



REPORT

TO: Mayor Lawlor and Members of Council

FROM: Alex Fuller, Director of Communications
Sean Parker, Business Analyst

DATE: May 26, 2025

REPORT NO.: ADMIN 2025-018

SUBJECT: Award of Proposal for Town websites - Redesign, Unification and CMS hosting

RECOMMENDATION:

THAT Report No. ADMIN-2025-18 dated May 26, 2025, regarding the Award of Proposal 2025-037-NP Redesign, Unification and CMS hosting of Town's Websites, be received;

AND FURTHER THAT Inorbital Inc. be awarded 2025-037-NP Redesign, Unification and CMS hosting of Town's Websites for the redesign, development, unification, content migration and provision of one year maintenance and support in the amount of \$161,000 plus non-recoverable HST of 1.76%;

AND FURTHER THAT Kentico Software, LLC. be awarded 2025-037-NP Redesign, Unification and CMS hosting of Town's Websites for licensing and hosting of the web Content Management System (CMS) for five years in the amount of \$195,871.20 plus non-recoverable HST of 13% subject to currency exchange rate;

AND FURTHER THAT the Manager of Purchasing be authorized to issue a purchase order to Inorbital Inc. and Kentico Software, LLC for the initial contract term and for the lifecycle of the service and solution, subject to satisfactory performance, price, and approved budget;

AND FURTHER THAT the Mayor and Clerk be authorized to execute the necessary contracts and any ancillary documents;

AND FURTHER THAT the \$2,251.78 remaining in the Website Strategy Project Budget be re-allocated to support the Website Unity Project;

AND FURTHER THAT a \$10,000 capital budget increase for the Unified Website Development project to be funded from the Technology Replacement Reserve be approved;

AND FURTHER THAT staff be authorized to return \$10,000 from the HUB Review Strategy (intranet/internal website) (capital project 2300-10-1908) to the Capital Replacement Reserve;

AND FURTHER THAT the annual operating costs of \$37,220 plus non-refundable HST of 13% for annual website hosting fees receive pre-budget approval for inclusion in the 2026 operating budget and be forwarded to Budget Committee for tracking purposes.

KEY POINTS:

The following are key points for consideration with respect to this report:

- In 2024, the Town completed a Website Strategy to unify the Town, Invest and tourism websites. (The library website was originally included but they have since chosen to adopt a library-specific platform.)
- The service contracts for the Town's three websites will expire in 2027, necessitating the need to begin development *now* for new websites operating on one platform.
- Staff are recommending the award of 2025-037-NP Redesign, Unification and CMS hosting of Town's Websites to Inorbital Inc. as the highest ranked Proponent through the Request for Proposal evaluation process.
- Staff are recommending the award of 2025-037-NP Redesign, Unification and CMS hosting of Town's Websites to Kentico Software LLC for licensing and hosting of the websites; this is the preferred platform as recommended in the Website Strategy.
- Purchasing Policy (PLCY-2023-0003) requires awards for Requests for Proposals over \$250,000 to be authorized by Council.
- This report is an immediate action item in order to meet the vendor's deadline for holding the quoted price.

BACKGROUND AND DISCUSSION:

The Town's website haltonhills.ca is a critical tool, integral to communicating information to residents and stakeholders. The municipality would face significant risks (financial, legal, operational and reputational) should the website ever go dark.

Similarly, Invest Halton Hills provides important information to the business community and Visit Halton Hills supports tourism efforts.

It is common practice for websites to be updated every three to four years. The Town's approach to replacing the websites has been forward-thinking in considering the needs

of the community while aligning with other municipal projects and is predicated on best practices.

The integration of the three websites into one platform along with other improvements will yield operational efficiencies for staff and improve the user experience for residents and stakeholders.

The Request for Proposal (RFP) 2025-037-NP Redesign, Unification and CMS hosting of Town's Websites was issued on March 22, 2025, and closed on April 15, 2025. Kentico Xperience was named as the preferred CMS as a result of the Unified Website Modernization Strategy & Roadmap initiative. The RFP was posted on the Town's Bids and Tenders website. There were twenty-two (22) plan takers through the Bids and Tenders website and seven (7) submissions received as follows:

| Proposal received (in alphabetical order) | Location |
|--|-----------------|
| 14397118 CANADA INC. | Ontario |
| Inorbital | Ontario |
| Mad Hatter Technology Inc. | Ontario |
| ReviseTech Innovations | Ontario |
| ThinkTech Software Inc. | Alberta |
| TRIOTECH SYSTEMS | Ontario |
| YULCOM TECHNOLOGIES INC. | Quebec |

Proposals were evaluated by staff from Corporate Communications, Economic Development, Marketing & Customer Services and Information Technology Services and administered by Purchasing, based on the following criteria:

- Company Experience and Team Qualifications
- Project Experience and References
- Methodology and Approach
- Content Migration
- Proposal Technical Solutions
- Work Plan and Schedule
- Financial Proposal

Based on the evaluation, staff recommend the award to Inorbital Inc. as the highest ranked Proponent.

Note: proponent submissions came in significantly higher than the estimated costs as provided by the vendor in the Website Strategy. As such, staff will reduce the budget contingency and will undertake the majority of the website page migration themselves, with the support of a student.

STRATEGIC PLAN ALIGNMENT:

This report supports the strategic priority area of Safe and Welcoming Communities and specifically, the objective 'Enhance outreach and engagement within our communities', through the initiative of 'leverage digital communications'.

RELATIONSHIP TO CLIMATE CHANGE:

This report is administrative in nature and does not directly impact or address climate change and the Town's Net Zero target.

PUBLIC ENGAGEMENT:

Public Engagement was not needed as this report is administrative in nature.

INTERNAL CONSULTATION:

Staff from Purchasing, Information Technology Services and Finance were consulted on this report.

FINANCIAL IMPLICATIONS:

This report will require funding in a future budget year and therefore needs pre-approval for an approved funding source.

The award of tender 2025-037-NP to Inorbital Inc. and Kentico Software LLC (initial year of 5-year term) will result in estimated costs of approximately \$196,448 plus applicable taxes for a total project cost of \$203,890 to be funded through the Unified Website Development capital project. Subject to Council's approval, the remaining terms of the Kentico Software LLC contract for annual web hosting fees (2026-2029) will be added to the 2026 operating budget. This amount will be subject to annual adjustments to account for a 5% contract increase and fluctuations in foreign exchange rates.

Further, a capital budget increase of \$10,000 is required for the Unified Website Development project to allow for the hiring of a contract student position to assist with the migration of website pages to be funded from the Technology Replacement Reserve.

| Description | Amount |
|--|-----------------|
| Approved Budget | |
| 1200-10-2501 Unified Website Development | 235,000 |
| Reallocated Project Budget | |
| 1200-10-2401 Website Redesign Strategy | 2,252 |
| Total Budget Available | 237,252 |
| Estimated Expenses | |
| Inorbital Inc. | 161,000 |
| Kentico Software LLC | 35,448 |
| Non-recoverable HST | 7,442 |
| Contingency | 33,362 |
| Student position | 10,000 |
| Total estimated expenses | 247,252 |
| Remaining Budget | (10,000) |

In order to offset the additional budget request, staff reassessed the HUB Review Strategy (capital project 2300-10-1908) that was approved in the 2023 capital budget for \$40,000. It was determined that \$10,000 from this project will be returned to reserves in accordance with the Capital Budget Governance Policy to offset the student funding request.

Reviewed and approved by,

Bill Andrews, Commissioner of Transportation & Public Works and Acting Chief Administrative Officer