

## REQUEST FOR PROPOSAL (RFP)

### Union of Municipalities of New Brunswick: Website creation and maintenance

January 2026

#### Introduction

Union of Municipalities of New Brunswick (UMNB) is inviting qualified web development firms or consultants to submit proposals for the redesign, development, and implementation of a new website. The goal of this project is to deliver a modern, accessible, secure, and user-friendly website that supports our organizational objectives and serves our stakeholders effectively.

#### Background

UMNB is a bilingual association of sixty local governments of all sizes, representing eighty-five percent of New Brunswick's population. The organization's mission is to engage and collaborate with all New Brunswick municipalities to build vibrant and sustainable communities via advocacy and the provision of valuable services for members.

UMNB may conduct or commission research and publish reports, studies, membership benefits and resources. Our membership is made up of municipal elected officials, municipal staff and stakeholders. The union is directed by an elected Board of Directors and the work executed by a small, but mighty, team of staff.

UMNB currently uses a public-facing website ([www.umnb.ca](http://www.umnb.ca)) to showcase ongoing work pertinent to the organization's mission in both official languages. The website is one of the primary ways we share reports, studies, media releases, member benefit information, resources, and links to other social platforms available to our membership and the broader public.

UMNB also wishes to develop a member resource site to enable the organization to provide internal reports in one central online location for members to access. It is essential that this portal is user-friendly for all levels of technology proficiency.

#### Scope of Work

The scope of work is expected to include, but is not limited to:

- Develop a bilingual (both official languages) public website to serve as the public face for UMNB and its media releases, reports, membership information, and other work.
- Develop a bilingual members site, with a login feature, to host all governance documents, meeting materials, and other materials of interest to members.
- The public website will be developed to:
  - Provide general information about UMNB and the advocacy work its doing;
  - Provide resources to municipalities linking to external sites;
  - Share reports, media releases, articles in ways that optimize for sharing on social media platforms and access on a variety of devices.
- Members site will be developed to:
  - Be password protected, with individual logins for each municipal member and staff.

- Allow a site administrator to create and remove users.
- Allow users to reset passwords on their own.
- Search engine categorized by key words
- Content on both sites can be updated by UMNB directly.
- Neither site needs to have chat features, host forms for submission, commerce functions, or other transactional functionality.

## Objectives

The successful proponent will help UMNB achieve the following objectives:

- Improve user experience, navigation and bilingual capacity
- Ensure mobile responsiveness across all devices
- Provide a content management system (CMS) that is easy for staff to maintain
- Strengthen security, performance, and scalability
- Align the website with organizational branding and communications goals
- Create backend for our members to easily access resources

## Budget

Proponents must provide a detailed cost breakdown, including:

- Design and development fees
- Licensing or third-party costs
- Ongoing maintenance or support (if applicable)
- Any optional or additional services
- The budget for this project is \$45,000 (including HST) as a flat fee.

Proposals should clearly state all costs in Canadian dollars (CAD) and note any assumptions.

## Submissions

Submissions must include:

- Company overview and years of experience
- Relevant experience with similar projects
- Examples of past work (links preferred)
- References (minimum of two)

Proposals will be evaluated based on, but not limited to, the following criteria:

- Understanding of project requirements
- Quality and relevance of proposed approach
- Experience and qualifications of the proponent
- Accessibility and technical expertise
- Project timeline and capacity
- Cost and value for money

## RFP and Project Schedule

- RFP Issued: January 26, 2026
- Proposal Submission Deadline: February 20, 2026
- Anticipated Award Date: March 6, 2026
- Begin Project: week of March 16th
- Launch website: middle of May

### **Submission Requirements**

Proposals must include:

- A completed proposal responding to all sections of this RFP
- Pricing and timeline
- Contact information for the proponent

**Please e-mail your submission by** Wednesday, February 20, 2026, at 5 pm (Atlantic) to:  
Vanessa Pettersson  
Communications and Event Coordinator  
email - [vanessa.pettersson@umnbc.ca](mailto:vanessa.pettersson@umnbc.ca)