

REQUEST FOR PROPOSAL

For Corporate Image Design, Strategy and Training for Grey
Sauble Conservation

Deadline for Submissions is Friday, October 4th, 2019 at 12:00pm



September 3, 2019

PURPOSE

Grey Sauble Conservation Authority (GSCA) needs to be able to tell its story in a more consistent and compelling fashion, and is seeking a consultant to assist in a communications transformation that will support increased awareness and understanding of who the GSCA is and what it is they do for the entire spectrum of residents whose lives, lifestyles and livelihoods are dependent on a clean, vital and safe watershed, shoreline, fresh water supply, forests and wetlands.

The intention is to acquire a consultant who will familiarize themselves with GSCA and its context and intentions and be able to seamlessly provide a consistent branding/corporate image design and strategy. This will include developing key messages for public consumption to support our strategic communications leadership and planning and streamline and increase the effectiveness of our internal communication specialties and services.

The consultant will provide branding and design templates for several specified communication deliverables and training for a corporate communications transformation. They will use the external Communications Brief to garner understanding and support of what we do with the intent to better enable GSCA and the Grey Sauble Conservation Foundation (GSCF) to meet their revenue and other performance measure targets.

Throughout the work, the consultant will work with GSCA's communications & administration staff, and through this, will also aid GSCA in elevating its internal communication capabilities.

BACKGROUND

GSCA has undergone significant corporate changes in the past three (3) years, including an update to the strategic plan (see Appendix A), agreement on GSCA's Outcomes, Performance Measures and Programs (see Appendix B), and the subsequent creation of a Communications Brief (see Appendix C).

GSCA currently has a public presence on Facebook (e.g. Grey Sauble Conservation Authority and Grey Sauble Forestry Service), Twitter, Instagram and the GSCA website at www.greysauble.on.ca.

Staff-produced property signage design drafts, a cross-section of GSCA's current marketing communications materials (e.g. brochures, ads, signage), website usage analytics and the current internal detailed descriptions of each Program will be provided to the successful Consultant, such that they are able to evaluate how GSCA is currently expressing itself and to enable feedback through the deliverables in this contract on how GSCA can improve.

DELIVERABLES

Over the coming years, it is expected that there will be ongoing legislative and regulatory changes to the Conservation Authorities Act. The conservation authority will provide information on any changes, and the successful consultant will be expected to make themselves familiar with changes and incorporate updates as appropriate in communication products and messaging.

Deliverables Should Include:

1. An inventory of all existing public facing documents that require design templates
2. A branding strategy that includes design templates for*:
 - a. Advertisements
 - i. Layout templates for common annual advertisements:
 1. Annual Seedling and Landscape Tree Sale
 2. Grey Sauble Day Camp
 3. Promotion of two (2) Flagship Properties
 4. Promotion of Annual Pass
 5. Open houses
 6. Grant programs
 - b. Letterhead
 - i. GSCA
 - ii. Grey Sauble Forestry Services
 - iii. GSCF
 - c. Reports
 - i. Annual Report with Watershed Health Check
 - ii. 5 Year Watershed Report Card
 - iii. Subwatershed Reports
 - d. Brochures
 - i. GSCA
 - ii. GSCF
 - e. Presentations (including PowerPoint templates)
 - f. Property entrance signage
 - g. A set of recommended icon symbols for mapping and signage products
 - h. Any additional required materials

September 3, 2019

- i. Standard colours (RGB/CMYK values), fonts, shapes
 - j. Expert advice on options for incorporating or improving our logo
 - k. Expert advice on making the foundation logo complementary to GSCA's
 - l. A style guide with training to ensure consistency for design quality
 - m. Internal launch of and training on the branding approach and products for staff
3. Defined key messages that fit with the corporate image
 4. Descriptions of each program in plain, publicly consumable language, that are suitable for posting on the GSCA website, and can be leveraged for other purposes

*All designs should include a version that is suitable for the creation of hard printed copies that can be printed in a cost-effective manner however, printing is not included in this deliverable.

During the first year the consultant will be required to attend meetings at the GSCA Administration Office to support the work (up to 5 expected) and correspond via other channels as needed and at minimum with the GSCA lead on a bi-weekly basis to discuss progress and/or deliverables.

BUDGET

The GSCA Board-approved budget for the work in 2019 was \$15,000. The actual award value may be more or less than this figure, and any award decision will be based on the Criteria provided in this document.

There is the possibility of extension of contracted services beyond year 1, budget permitting and if mutually desirable.

GSCA CONTACT INFORMATION

Lead staff contact:

Vicki Rowsell, Programs and Communications Planner
519 376 3076, extension 278
v.rowsell@greysauble.on.ca

Administration Office Location:

237897 Inglis Falls Road, RR4
Owen Sound, Ontario, Canada, N4K 5N6

September 3, 2019

REGISTRATION OF BIDDERS

If you provide notice of your intent to bid and contact information to the GSCA contact, if there are updated bid documents, date adjustments or relevant questions and responses, these will be forwarded to you directly.

Registration does not commit you to bidding.

SELECTION OF SUCCESSFUL CANDIDATE

Interested parties are encouraged to submit their Proposal, following the guidelines below, by the due date. Email submissions are accepted.

An internal team will review the submissions and assess them against the Evaluation Criteria shown below.

In the case of two or more bidders scoring similar values, each will be invited to an individual one-hour discussion with the GSCA internal team to discuss their proposal, including their understanding of the GSCA Communications Brief and their recommendations of how they would bring the strategy to life.

TIMELINES

This RFP will **close on Friday, October 4, 2019 at 12pm**. Email submissions to the GSCA Contact are accepted, or a hard copy can be dropped off at the GSCA Administration Offices. Late proposals will not be evaluated.

If you have questions during the bidding period, please submit them in writing to the specified contact. We will not be able to respond to questions submitted after noon on Thursday October 3rd.

If individual one-hour discussion(s) with high-scoring bidders are necessary, they are anticipated to take place during the week of October 7th, with an award or non-award decision communicated in October 2019.

September 3, 2019

The expected timelines for the year's deliverables are shown below. Timelines can be adjusted with the approval of GSCA.

Deliverables	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Inventory of deliverables												
Consultation with GSCA												
Branding Strategy												
Defined Key Messages												
Descriptions of Programs												
Internal Launch												
Training												

GUIDELINES FOR PROPOSAL PREPARATION

The proposal must provide the following information:

EXECUTIVE SUMMARY

This section will present a synopsis of the Bidder's response to the RFP.

RECOMMENDED APPROACH

Explain your suggested approach to meet the purpose, deliverables and timeline outlined and explain why (specific, detailed and verifiable) you should be the successful candidate.

Include the approaches you recommend for getting GSCA/Foundation staff and board input and buy-in.

COMPANY(IES) OVERVIEW

Provide the following about your company(ies):

- Official registered name (corporate, partnership, etc.), address, contact telephone number, and if applicable your website and social media urls.
- Key contact name, title, and contact information.
- Name of person(s) authorized to contractually bind the organization for any proposal against this RFP.
- Brief history, including year established and number of years your company has been offering your services.

GSCA is open to bidders that involve more than one company working cooperatively to propose integrated solutions. If you are bidding as a collaborative, please identify and specify these relationships, and designate a prime company that will be fully responsible for delivery and performance, and with whom GSCA will enter into the contractual relationship.

EXAMPLES OF SIMILAR WORK AND REFERENCES

Please provide name, organization and contact information for three (3) references for which you have performed similar work, and provide examples of similar work created by your company(ies)

PROJECT TEAM

Outline the individuals in your proposed project team, highlighting how their qualifications and experience will contribute to the value delivered and by your bid and assure successful completion of the work, and provide a resume for each.

A written request to, and permission from, GSCA is required for substitutions of key project team members

Indicate if you have other resources and support services available; in particular other strengths relevant to this RFP

GENERAL

Please indicate your commitment to the terms and conditions of this Request for Proposal.

PRICING

The proposal must identify all costs, including professional fees, travel or other expenses for the entire project to meet the RFP requirements as proposed in your proposal.

All prices quoted will exclude provincial or federal sales taxes.

Fees and Expenses –

Deliverables	Fees	Expenses
1. Inventory of Marketing Materials		
2. Consultation with GSCA		
3. Branding Strategy - Can be costed out further by section if desired		
4. Key messaging		
5. Program Descriptions		
6. Internal Launch		
7. Training		
Subtotals		
Overall Total		

The Successful Consultant may be required to further break down the expected fees by month based on the expected timeline, prior to award finalization.

Overall

Please also provide the hourly rates for members of the Project Team and other resources or support services proposed that may be used if additional fee for service work is requested.

EVALUATION FACTORS FOR AWARDING THE CONTRACT

Any award made pursuant to this RFP will be based upon selection of the proposal with the most value to GSCA, as set out in the requirements of this RFP.

Although price is an important criterion, other factors will be considered in evaluating responses:

Factor	Points Available
Proposal Completeness (contains all the requested information)	5
The extent to which your proposal and recommended approach fulfil the stated requirements and indicate your understanding of the GSCA, the work outlined in this RFP and shows a reasonable path to successful delivery.	10
Past performance, including positive references and samples for similar or related deliverables	10
Qualifications and experience of the proposed project team and if applicable your company(ies) depth of experience	15
Price - Overall Total Fees and Expenses	50
Price - Reasonableness of hourly rates quoted for any additional fee for service work	10
	Total Points Available = 100

TERMS OF RFP

1. The Grey Sauble Conservation Authority will not be liable for any costs incurred in the preparation of the proposals.
2. GSCA reserves the right to:
 - a. At their discretion and without explanation to at any time discontinue, alter or reissue this RFP without obligation or liability to prospective firms.
 - b. Reject any and all proposals without further questions or redress from any respondents.
 - c. Accept or reject proposals in whole or in part, to discuss different or additional terms to those included in the RFP or in any proposal, or to amend or modify any term in this RFP.
 - d. Accept other than the lowest price offered.
 - e. Award a contract on the basis of initial offers received, without discussions or requests for best and final offers.
 - f. Not make an award, or award more than one contract.
3. GSCA makes no commitments under this RFP. Once a Recommended Consultant is identified, a commitment will be made in the form of a signed contract with the Consultant.
4. All correspondence, documentation and information provided to GSCA and its staff by Bidders and the Successful Consultant in connection with, or arising out of, this proposal, becomes the property of GSCA and, as such, is subject to the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA) and may be subject to release, pursuant to the Act.
5. Because of MFIPPA, proponents are reminded to identify in their proposal material, any specific proprietary or similar confidential information, the disclosure of which could cause them injury.
6. The Consultant and any collaborators must maintain privacy and confidentiality with respect to personal information at all times as part of any contract signed pursuant to this RFP.

September 3, 2019

7. Ownership of all work, information, records, digital files (including specific project design files) or materials developed or produced under the contract resulting from this RFP shall become the sole property of GSCA.

--

[Appendix 1: GSCA Strategic Plan](#)

[Appendix 2: GSCA Desired Outcomes, Performance Measures & Implications of Bill 108](#)

[Appendix 3: GSCA Communications Brief](#)