



College of  
**Midwives**  
of Ontario

Ordre des  
**sages-femmes**  
de l'Ontario

## Request for Proposals

The College of Midwives of Ontario is undertaking a website redesign project to meet our third strategic priority: *Building engagement and fostering trust with the public and the profession*. The College is seeking a consultant copywriter who can use existing website content to draft new pages that are clear and accessible for the reader.

**Issue Date: November 15, 2022**

**Submission Deadline: November 27, 2022 (17:00 - EST)**

# Request for Proposals

## Purpose

The College of Midwives of Ontario (the “College”) is undertaking a website redesign project to meet our third strategic priority: Building engagement and fostering trust with the public and the profession. The College is seeking a consultant copywriter who can use existing website content to draft new pages that are clear and accessible for the reader.

## Background Information

The College of Midwives of Ontario is the regulator of midwives in the province of Ontario.

We regulate more than 1,000 midwives practising in Ontario by:

- Ensuring that midwives meet high standards, and
- Acting when risks are identified.

The midwifery profession includes solo midwife practices and big practices. Midwives provide care in a variety of settings including homes, clinics, hospitals, and birth centres. All midwives follow the same professional principles and standards of practice. We provide guidance to help them do so.

The [2021-2026 Strategic Framework](#) is a high-level statement of the College’s vision, mission, outcomes, and key priorities over the next five years. It paves the way forward for the organization, builds a stronger sense of common purpose and direction, and a shared understanding of why we exist, what guides our work, and what we want to achieve as an organization.

## Our Strategic Priorities

1. Regulation that enables the midwifery profession to evolve.
2. Effective use of data to identify and act on existing and emerging risks.
3. Building engagement and fostering trust with the public and the profession.

## Our Vision

A leader in regulatory excellence, inspiring trust and confidence.

## Our Mission

Regulating midwifery in the public interest.

## Scope of Work

To meet our strategic priorities, we have committed to improving the user experience on our website for all users – midwives, applicants, stakeholders, and members of the public.

Together with College staff, the Consultant will:

- Work with the College to evaluate its current content to identify the most important information.
- Rewrite and/or edit existing content for length, clarity, and accessibility.
- Identify areas where new content must be drafted.
- Rewrite the content of the website as it relates to educating the public about the role of the College and our complaints and discipline processes.

- Rewrite the content of the website as it relates to consultations and surveys and presenting the information to midwives.

An updated site map will be provided to the consultant to use to guide this work.

#### Term of Contract

The contract will start as soon as the consultant has been selected and must be completed by January 9, 2023.

#### Main Proposal

Please provide the following information:

1. An expression of interest demonstrating your understanding of the project requirements.
2. Consultant information including name, mailing address, email address, telephone.
3. Consultant/consultancy name, which must be the legal name and any other name under which you carry on business.
4. Years of experience in and qualifications for this work.
5. Samples of writing for similar projects- clearly demonstrating experience translating complex technical information into plain language.
6. A timed outline of the work you will undertake to accomplish the tasks.
7. A pricing proposal that includes the hourly or unit rates for the different units or stages of work. Anticipated expenses should be set out separately and the proposal should include the total cost of the project/services to be provided.
8. Conflict of interest acknowledgement/confirmation.

Note: proposals will be evaluated through a selection/scoring process, please refer to the Selection Process section of this RFP to ensure your proposal covers all aspects.

#### Submission Requirements

Responses to this Request for Expressions of Interest (REOI) are due by 17:00 EST on November 27, 2022. Responses must be submitted by e-mail attachment to Victoria Marshall, Communications and Stakeholder Relations Officer at v.marshall@cmo.on.ca.

#### Budget

The consultant is invited to propose a flat project fee or a daily rate for their services, including subcontractors and other inputs required to complete deliverables.

## Selection Process

#### Evaluation Criteria

All proposals will be evaluated in accordance with the following evaluation criteria.

1. Similar project experience and timeline management (50%)
  - a. The proposed solution/approach demonstrates that the respondent has a clear understanding of the scope and nature of the work required and ability to meet specified timelines.
  - b. Understanding of challenges, limitations, and feasibility of proposed solutions for a regulatory College of our size and scope.

- c. Proposal demonstrates user friendly/experience, innovation, creativity that engages the viewer in prior work and/or similar projects.
  - d. Work plan must include a detailed project plan clearly identifying the task, resource required, and timeline of each element.
  - e. Work plan must clearly identify which items the proponent/consultant expects College resources to complete.
  - f. The proposal is presented in a clear, logical manner, is well-organised, and has the appropriate required information
2. Qualifications of respondent (30%)
- a. Overall qualifications and related experience of both the organization and/or individuals assigned to the project.
  - b. Members involved have successfully undertaken and completed similar projects in the last five years and have the necessary competencies to undertake this project.
  - c. Strength of organization/consultant responding (what is your value-add).
  - d. Experience working with diverse stakeholders.
  - e. Demonstrated ability to work well with College staff.
  - f. At least three references from prior clients for similar type projects.
3. Costs (20%)
- a. Costs to be shown only in Canadian funds with the total estimated amount of HST to be shown separately, as applicable.
  - b. Costs will clearly identify the hourly or unit rates for the different units or stages of work.
  - c. Proposal should make clear the cost per resources (hourly \$, per diem \$, etc.) being utilized by the proponent to deliver the project.

### Evaluation Process

The evaluation process is aimed at identifying the proposal(s) that most effectively meet the requirements of the RFP, based on the evaluation criteria set out.

Step 1: The College shall evaluate proposals based on the criteria described in this RFP

Step 2: The selected consultants will be invited to participate in an interview/presentation with the evaluation team at the College.

Step 3: References will be checked for the selected consultant and proof of security clearance will be preferred.

### Conflict of Interest

Consultants must confirm in their proposal that they do not and will not have any conflict of interest (actual or perceived) in submitting the proposal or, if selected, with the contractual obligations as contractor under the agreement. Where applicable, a consultant must declare in its proposal any situation that may be a conflict of interest in submitting its proposal.

All confidential information is and will remain the property of the College, unless otherwise indicated.

Any proposal received may be disqualified, or if the proposal is selected, can be cancelled, where the consultant fails to provide confirmation of the foregoing or makes misrepresentations regarding any of the above.

#### Contract Award

Any qualified consultant will be required to enter a written contract with the College before final selection. The College may, in its sole discretion, cancel the RFP before awarding it and reserves the right to enter preliminary discussions with the consultant with the aim of expediting the final contract and negotiations.

The contract will be awarded by December 5, 2022.

#### Points of Contact for Future Correspondence

Questions about the details of the RFP can be directed to Victoria Marshall, Communications and Stakeholder Relations Officer at [v.marshall@cmo.on.ca](mailto:v.marshall@cmo.on.ca).

All questions must be received one week before the submission deadline.