Proposal: Municipal Website Re-Design 2026

Response to Township of Joly RFP 2026-002 · Prepared by Kestrel Web Studio

Portfolio sample by Mike McCarthy. It answers a real, public RFP issued by the Township of Joly, Ontario, on May 25, 2026. Kestrel Web Studio is fictional; bracketed items are placeholders. It was not submitted.

The brief: The Township of Joly, a small municipality near Algonquin Park with no communications or IT staff, wanted its website redesigned, made accessible to WCAG 2.2 and hosted in Canada by November 2026. It listed 21 required features and would judge proposals on reputation, schedule, approach, pricing and value for money.

Cover letter

June [date], 2026

Katey Brimacombe, Deputy Clerk
The Corporation of the Township of Joly
871 Forest Lake Road, P.O. Box 519, Sundridge, ON P0A 1Z0

Dear Ms. Brimacombe,

Joly needs a website that a small office can run without a communications department or an IT team, and that residents, cottagers and visitors can use easily on their phones. That is what we propose to build.

We will deliver a fully accessible, mobile-first site that meets WCAG 2.2 and AODA requirements, is hosted in Canada, connects to your Catalis meeting software, and makes room for the shared services Joly provides with its neighbours. Just as important, we will train your staff and leave them a plain-language manual, so the site stays current long after launch.

This proposal follows the order in Section 9 of the RFP. We commit to launch before November 27, 2026, the earlier of the two completion dates in the RFP.

I am authorized to contract on Kestrel's behalf and will be your key contact throughout.

Sincerely,

[Name], [Title]
Kestrel Web Studio · [phone] · [email]

Our understanding of the project

The current site is hard to navigate, doesn't work well on phones, and leaves out the services Joly shares with its neighbours. Underneath that is a staffing reality: a small office with no communications or IT staff has to keep it all up to date.

So we see three jobs, in this order:

1. **Make it easy for residents.** Put the things people come for (tax payments, waste and recycling, building permits, council agendas, emergency alerts) one tap from the home page on any device.
2. **Make it easy for staff.** A simple editor, ready-made page templates, and training built around the tasks your team actually does each week.
3. **Show Joly at its best.** Lynch Lake beach, the Forest Lake boat launch, trails and snowmobile routes near Algonquin Park, presented to attract visitors, families and investment under the Township's new logo.

We will also keep strictly to the RFP's rules on data and domains: all data hosted in Canada and handled under MFIPPA, and the Township keeping full ownership of townshipofjoly.com and its DNS records.

Work plan and schedule

Five phases take the site from award to launch by November 27, with a detailed schedule delivered by July 8 as the RFP requires.

1. **Start-up and discovery (June 15 – July 8).** Kick-off meeting with office staff; review of the current site, analytics and content; confirm roles and review turnaround for staff and Council. *Delivers: detailed work plan, schedule and time/task matrix.*
2. **Structure and design (July 9 – August 21).** New site map built around resident tasks; finish the new logo with staff; two design concepts, then one refined design. *Staff review: one design meeting, five business days to approve.*
3. **Build and content migration (August 24 – October 16).** Build on an accessible content management system; move and rewrite current content in plain language; connect Catalis, the events calendar, online forms and social media feeds.
4. **Testing and training (October 19 – November 13).** Accessibility audit against WCAG 2.2 AA; testing on common phones and browsers; two hands-on training sessions; staff manual delivered.
5. **Launch and support (November 16 – 27).** Go live with staff on hand, fix anything found in the first week, then move to the ongoing maintenance plan.

We assume staff can review drafts within five business days; if Council approval is needed for the design, we will build that meeting into phase 2.

How we meet the required features

All 21 features in Section 3(b) are included in the base price.

RFP requirement	How we deliver it
1. Current design	Clean, mobile-first design built around the new Township logo
2. Social media links	Links in the header and footer, plus a live Facebook feed on the home page
3. Emergency alerts	A banner staff can switch on from any device in under a minute
4. Forms and reports	A searchable document library, with fillable online forms where possible
5. Council and staff contacts, meetings, agendas	Staff directory and a Council section linked to Catalis
6. Local events and things to do	Visitor section covering beaches, boat launches, trails and seasonal activities
7. Emergency services	A dedicated page with contacts and preparedness information
8. Taxation and financial information	Tax rates, due dates, budgets and financial statements in one place
9. Waste and recycling	Collection calendar, landfill hours and a "what goes where" guide
10. Building and planning	Permit steps, fees and applications, written in plain language
11. Catalis integration	Agendas and minutes pulled from Catalis automatically
12. Tax payment information	Payment options and links on a single page
13. Browser compatibility and speed	Tested on Chrome, Safari, Edge and Firefox; pages under 3 seconds on mobile data
14. Full mobile version	One responsive site, with the same content and touch-friendly menus on every device
15. Video and photos	Galleries and embedded video on any page
16. Calendar	One calendar for meetings and public events, filterable by type

RFP requirement	How we deliver it
17. Accessibility features	Text resizing and high contrast, built to WCAG 2.2 AA
18. Staff manual	User guide, style guide and posting rules, in plain language
19. Ad-free	No advertising, ever
20. Fully editable content	Staff can edit every page without technical help
21. Canadian data, MFIPPA	Hosting in Canadian data centres; privacy practices documented

Optional extras, priced separately: resident surveys, and a Google Maps directory of Township facilities and attractions.

Team, budget and questions

Project team

Role	Name	Responsibility
Project lead and key contact	[Name]	Schedule, staff meetings, Council presentation
Designer	[Name]	Site design and logo completion
Developer	[Name]	Build, integrations, hosting
Accessibility specialist	[Name, certification]	WCAG 2.2 audit and fixes
Content writer	[Name]	Plain-language rewrite of migrated pages

No sub-contractors are proposed.

Budget structure (full fee proposal in the attached form)

Item	Fee
Discovery and work plan	[amount]
Design and logo completion	[amount]
Build, integrations and content migration	[amount]
Testing, training and staff manual	[amount]
Base project total	**[amount]**
Hosting and maintenance, itemized separately	[amount] per year

Item	Fee
Optional resident surveys	[amount]
Optional Google Maps directory	[amount]

Hourly rates for each team member are in the attached chart. Meetings with staff and one Council presentation are included.

Questions we would ask before the deadline

1. The RFP gives two award dates (June 11 and June 15) and two completion dates (November 27 and November 30). We have planned to the earlier ones. Which are correct?
2. Which shared services should the new site cover, and which neighbouring municipalities are involved?
3. Which applications on the current site need new connections, beyond Catalis?