



College of
Massage
Therapists of
Ontario

Request for Proposal

The College of Massage Therapists of Ontario (CMTO) invites proposals to select a vendor to fully design, develop, and maintain a new website for CMTO.

June 24, 2026

College of Massage Therapists of Ontario

1867 Yonge Street, Suite 810
Toronto, Ontario M4S 1Y5

1. Background

The College of Massage Therapists of Ontario (CMTO) is the regulator established by the provincial government, under the *Regulated Health Professions Act, 1991* (“RHPA”) and the *Massage Therapy Act, 1991*. CMTO is accountable to the Minister of Health and to the public in carrying out its statutory objectives as set out in the RHPA, 1991.

Our mandate is to protect the public by regulating the Massage Therapy profession. We do this by setting standards, ensuring the competence and professionalism of all Registered Massage Therapists/Massage Therapists (RMTs/MTs) throughout their careers, and responding to issues when they arise.

[Our current strategic plan](#) sets out the following goals for the organization:

- Professional Conduct and Accountability
- Clear, Fair and Effective Regulation
- Trust in Massage Therapy as a Health Profession

2. Project Summary

CMTO’s current website, although functional, serves more as an archive platform versus a site that provides value to CMTO’s various audiences. In its current state, the site presents challenges, namely:

Unclear segmentation of navigation and content	<ul style="list-style-type: none">• Navigation can be unclear, making it hard to find information for audience segments
Accessibility can be improved	<ul style="list-style-type: none">• The website is currently in compliance with the <i>Accessibility for Ontarians with Disabilities Act, 2005</i> (AODA), but can also be improved to at least the Web Content Accessibility Guidelines (WCAG) 2.2 level AA standard.
Not fully bilingual	<ul style="list-style-type: none">• Current website is mostly in English with only one webpage hosting all French documents. Improve user experience for Francophone users by ensuring all website content is also accessible in Canadian French. This process should be easily sustainable and maintained for CMTO staff as new content gets added to the website in the future.
Navigation and organization of content are not always clearly	<ul style="list-style-type: none">• Some content on the current website is not clearly distinguished as to which audience it is

distinguished for each of CMTO’s user base	for. The new website should improve organization of content so that it’s easily navigable for each of CMTO’s user base.
Website content not ranking highly for keywords relevant to CMTO on search engines	<ul style="list-style-type: none"> • Search engine optimization for the current website is not resulting in high rankings for keywords relevant to CMTO (e.g., Massage Therapy). Improve the website’s SEO so that CMTO appears at the top of search results for relevant keywords.
Website visual design and layout is becoming dated	<ul style="list-style-type: none"> • The visual design and layout of the current website is around 6 years old and is now due for a refresh to maintain contemporary visual appeal, consistent with those of other modern regulators.
Simplify back-end usability for CMTO staff	<ul style="list-style-type: none"> • The current WordPress administrator back-end can feel confusing, cluttered, and is not easy for staff who do not regularly update the website to navigate.

The summary of this work – with full scope detailed below - will include:

- Provide the necessary services to fulfill the design and development of a new website
- Provide ongoing maintenance and support over the term of the contract for the website when deemed necessary

It is expected that the chosen vendor will undertake background research on CMTO, and that the project will include interviews and working meetings with the website working group. The vendor will also be expected to gather input through interviews or other appropriate means with other CMTO staff.

CMTO is targeting a website launch in Q1 or Q2 2027.

3. Scope of Work and Deliverables

The selected vendor will be responsible for delivering a new website that reflects CMTO’s mandate encompassing the following:

Design architecture

- Responsive, audience-focused navigation structure/information architecture that reflects current best practices in UX and UI, allowing for clear, intuitive website navigation and consistent user experience on all devices and common screen sizes

- Develop wireframes
- Provides flexibility in the College's ability to expand the website in the future, this includes AI agents or incorporating AI

Meet or exceed current standards for World Wide Web Consortium (W3C), Web Content Accessibility Guidelines (WCAG) 2.2 level AA, and the *Accessibility for Ontarians with Disabilities Act, 2005* (AODA)

Content Management System (CMS)

Recommend a CMS that provides the following features:

- Straightforward website administration tools allowing CMTO staff to easily manage content, website navigation and menus, and upload files
- Tiered permissions for different user types (e.g. Administrator, Manager, Content contributor)
- WYSIWYG editor that provides access to site heading/text styles, web-based image editor, and responsive display of elements such as images and tables
- Document/content library features allowing for posting and cataloguing of downloadable resources (PDFs), multimedia content (e.g. Vimeo/YouTube videos) that are given permanent links/permalinks and can provide users with notice when they are changed or updated. Opened at the time of being clicked on
- Analytics, event and web traffic monitoring linked to the CMTO's Google Analytics account
- Ability to schedule content and set content expiry dates
- Secure contact forms

Hosting

Website hosting solution or recommended hosting provider to provide:

- Secure hosting with regular backups
- Required storage and data transfer capacity

Best Practices for UX

- Responsive design that provides optimized UX for both desktop and mobile users

Search Optimization

The Vendor must ensure that the new CMTO website is fully optimized for search engines. This includes:

- Conducting keyword research to identify the terms most relevant to CMTO and its users
- Optimizing all website metadata, structure, and technical elements to support strong search engine visibility for those keywords
- Ensuring migrated content and new pages follow SEO best practices

Design Elements

- Utilize CMTO's existing logos and brand standards (colours, fonts, logo guidelines)
- Present a design concept
- Source images and advise of any costs associated with using licensed stock photography
- Write web copy if required, including editing
- Transfer all existing content into new website
- Provide recommendations for simplifying and consolidating existing content into new website

Accessibility Requirements

- Meets or exceeds accessibility requirements under the *Accessibility for Ontarians Disability Act (AODA)* and Web Content Accessibility Guidelines (WCAG) 2.2 level AA
- Recommendation on how to incorporate accessibility tools onto the website

4. Project Work Plan and Timeline

- Provide a work plan and timeline for project deliverables

5. Regular Reports and Status Updates

Provide CMTO with regular status updates by hosting:

- Monthly meetings with the communications team who are the project lead, and
- Quarterly meetings with the website working group

6. Final Deliverable

- A fully designed, coded, coordinated, organized website on chosen CMS

7. Proposal Format

Proposals should use simple language with minimal jargon and avoid the use of elaborate marketing material beyond that necessary to provide a complete, accurate, and reliable offer. Each proposal will adhere to the order and content of the sections defined below, and each section must be completed in full.

To receive full consideration during evaluation, proposal submissions should respond to the requested information as identified and in the order shown below. Not following the sequence order creates the risk that even if the information is provided, it may be overlooked and consequently not considered in the evaluation process.

Section A – Experience and Project Team Credentials

The proposal should include the following:

- i. A brief overview of your organization's background, year of establishment, legal form, number of clients served, range of services offered, specific areas of expertise and potential relevance to CMTO.
- ii. Assigned project team and note projects that the team has worked on together.
- iii. Demonstrate previous experience in undertaking work or projects of a similar nature, including subconsultants if applicable. This should include three references for each subconsultant. The information should include the project title, description, location of work, completion date, project cost, owner name, contact, phone number and email address, and any other pertinent information.

Section B – Project Plan

The proposal should include the following:

- i. Executive summary. Explain why you are the right choice for this project; demonstrate an understanding of the project's objectives and describe the approaches you will take to meet CMTO's requirements.
- ii. A work schedule organized by key tasks and milestone dates, by project team member in the form of an illustrated GANTT chart. The GANTT chart shall show the start and finish dates for the various activities, identify tasks and individuals who will perform the task and include any subcontractors, if applicable. Please also indicate the anticipated number of hours required by college staff at each phase.

Section C – Fees/Budget

- i. Budget estimates should be provided for the project. The budget guide for this RFP is \$70,000. Bidders should be aware that CMTO is an RMT/MT-funded, not-for-profit organization with limited financial capacity and human resources.

8. Conflict of Interest

Identify any potential conflicts of interest that may arise given your firm's past and current work with certain organizations/individuals, including but not limited to other regulatory colleges, RMTs/MTs, Massage Therapy professional associations, Massage Therapy educational institutions.

9. Evaluation and Selection Criteria

Proposals will be reviewed and rated on criteria that include, but are not limited to:

- Quality of proposal in meeting the scope of requirements
- Professional qualifications and experience
- Proposed methodology and timelines for completion
- Knowledge and experience of the sectors in which CMTO operates
- Cost/Pricing
- References (minimum 3)
- Interviews/Demos may be held for the shortlisted proponents

10. Correspondence and Questions

It is the responsibility of the bidder to review all aspects of this tender before submitting a bid. Any questions should be submitted no later than **July 14, 2026 at 5:00 p.m. EST** to the attention of:

Sam Harris
Interim Director, Policy and Communications
Email: communications@cmtto.com

11. Intent to Submit

As this RFP is being sent, unsolicited, to several individuals and firms, those interested in submitting a proposal are asked to indicate so by email no later than **July 7, 2026 at 5:00 p.m. EST**. Any recipients of this RFP that do not indicate their intent to submit will be presumed to not be available for this project and will receive no further communication from the College on this matter.

12. Activities

The following is an outline of the timeframes associated with this RFP:

Date	Activity
June 24, 2026	RFP issued
July 7, 2026	Intent to submit required for individuals or firms who wish to participate.
July 14, 2026	All questions regarding the project are to be submitted to communications@cmtto.com
July 21, 2026	CMTO will provide answers to any questions submitted
August 11, 2026	Proposals must be received via email (communications@cmtto.com) no later than 5:00pm EST
August 14-22, 2026	Meetings/Presentations held, if necessary

August 25, 2026	Contract awarded; draft agreement provided for review, term of agreement begins after signing
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13. Proposal Delivery

One electronic copy of your proposal must be submitted by **August 11, 2026 at 5:00 p.m. EST**. Proposals that arrive after that time and date will not be considered. Submit your proposals to the attention of:

Sam Harris
Interim Director, Policy and Communications
Email: communications@cmtc.com

14. Terms and Conditions

By submitting a proposal, all firms agree to the following terms and conditions of this request for proposals process:

1. In submitting a bid, the bidder agrees that any information pertaining to the College obtained by the bidder because of participating in this Request for Proposal is confidential and shall not be disclosed by the bidder except as authorized by the College. All bidders agree to be bound by the confidentiality provisions of the RHPA with respect to any information that could reasonably be seen to be captured by those provisions.
2. This RFP may be canceled at the sole discretion of the College.
3. All conditions and provisions of this RFP are to be accepted and incorporated by reference in the proposal submission.
4. All prices in proposals shall be firm and remain firm for at least 90 days after the closing date. If the Contract involves the supply of materials for a period of at least two years, the material prices shall remain firm for the term of the Contract.
5. All prices in proposals shall be:
 - Quoted in Canadian dollars.
 - Inclusive of duty, where applicable.
 - Inclusive of FOB destination and delivery charges (where applicable).

- Indicate Harmonized Sales Tax as a separate line item.
6. The College reserves the right to accept any submission that it deems to be in its own interest or to reject all quotations. Submissions that are incomplete, conditional, or obscure or that contain additions not called for, erasures or alterations or irregularities of any kind, may be rejected.
 7. The College may decide not to accept any bid or may accept a bid that was not the bid with the lowest price or may award this contract to more than one vendor.
 8. Verbal responses to any enquiries are not binding on the College.
 9. The College shall not be liable for any of the costs incurred by the bidder in completing this tender. The rejection of any or all offers shall not render the College liable for any costs or damages.
 10. The College reserves the right to verify any bidder statement or claim by whatever means it deems appropriate, to contact references other than those offered, and to reject any bidder statement or claim, if in the judgment of the College, the statement or claim is unwarranted.
 11. This document embodies the entire request and no other understanding or agreement, collateral, oral or otherwise, exists. Any changes to the proposal documents will be provided in writing to all potential respondents who have notified the College of their intent to bid as described.
 12. The collection, maintenance, use, storage, general management and reporting of information relating to this project must be kept confidential.
 13. The College must grant prior written approval for any assignments and all subcontracts. Subcontracting of work is to be performed in a manner that ensures that all rights, including clear title to intellectual property rights, are vested with the College.
 14. While the College has used considerable efforts to ensure an accurate representation of information in this Request for Proposal, the information contained in this Request for Proposal is supplied solely as a guideline for proponents. The information is not guaranteed or warranted to be accurate by the College, nor is it necessarily comprehensive or exhaustive. Nothing in this Request for Proposal is intended to relieve proponents from forming their own opinions and conclusions, and performing their own research and due diligence, with respect to the matters addressed in this Request for Proposal.