

REQUEST FOR PROPOSALS (RFP)

Centralized Digital Content Services

RFP Number: AB-2026-00201

Issue Date: January 9, 2026

Closing Date: January 29, 2026

Term: 1-year with option to renew

Contact: Madeline Buttar, Corporate Communications Supervisor

Email: madeline.buttar@morinville.ca

1. INTRODUCTION

Morinville is seeking proposals from qualified contractors (individuals or companies) to deliver Centralized Digital Content Services that support our digital platforms. This work will primarily focus on conducting an audit of, and then providing content updates for, morinville.ca, engagemorinville.ca, and moreinmorinville.ca to enhance the public experience and increase information accessibility. The opportunity may extend to other digital tools, platforms, and communication channels (such as social media) where required.

The successful proponent will work collaboratively with the Communications team and with interdepartmental subject matter experts to ensure digital content is accurate, consistent, and aligned with municipal standards—while also enhancing how information is presented by using more user-friendly page layouts, which may include improved accessibility, and adding graphics, visuals, photos, or videos where appropriate to make content clearer, more engaging, and easier to navigate.

This work will include ongoing consultation, regular check-ins, and coordinated planning across the organization to create a digital presence that is not only functional and accessible but also intuitive and user-friendly.

2. BACKGROUND

Morinville currently manages its digital platforms using a decentralized model, where individual departments update and maintain their own website content. This approach has led to some outdated information, inconsistent formatting and tone, uneven user experience, and limited use of the tools and capabilities available within our website platforms.

As Morinville's digital presence grows—and as the public increasingly relies on interconnected web pages, engagement platforms, and online tools—it's imperative that we enhance our web presence to ensure information is easy to find, timely, and well-coordinated across platforms.

Morinville's websites are not fully leveraging the available web components to display information, resulting in pages that rely heavily on text rather than more effective or interactive ways to present content. Recognizing this provides an opportunity for improvement and modernization.



3. SCOPE OF WORK

Morinville is seeking a contractor (individual or company) to support managing digital content across our platforms, primarily supporting Morinville's three main websites (morinville.ca, engagemorinville.ca and moreinmorinville.ca). This work includes:

- **Management of digital content lifecycle:** The proponent will support the full digital content lifecycle by analyzing, building, publishing, and optimizing content across Morinville's platforms. This includes assuming responsibility for day-to-day content updates, conducting routine digital quality assurance checks of links, images, pricing, and copy accuracy, and developing long-term strategic plans for the digital platforms.
- **Incorporating digital best practices:** The proponent will enhance existing content and identify opportunities for improvement through a best-practice lens, including applying SEO and accessibility standards. This includes helping evolve Morinville's digital presence into more engaging, visually rich platforms to better highlight programs, services, projects and corporate initiatives.
- **Improving public use of digital spaces:** The proponent will enhance online service delivery by developing content and page designs that support resident self-serve access.
- **Providing analytics and reporting:** The proponent will develop and provide periodic analytics insights by creating reports to track website traffic, engagement, conversions, and digital campaign performance, to be used to inform content decisions and identify user trends. This may include setting up and maintaining tracking tools, such as UTM tagging, to support data-informed decision-making.
- **Developing supporting assets:** The proponent will develop graphic design additions to support the display of information in meaningful and engaging ways; this may also include the creation of short videos and infographics, and incorporating photography.
- **Adherence to Morinville brand standards:** The proponent will follow all Morinville brand standards and ensure they are applied consistently across digital platforms.
- **Urgent updates, as needed:** The proponent will provide fast turnarounds for urgent or time-sensitive updates, as needs arise.
- **Availability:** The proponent will work primarily remotely, while being available to attend virtual or in-person meetings as required.
- **Communication:** Throughout the contract, the proponent is expected to maintain consistent, proactive communication with both the Communications team and department subject matter



experts to ensure alignment, accuracy and effective coordination of all content updates.

4. PROPOSANT QUALIFICATIONS

Proposants must demonstrate:

- Experience with digital content management for public-sector or similar organizations (experience in govstack / GHD digital is considered an asset)
- Strong understanding of best practices for SEO, UTM, web content strategy, accessibility and user experience
- Strong understanding of municipal government operations, workflows and public-sector communication needs
- Strong collaboration skills to incorporate changes and requests identified by interdepartmental representatives.
- Experience with analytics and social media scheduling platforms (GA4 and Hootsuite are considered an asset)
- Graphic design experience and ability to develop visual assets (e.g., web banners, infographics, simple imagery, videos) and support the integration of photos to enhance content presentation
- Ability to coordinate with multiple departments efficiently
- Ability to deliver timely and accurate updates within established monthly commitments

5. PROPOSAL REQUIREMENTS

Proposals must include:

1. Introduction to the individual or company
2. Overview & Relevant Experience
3. Approach to supporting Morinville's Digital Content Services, including a Proposed Workplan Outline for the first 90 days
4. Pricing Proposal
5. Portfolio Samples or Demonstrated Work
6. References (minimum two)



6. EVALUATION CRITERIA

Criteria	Weight
Experience & Qualifications	30%
Understanding of needs & methodology demonstrated in proposals	30%
Quality of Work Samples	20%
Cost & Value	20%

7. CONTRACT TERM

- Initial term: **12 months**
- Option to renew based on performance

8. GENERAL TERMS

- Morinville reserves the right to accept or reject any proposal
- All work produced becomes the property of the Town of Morinville
- A successful contractor must maintain appropriate insurance and WCB coverage

9. SUBMISSION INSTRUCTIONS

Submit proposals electronically by:

Date: January 29, 2026

Time: 5 p.m.

Subject Line: RFP – Centralized Digital Content Services

Send to: madeline.buttar@morinville.ca