliance with accessibility standards to support a diverse user base.

3. Visual Design and Brand Alignment
   The effectiveness of the proposed design in reflecting ASSA's brand, presenting information clearly, and creating an engaging and professional user experience.

4. Project Plan and Delivery Approach
   The clarity and feasibility of the proposed project timeline, communication plan, change-management process, and post-launch support, training, and documentation.

5. Relevant Experience and References
   Demonstrated experience delivering similar projects, particularly for non-profit, sport, or membership-based organizations, supported by references.

6. Budget and Value for Money
   Cost transparency, alignment with the approved budget range, long-term cost considerations, and any value-added or in-kind services offered.

Proposals will be scored across these criteria to determine overall value and best fit. While cost is an important consideration, ASSA will prioritize solutions that demonstrate quality, sustainability, and an understanding of the organization's needs.

Section	Max Points	Score
Functional Fit	25	_____
UX & Navigation	20	_____
Design & Brand	15	_____
Project Delivery	15	_____
Experience	15	_____
Budget & Value	10	_____
TOTAL	**100**	**_____ / 100**

7. Submission Guidelines

- Primary point of contact (email address and phone number)
- Business name
- Company history (maximum one page)
- Proposed approach to meeting the requirements and deliverables
- Examples of relevant client projects (preferably non-profit or sport organizations)
- Proposed project timeline and team availability
- Detailed project budget with cost breakdown
- Disclosure of any ongoing fees
- Openness to in-kind sponsorship
- Value-added services
- A minimum of three references

Submissions must be provided as a single PDF and emailed to president@assa.ca with the subject line 'Submission: Website RFP'.

Submissions must be received no later than 14:30 (MDT) on Friday, May 29, 2026. Only vendors selected to move forward will be contacted.