



# Request for Quotes

## Marketing Project Development & Oversight for Community Living Agencies in British Columbia

RFP#: 20230601

Issued by:

**BC CEO Network**  
103 2776 Bourquin Cres W  
Abbotsford, B.C., V2S 6A4

**RE: Quote for Project Management of a Sector-Wide Marketing  
Strategy with the BC CEO Network**

**ISSUE DATE:** 19-June-2023  
**CLOSING DATE:** 31-July-2023  
**AWARD DATE:** 15-August 2023



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## Project Details

With this Request for Quotes (RFQ) the BC CEO Network (hereafter the Network) will select a contractor to work with the Network to research, coordinate and manage a province-wide Community Living Marketing Campaign.

The project manager will be responsible for reviewing previous and existing campaign activities, researching new campaign tools and activities, curating a 2-year marketing plan and engaging additional contractors to market the sector and, thereby, support the recruitment efforts of community living service providers.

## Background

The Network is a provincial non-profit organization that brings community social service leaders together. Each member of the Network has a unique contracting relationship with Community Living BC to deliver services in communities across the province.

The goals of the Network are threefold:

- 1) to facilitate a collective voice;
- 2) to promote effective business practices; and
- 3) to promote leadership development and mutual support.

As part of the Provincial Budget 2022 process, Community Living British Columbia (CLBC) made grant funds available to the BC CEO Network with a view to supporting a recruitment marketing strategy for the sector. The grant recognizes the importance of supporting the human resources recruitment needs for the community living sector. This is a one-time grant of \$500,000.

## Project Goals

The goals of this project are:

- Restart the Community Living Careers marketing campaign in order to support community social service organizations across the province as they deliver CLBC-funded community living supports.
- Research, source and implement marketing strategies, including social media, print media, TV and radio advertising in order to highlight community living job opportunities.



- Attract potential employees to this particular sector and encourage employment in community social service agencies delivering community living services.
- Establish, collect and analyze relevant metrics that will guide the campaign and measure outcomes.

## Expected Results

- Job opportunities in community living social services will be better known
- The general public will have a better understanding of career options in the community living sector.
- Service providers will be supported in their recruitment efforts through the new applicant pool.
- The marketing project will increase knowledge and responsiveness in the sector, with regards to employment opportunities.

## Network Support for Project

- The network will establish a reference group for the purposes of this project.
- The project manager will work in collaboration with this reference group at all stages of the project.
- The reference group will serve as the decision-making body on behalf of the Network and will be responsible for approving all aspects of the project.
- The reference group will also be responsible for approving all expenditures of the grant monies.

## Submission Deadlines and Key Dates

In order to be considered, responses to this RFQ must be received no later than **11:59 p.m. Pacific Time, Monday, July 31, 2023.**

Proposals must be submitted electronically via email to the address outlined below:

**Attention: Brenda Gillette, CEO of the BC CEO Network**

103 – 2776 Bourquin Cres. West  
Abbotsford, B.C., V2S 6A4  
O: 604.850.6608 | F. 604.850.2634  
[www.bcceonetwork.ca](http://www.bcceonetwork.ca)



**Email: [brenda@bcceonetwork.ca](mailto:brenda@bcceonetwork.ca)**

Prior to the submission deadline, the Network may amend or clarify the RFQ in the case of any discrepancies or omissions. Any amendments or clarifications to the RFQ prior to the closing date will be done by a formal written RFQ addendum and will be delivered to all proponents equally. In the event that the Network revises the RFQ after the closing date, Proponents will have the opportunity to refine, submit, or resubmit their proposals by the date set out by the Network in the RFQ revision.

## Proponents' Intent to Respond

If you are interested in responding to this Request and want to be on the email list for any RFQ revisions and responses to questions submitted by other Proponents, please email [brenda@bcceonetwork.ca](mailto:brenda@bcceonetwork.ca) with your name and company. Please use "Intent to Respond" in the subject line. All emails received are confidential and will not be shared with other potential Proponents.

Emailing your "Intent to Respond" is voluntary – it is not required by the Network in order for you to submit a proposal. As well, filing this form does not commit you to submission of a proposal.

## Project Contract

Proponents are encouraged to obtain a clear understanding of the proposal requirements prior to submission. At all times, the Proponent is responsible for notifying the Network, in writing, of any error or omission contained within the proposal, or requesting clarification that may be required to prepare the proposal.

The Network will provide written responses to all queries received from Proponents. The responses will be delivered to the proponents and added as an addendum to the RFQ.

Proponents who have not submitted an "Intent to Respond" email should review the Network's website to check for questions and answers posted, prior to the submission deadline.

Inquiries, interpretations and questions regarding the procurement process or the scope of the work are to be directed to:

**[Brenda Gillette, Chief Executive Officer, BC CEO Network](mailto:brenda@bcceonetwork.ca)**

103 – 2776 Bourquin Cres. West  
Abbotsford, B.C., V2S 6A4  
O: 604.850.6608 | F. 604.850.2634  
[www.bcceonetwork.ca](http://www.bcceonetwork.ca)



Written email inquiries are preferred. Verbal responses to any inquiry are not binding on either party. Contact is restricted to the person identified above. Contact with individuals other than that listed above may result in proposal disqualification.

## General Information and Requirements

### 1. Incurred Costs

The Network is not liable in any way for costs incurred by Proponents in replying to this RFQ.

### 2. Innovative Proposals

Proponents are asked to base their proposal submission, and all pricing on the requirements set out in this RFQ. Notwithstanding these requirements, Proponents are encouraged to provide innovative ideas and suggestions which they feel will improve upon the requirements set out in this document.

### 3. Reservations

The Network reserves the right to:

- Reject any or all proposals received in response to this RFQ;
- Seek clarification from Proponents who respond to this RFQ;
- Verify the validity of the information supplied in any Proposal;
- Waive or modify procedural and administrative irregularities due to honest or unintentional mistakes as identified in Proposals received, after discussion with the Proponent;
- Negotiate with the Proponent(s) responding to this RFQ, consistent with the objectives stated;
- Cancel this RFQ at any time for any or no reason. If cancelled, the Network is not responsible for any costs incurred by the Proponent(s);
- Accept the proposal(s) in full or in part that appears to be in the best interest of the Network.

### 4. Collusion

Proposals shall be made without any connection, comparison of figures, or arrangements with or knowledge of any other person or persons making a proposal under this RFQ and shall be in all respects fair and without collusion or fraud.

### 5. Proposal Acceptance Period



By submitting a proposal, each Proponent agrees that their proposal may be subject to acceptance by the Network any time prior to ninety (90) days after the due date for submitting proposals.

## **6. News Release**

Proponents must not make public announcements or news releases regarding this RFQ or any subsequent award of contract without the prior written approval of the Network.

## **7. Conflict of Interest**

Each Proponent must make full disclosure of any relationship with any other contractor of the Network and/or any Board Director of the Network who makes recommendations concerning the selection of a successful proposal.

## **8. Proposal Prices**

All prices proposed must be in Canadian currency and the Network will assume prices quoted are in Canadian funds. The prices proposed shall include all costs associated with providing the service, including applicable taxes.

## **9. Execution of Formal Contract**

The successful Proponent shall enter into a formal, written agreement with the Network in such form as may be acceptable to the Network, in its sole discretion. The Network and the successful Proponent agree to incorporate the salient description and elements from this RFQ and the Proponent's proposal that identify the Proponent's responsibilities and the terms under which the Proponent will provide services to the Network. The successful Proponent will endeavour in good faith and in a timely manner to finalize and execute the agreement without delay. In the event the Network and the successful Proponent are unable to successfully negotiate an agreement, the Network reserves the right, in its sole discretion, to disqualify a Proponent and to commence negotiations with the next highest ranked Proponent who provided a suitable response to this RFQ. All Proponents acknowledge and agree that the Network is not obligated to enter into any agreement or to retain the successful Proponent for the services outlined in this RFQ, unless in the sole discretion of the Network, a satisfactory agreement or agreements can be reached.

## **10. Governing Law**

This RFQ process shall be governed by and construed in accordance with the laws of the Province of British Columbia and the federal laws of Canada applicable therein.

## **11. Terms and Conditions of the RFQ**



All terms and conditions of this RFQ are deemed to be accepted by the responding company and incorporated by reference in their proposal, with the exception of those expressly challenged by the responding company in their proposal.

**12. Terms and Conditions of the Proposals**

All proposals and accompanying documentation received under this RFQ process will be the sole property of the Network and will not be returned. Proposals submitted shall be final and may not be altered by subsequent offerings, discussions, or commitments unless the Proponent is requested to do so by the Network. Should the Network determine that none of the submitted proposals meet the goals of the Project, the Network may carry out a process whereby all Proponents are allowed the opportunity to revise their proposal.

**13. Contract Terms**

The Network intends to award a contract for a term of 1 year. At the expiry of the initial contract, the Network will have the option to renew the contract with terms acceptable to both the Network and the successful proponent.

**14. Termination of Contract**

Should the successful Proponent's performance be deemed unacceptable, the Network reserves the right to cancel any agreement(s) under this proposal with thirty (30) days written notice.





## Evaluation of Proposals

All proposals must be in reference to the Network’s response requirements and the terms and conditions stated in this RFP. The Network will evaluate the proposals and will select the proposal that best meets the interests of the Network based on the Network’s determination of the best scoring and most advantageous proposal, presentation/interview (if held), and completed reference checks. The Network shall be the sole judge of its own best interests, the proposal, and the resulting contract. The Network’s decision is final.

The decision to request demonstrations, clarifications, or to request interviews/presentations is at the Network’s discretion. The intent of the interviews/presentations, if held, will be to allow the selection committee an opportunity to clarify any questions resulting from an initial evaluation. No new information may be brought forward by the Proponent. Proponents are advised not to prepare their proposal submission in anticipation they will be granted an interview/presentation. Please respond fully to the RFQ at the time of proposal submission.

Proposal evaluation results are the property of the Network. The Network does not intend to disclose the evaluation results before, during, or after the RFQ process.

The Selection Committee will consist of representatives from the Network’s Board of Directors and CEO. Submissions will be evaluated based on the following criteria and point system:

<b>Criteria</b>	<b>Available Points</b>
• Description of Strategy for Developing a Marketing Campaign	30
• Description of Strategy for Researching Existing Marketing Platforms, including Social Media Engagement	20
• Description of Strategy for managing Scope, Timelines and Costs of Campaign	20
• Description of Experience in Research, Marketing & Advertising	20
• Cost	10
<b>Total Available Points</b>	<b>100</b>



## Submission Requirements

Proponents must follow the proposal outline below. Additional information thought to be relevant, beyond the categories listed below, should be provided as an appendix to the proposal. Failure to comply with these requirements may result in a rejected proposal.

### **Cover Letter with Proponent Information**

Provide a cover letter, dated and signed by the person authorized to negotiate and make commitments on behalf of the Proponent. The letter should indicate:

- a name, title and telephone number of the individual who can provide any required clarifications with respect to the proposal;
- a name, title and telephone number of the individual who is authorized to negotiate a resulting agreement with the Network; and
- a name, title, and contact information for the person(s) who will work with the Network throughout the course of this project.

### **Service Requirements**

Please provide a detailed outline as to how the Proponent will meet Schedule A.

### **Service Charges and Fees**

All charges for any proposed undertaking of service as identified in Schedule A must be clearly identified. If there are other service charges and fees not identified in Schedule A, please list these. Where no service charge or fee is quoted, it will be deemed that it is covered elsewhere in the proposal. The Network will not be subject to any service charge or fee during the term of the agreement that is not expressly indicated in the proposal.

### **References**

Proposals must include a list of references that can provide insight into the Proponent's general reputation along with the skills, qualifications and ability necessary to diligently and properly perform the work in accordance with the RFP. References are to be from clients for whom you provide or have provided similar services as those outlined in this RFQ. References are preferably clients of a similar size and who are public sector organizations.

Include at least two references, complete with the organization name, contact name, title, phone number, email, and address for each reference.



The Network reserves the right to check the references of any and all Proponents at any time during the evaluation process at the Network's discretion. The Network also reserves the right to contact other organizations and individuals whom it believes may be able to provide valid insight into the reputation, experience, abilities and quality of service of any Proponent related to the services outlined in this RFQ.

References may be contacted by phone and/or in writing and any information received will be used to assist the evaluation committee in assessing a Proponent's capacity and capability to provide the services as outlined in the RFP.

The Network reserves the right to disqualify any Proponent whose references, in the opinion of the evaluation committee, are found to be unsatisfactory.

### **Contracts**

Attach all contract templates that would be required to be negotiated prior to contract execution.

### **Award**

The contract will be awarded in accordance with the following conditions:

1. Selection of the successful proposal(s) will be based on the proposal(s) that provides the best value for the Network. As noted in the criteria table, price is one consideration among many.
2. The Network reserves the right to award the contract in whole or in part, to one or more proponents based on their submissions, or to reject all submissions. As noted previously, any award resulting from this RFQ is subject to the successful completion of a contract between the Network and the successful Proponent(s).
3. The successful proponent shall indemnify and hold harmless the Network, its Board of Directors, its employees, servants and/or agents from all claims arising from the negligence of the proponent, their employees, servants and/or agents.

### **Confidentiality**

The Network anticipates Proponents may wish to treat certain elements of their submissions as confidential or proprietary and agrees that responses to this RFQ are provided in confidence and protected from disclosure to the extent permitted under the law. Proponents are reminded that Freedom of Information requirements in force in the Province of British Columbia may afford rights of production or inspection at the application of third parties.



## SCHEDULE A

### Service Requirements

At a minimum, the proposal must include the following requirements:

#### **1. Length of Agreement**

The term of the agreement shall be for a period of 1 year commencing September 1, 2023. Further renewal(s) may be considered at the sole discretion of the Network.

#### **2. Liability**

The Proponent must acknowledge in their Proposal that should the Proponent be found negligent in their services the Proponent will indemnify.

#### **3. Location**

The Proponent will limit their context to the opportunities and resources available within the province of British Columbia.

#### **4. Scope of Project**

- 1) Review past marketing campaign and associated platforms, with a view to building upon existing work before restarting the campaign.
- 2) Research new strategies and opportunities to increase public knowledge of the community living sector
- 3) Provide recommendations for retaining appropriate expertise for the campaign to be implemented over 12-18 months.
- 4) Provide ongoing project management for the marketing campaign
- 5) Develop outcomes for the campaign and provide metrics that allow for determination of success