

Request for Proposals

CAPER Website Modernization and Redesign (Phase 1)

Submission Deadline: Friday, July 17, 2026, 5:00 p.m. ET

Background

The **Canadian Post-M.D. Education Registry (CAPER)** is the national repository for Canadian postgraduate medical education (PGME) statistical information. CAPER operates as a secretariat of the **Association of Faculties of Medicine of Canada (AFMC)** and supports medical education partners through high-quality data, reporting, and knowledge products.

CAPER's website (<https://www.caper.ca/>) is a critical platform for knowledge dissemination, stakeholder engagement, and public transparency. The current website is built on the Drupal platform and relies heavily on static PDF-based content, which limits accessibility, discoverability, and usability.

AFMC, on behalf of CAPER, is seeking proposals from qualified vendors to support Phase 1 of a broader website modernization initiative, focused on establishing a modern, accessible, bilingual digital foundation and improving overall user experience.

This initiative is not a direct content migration. CAPER expects a redevelopment approach in which existing content is critically reviewed, restructured, and redesigned to align with a modern information architecture and improved user experience.

While this RFP focuses on Phase 1, CAPER is undertaking a broader digital ecosystem modernization initiative. Future phases may include expanded functionality, interactive data platforms, and additional digital products. The Phase 1 implementation is intended to establish a strong foundation to support this longer-term evolution.

Scope of Work

The successful Proponent will deliver a complete **Phase 1 website modernization**. CAPER intends for this RFP to remain non-prescriptive, enabling proponents to propose innovative, forward-looking solutions aligned with CAPER's long-term digital objectives.

Proponents may propose their preferred methodology, provided that all requirements and outcomes described below are met.

In Scope

a) Website Platform and Build

- Design and build a new CAPER public website using WordPress as the core content management system
- Configure and implement the technical platform, including system architecture, templates, and core functionality
Ensure the platform architecture supports future enhancements, scalability, and integration with evolving CAPER digital products

b) Content and Structure Redevelopment

- Redevelop and restructure existing website content into a modern, web-native format aligned with the new information architecture
- Rationalize and organize content to improve clarity, usability, and accessibility for diverse stakeholder groups

c) User Experience (UX), Information Architecture, and Design

- UX-focused redesign to improve navigation, clarity, and usability
- Development of a clear, intuitive, and scalable information architecture that supports the needs of diverse stakeholder groups (e.g., policy makers, researchers, medical educators, and health workforce planners), enabling efficient access to data, reports, and services.

d) Bilingual Implementation (English/French)

- Fully bilingual public-facing website
- Content workflows to support ongoing bilingual publishing

e) Accessibility (WCAG-Aligned)

- Design and development aligned with WCAG 2.1 AA
- Documentation or validation evidence

f) Content Redevelopment and Web-Native Transformation

- Review, rationalization, and redevelopment of existing English and French content from the current website into the new platform.
- Recreation of content as web-native pages aligned with the new information architecture, prioritizing usability, accessibility, and clarity.
- Selective conversion of legacy PDF-based materials into accessible, web-native formats where appropriate, using data and content provided by CAPER; the proponent will not be responsible for large-scale data extraction or cleansing beyond agreed-upon scope
- Selective conversion of legacy PDF-based materials into accessible, web-native formats where appropriate, based on data provided by CAPER in structured formats where available; where structured data is not available, the proponent will be expected to extract, validate, and transform content from existing sources

g) Data Section Modernization (Presentation-Focused)

- Structured, searchable, and filterable data section
- Clear categorization and plain-language descriptions
- Web-native presentation of key tables and indicators

Out of Scope (Explicit Exclusions)

The following items are explicitly excluded from Phase 1 and are anticipated for future phases of the CAPER website modernization initiative:

- Advanced or complex data visualizations
- Interactive dashboards or analytics tools
- Business intelligence or data exploration platforms
- Real-time or automated data connections, feeds, or APIs
- Complex data modelling, analytics, or forecasting functionality

While these elements are out of scope for Phase 1, proponents must ensure that the proposed solution establishes a robust, scalable foundation that enables their future integration without significant rework or platform replacement. The architecture, data structures, and design approach should support a phased evolution toward more advanced data capabilities in subsequent phases.

Deliverables

Deliverables will include:

- **DEL1:** Discovery outputs (content inventory summary; draft information architecture and navigation), including consideration of future phase requirements
- **DEL2:** UX and design artefacts, including a sitemap (information architecture), navigation structure, wireframes, and page templates sufficient to validate page layouts, content structure, and user flows
- **DEL3:** WordPress implementation, including configured site, templates, bilingual setup, responsive design across all screen/device sizes, and accessibility-aligned build
- **DEL4:** Content redevelopment and implementation, including restructuring of existing content and selective conversion of PDF-based materials into web-native formats
- **DEL5:** Data section implementation consisting of structured, searchable, and filterable tables and content pages
- **DEL6:** Quality assurance and accessibility validation evidence
- **DEL7:** Project Plan & Stakeholder review cycles, Training sessions, documentation, and handover to CAPER staff

Experience & Knowledge

Proponents must demonstrate a minimum of five (5) years of relevant experience and expertise in the areas outlined below:

- Proven experience designing and building public-facing websites on WordPress, including redevelopment of legacy websites and transformation of content from prior platforms (e.g., Drupal)
- Strong UX and information architecture expertise for large, content-rich websites
- Experience delivering fully bilingual (English/French) websites in a Canadian context
- Demonstrated accessibility-aligned design and development practices (WCAG 2.1 AA)
- Experience implementing structured, searchable, and filterable data sections
- Capacity to deliver training, documentation, and post-launch knowledge transfer

Use of Artificial Intelligence (AI)

Proponents may incorporate artificial intelligence tools or capabilities as part of their approach to delivering this project; however, the use of AI is not mandatory.

Where AI is proposed, proponents must clearly describe how it will be used and how it contributes to project delivery. This may include:

- Design, development, or content redevelopment efficiencies
- Automation of manual or repetitive processes
- Quality assurance and testing support
- Impacts on project timelines or cost efficiency

Proponents should also outline any associated considerations, including data privacy, content accuracy, and quality assurance.

Budget & Schedule

Proponents are asked to submit a fixed-price or phased pricing model aligned with the defined deliverables and project milestones.

Indicative Budget

CAPER has a budget of **\$15,000 to \$30,000 CAD for Phase 1**, excluding contingency and internal costs. Proponents are expected to propose a pricing approach that clearly aligns with the scope and phased delivery outlined in this RFP.

Budget submissions must:

- Be itemized and presented in Canadian dollars (CAD)
- Cover all project costs and separately list all applicable taxes
- Be provided in one clearly identified budget section only and not referenced elsewhere in the proposal

Indicative project milestones may include:

- Discovery
- IA/UX sign-off
- Design approval
- Build completion
- Content migration
- Testing and accessibility validation
- Launch
- Training and handovers

RFP Process Timeline

Milestone	Recommended Timing	Scheduled Dates
Release RFP	Week 2	June 15, 2026
Proponent Inquiry Call (optional)	Week 3	June 23, 2026 @ 12:00p.m. (Eastern Time)
FAQ publication (weekly, Fridays)	Week 3–6	June 26 – July 17, 2026
RFP Closing	End of Week 6	July 17, 2026
Rectification Period (3 business days)	Week 7	July 20 – 22, 2026
Evaluator Kickoff & COI signing	Start of Week 7	July 20, 2026
Individual Technical Reviews	Week 7–8	July 20 – July 31, 2026
Consensus Meeting(s)	End of Week 8	July 31, 2026
Pricing Evaluation	Reveal after consensus completed	July 31, 2026
Notification & Contracting	Week 9–10	August 4 – 14, 2026

Rated Criteria

Submissions will be evaluated under the following criteria:

Criteria	Weighting (Points)
<p>Relevant Experience and Qualifications <i>Assess the proponent's demonstrated experience and qualifications relevant to the design and delivery of public-facing website modernization projects.</i> <i>Considerations: Relevant education, certifications and industry credentials; years of experience in related fields; suitable team qualifications.</i></p>	10
<p>Proposed Approach <i>Assess how well the proponent's plan addresses the project goals and delivers the expected results.</i> <i>Considerations: Clear, logical and structured methodology; direct alignment with project objectives and expected results; level of detail and feasibility in the approach.</i></p>	15
<p>Capacity to meet deliverables required <i>Consider the proponent's ability to meet all deliverables within the specified timelines and with sufficient resources.</i> <i>Considerations: Adequacy of team expertise and assigned roles; resource availability (staffing, tools, infrastructure); risk management and problem-solving capabilities.</i></p>	20
<p>Timeline <i>Review the alignment of the proposed schedule with the project deadlines and the practicality of its execution.</i> <i>Considerations: Realistic scheduling aligned with project phases; feasibility of meeting deadlines based on proposed workload; consideration of dependencies and constraints.</i></p>	10
<p>Suitability <i>Assess the overall alignment of the proponent's expertise, approach, and capacity with the unique requirements of this project.</i> <i>Considerations: Overall fit of expertise and approach to project needs; ability to adapt to project-specific challenges; understanding of the project's unique context and requirements.</i></p>	10
<p>Social Procurement <i>Assess the proponent's commitment to delivering social value through their organization or approach.</i> <i>Considerations: Whether the proponent is a social enterprise or non-profit; demonstrated outcomes such as inclusive hiring, community benefit, or reinvestment into social missions.</i></p>	10
<p>Pricing <i>Scored using relative pricing formula, see process documentation linked below for full details</i></p>	25
Total Points	100

Submissions will be scored according to the following scale:

Point Scoring Key	Score
Unresponsive – No response is provided or the response is not relevant to the question/criterion	0
Poor – The response significantly fails to meet the standards required, contains significant shortcomings, and/or is inconsistent with expectations	1
Unsatisfactory – The response fails short of achieving the expected standard in a number of identifiable respects	2
Satisfactory – The response meets the requirement in certain material respects and provides certain information, which is relevant, but is lacking or inconsistent in material respects.	3
Good – The response meets the requirement in most material respects but is lacking or inconsistent in some minor respects	4
Excellent – The response meets the requirement in all materials respects and is extremely likely to deliver the required output/outcomes	5

Proposal Submission Instructions

Proposals should be sent to the RFP Administrator, Cindy Brassard at cbrassard@afmc.ca , by the deadline listed at the top of this RFP.

A rectification period of three (3) business days will follow the submission deadline, during which proponents may address non-substantive issues (e.g., missing signatures, formatting, or overlooked documents) identified by the RFP Administrator. No changes to core content or pricing will be permitted.

Requests for additional information may be directed to the above contact.

Questions or requests for clarification may be directed to the RFP Administrator. Early confirmation of intent to submit is appreciated; proponents who do so will receive any updates issued during the open period.

FAQs will be compiled and shared weekly on Fridays via the following link: [RFP FAQs & Clarifications \(Official Updates\)](#)

A proponent inquiry call is scheduled for June 23, 2026, at 12:00p.m. (Eastern Time) and will be held via videoconference. To participate, please contact the RFP Administrator for connection details.

This request for proposals is subject to the process, terms and conditions available here:

<https://www.afmc.ca/wp-content/uploads/2023/02/AFMC-RFP-Process-Terms-and-Conditions.pdf>

Elements to include in the proposal:

- The proposal must be submitted in English as a PDF and should not exceed 15 pages in length. Pages beyond this limit will be removed and not provided to the evaluation team.
- The budget must be presented as the final section of the proposal and should not be included or referenced within other sections.
- Completed [RFP Acknowledgement Form](#)