



REQUEST FOR PROPOSAL

Communications Strategy and Plan

ISSUED ON: April 28, 2021

CLOSING DATE: May 28, 2021 (4:00 p.m.), Atlantic Time

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PART 1 - INTRODUCTION AND DELIVERABLES

YWCA Moncton is currently seeking proposals from qualified proponents to create a communications strategy and detailed plan that will meet the needs of the YWCA Moncton as it executes on its new Strategic Plan, ensuring long-term financial sustainability of the organization. The communications strategy and detailed plan need to be completed no later than September 30, 2021, unless a different date is agreed upon no later than September 1, 2021.

Proposals must be delivered to Michèle Nadeau, Executive Director, at mnadeau@ywcamoncton.com, no later than, **4:00 p.m., ADT, May 28, 2021**.

PART 2 - RFP SCHEDULE

Proponents are advised of the following timetable, instructions and requirements in relation to the submission of proposals.

RFP SCHEDULE

RFP Issue Date	April 28, 2021
Deadline for Questions	May 19, 2021
RFP Closing Date	May 28, 2021, 4:00 p.m., ADT
Selection of Preferred Proponent	Week of June 14, 2021

The above dates are subject to change at the discretion of YWCA Moncton.

PART 3 - SUBMISSION INSTRUCTIONS

1. RFP Package Format

Responsibility for the submission of a proposal at the proper location within the proper times is that of the proponent submitting the proposal and YWCA Moncton assumes no responsibility.

- A. One (1) original electronic copy of the complete proposal must be received no later than **4:00 p.m., Atlantic Standard Time, May 28, 2021** at the following electronic address:

mnadeau@ywcamoncton.com

- B. All proposals shall include **the signed Submission Form (included as Appendix A)** showing the full name of the proponent, and the **Conflict of Interest Form (Appendix B)** as part of their proposal.

Proponents to Review RFP

Proponents shall promptly examine all of the documents comprising the RFP including, but not limited to, all sections, clauses and appendices which form an integral part of the RFP, and

- i. shall report any errors, omissions or ambiguities; and
- ii. may direct questions or seek additional information to the RFP Contact via email by no later than the “Deadline for Questions” as specified in the RFP. No such communications are to be directed to anyone other than the RFP contact. YWCA Moncton is under no obligation to provide additional information.

It is the responsibility of the proponent to seek clarification from the RFP contact on any matter it considers to be unclear. YWCA Moncton shall not be responsible for any misunderstanding on the part of the proponent concerning the RFP or its process.

2. Inquiries and RFP Contact

All requests for additional information or clarifications regarding the Request for Proposals shall be sent via e-mail only to the attention of:

Michèle Nadeau, Executive Director, YWCA Moncton

Email: mnadeau@ywcamonton.com

3. RFP Submission Checklist – Mandatory Requirements

Please review and ensure you have completed the following mandatory requirements prior to submitting your RFP response.

- One (1) original electronic copy of the complete proposal, which must include:
 - An introduction of the individual proponent or the team constituting the proponent
 - A description of the proponent or team and its experience in strategic communications planning
 - A description of the proposed finished communications strategy and detailed plan (Executive Summary)
 - The methodology or proposed process
 - The timeline
 - Fee structure
 - No less than two (2) references from clients who have obtained similar services to those requested in this RFP
- Included the signed Submission Form (included as Appendix A) showing the full name of the proponent.
- Included the Conflict of Interest Form (Appendix B).

THIS CHECKLIST IS PROVIDED FOR YOUR CONVENIENCE ONLY AS A REMINDER OF THE MAJOR REQUIREMENTS FOR THE SUBMISSION OF YOUR PROPOSAL. IT IN NO WAY RELIEVES PROPONENTS FROM THE OBLIGATION TO READ AND BECOME THOROUGHLY FAMILIAR WITH ALL REQUIREMENTS AND PROCEDURES OUTLINED IN THE RFP DOCUMENT.

PART 4 – BID OPENING, RFP EVALUATION, SELECTION PROCESS, NEGOTIATIONS

1. Opening

Since price is not the only criteria on which proposals will be evaluated, there will be no public opening of proposals.

2. Rejection of Proposal Submissions

No proposal or amendment of a proposal shall be considered if received on a date or at a time later than specified in the Request for Proposals. Late proposals will be dismissed.

A proposal submitted in response to this Request for Proposals may be rejected and the proposal not considered if:

- They are unclear, ambiguous or unreadable;
- Proponents do not propose on the entire project;
- The proposal submissions are incomplete; or
- The proposal is not signed by an authorized official.

3. Evaluation Criteria

Each response to this Request for Proposal shall be evaluated by YWCA Moncton based on the following criteria:

- The quality and completeness of the proposal;
- Demonstrated understanding of the project;
- Proven experience in delivering the proposed work;
- Successful reference verification; and
- Price

4. Stages of Proposal Evaluation

YWCA Moncton will conduct the evaluation of proposals in the following two (2) stages:

STAGE I

Stage I will consist of a thorough review to determine which proposals comply with all of the mandatory requirements.

STAGE II

Stage II will consist of a contacting no less than two references to verify the quality of work delivered and experience provided by the proponent.

5. Negotiations, Notification and Debriefing

Selection of Proponent

The selected proponent will receive a written invitation to enter into direct contract negotiations with YWCA Moncton. Selection of a proponent's RFP submission does not

guarantee a contract with YWCA Moncton. The selection of a proponent's RFP submission merely initiates the process of negotiations, which may lead to a contract.

Timeframe for Negotiations

YWCA Moncton intends to conclude negotiations within thirty (30) days commencing from the date YWCA Moncton invites the selected proponent to enter negotiations. A proponent invited to enter into direct contract negotiations should therefore be prepared to provide requested information in a timely fashion and to conduct its negotiations expeditiously.

Process Rules for Negotiations

Negotiations may include requests by YWCA Moncton for supplementary information from the proponent to verify, clarify or supplement the information provided in its proposal or to confirm the conclusions reached in the evaluation, and may include requests by YWCA Moncton for improved pricing and/or other terms from the proponent.

Terms and Conditions

The terms and conditions found in the RFP are to form the starting point for negotiations between YWCA Moncton and the selected proponent.

PART 5 - GENERAL TERMS AND CONDITIONS

1. Confidentiality

Confidential Information of YWCA Moncton

All information provided by or obtained from YWCA Moncton in any form in connection with the bid either before or after the issuance of the bid:

- i. is the sole property of YWCA Moncton and must be treated as confidential;
 - ii. is not to be used for any purpose other than replying to the bid and the performance of any subsequent Contract; and
 - iii. must not be disclosed without prior written authorization from YWCA Moncton;
- and

For greater certainty, proposals, information divulged by YWCA Moncton during the performance of the services, and any resulting deliverable are strictly confidential and may not be divulged or disclosed to anyone without the prior written consent of YWCA Moncton. Proponents may be required to sign a confidentiality agreement in the format provided by YWCA Moncton.

During the process of evaluating proposals and/or following the awarding of a bid, proponents may be provided with material containing intellectual property rights owned by or licensed to YWCA Moncton. Proponents may be required to execute a Non-Disclosure Agreement (NDA) with YWCA Moncton before receiving this information. Proponents agree that unauthorized disclosure of intellectual property information provided to it by YWCA

Moncton will cause economic harm to YWCA Moncton, for which the proponent will pay compensation. Failure to keep confidential YWCA Moncton's intellectual property information can result in the proponent from being awarded a contract for this, or any other bids, and may result in the termination of other contracts it may currently have with YWCA Moncton.

Except as a proponent's usage of this material may be specifically authorized in writing by YWCA Moncton, the proponent acquires no right, title or interest of whatever nature, including but not limited to copyright, trademark or intellectual property rights, in said material.

Confidential Information of Proponent

A proponent should identify any information in its proposal or any accompanying documentation that is supplied on a confidential basis to YWCA Moncton. Proponents are advised that their proposals will, as necessary, be disclosed on a confidential basis, to YWCA Moncton's advisers retained for the purpose of evaluating or participating in the evaluation of their proposals. If a proponent has any questions about the collection and use of personal information pursuant to the bid, questions are to be submitted to the RFP Contact.

2. Conflict of Interest, Prohibited Communications and Confidential Information

Conflict of Interest

No employee of YWCA Moncton or member of the Board of Directors should have a direct or indirect interest in a company, which delivers the service requested in this RFP to YWCA Moncton without formal disclosure in writing by the proponent, before the closing date. YWCA Moncton will review a proposal and may reject it where, in the opinion of YWCA Moncton, the proponent could be in a conflict of interest or perceived conflict of interest, should the proponent become the preferred proponent. Proponents should take note of the Conflict of Interest declaration set out in the "Conflict of Interest Form" (Appendix B) within the RFP which proponents are requested to complete.

Prohibited Proponent Communications

The proponent shall not engage in any Conflict of Interest communications and should take note of the Conflict of Interest declaration set out in the "**Conflict of Interest Form**" (Appendix B) which is a separate attachment within the RFP.

Proponent Not to Communicate with Media

A proponent may not at any time directly or indirectly communicate with the media in relation to the bid or any contract awarded pursuant to the bid without first obtaining the written permission of the RFP Contact.

3. Ownership of Responses

All documents submitted to YWCA Moncton by proponents in response to this RFP become the property of YWCA Moncton.

4. Personnel

The proponent is advised that YWCA Moncton expects the personnel listed in the proposal to perform the work indicated and written permission must be obtained before changing any member of the project team. In the case of personnel being changed, YWCA Moncton requires that the new personnel have a similar length and breadth of experience relevant to this project as the personnel being replaced and be otherwise acceptable to YWCA Moncton.

5. Resources

The proponent will be responsible for all costs associated with completing the full scope of the project work outlined in their proposal.

6. Responsibilities

Should the proponent fail or neglect to complete the required work within the mutually agreed upon time frame, YWCA Moncton reserves the right to terminate the contract and the proponent shall be responsible for all costs associated with same.

7. References and Past Performance

YWCA Moncton's evaluation may include information provided by the proponent's references and may also consider the proponent's past performance on previous contracts with YWCA Moncton.

8. Inappropriate Conduct

YWCA Moncton may prohibit a proponent from participating in a procurement process based on past performance or based on inappropriate conduct in a prior procurement process, and such inappropriate conduct shall include but not be limited to the following: (a) the submission of quotations containing misrepresentations or any other inaccurate, misleading or incomplete information; (b) the refusal of the supplier to honour its pricing or other commitments made in its proposal; or (c) any other conduct, situation or circumstance, as solely determined by YWCA Moncton, which constitutes a Conflict of Interest. For the purposes of this Article, Conflict of Interest shall have the meaning ascribed to it in the "Conflict of Interest Form" (Appendix B).

9. Cancellation

YWCA Moncton may cancel or amend the bid process without liability at any time.

10. Additional Documentation/Information to be Retained by YWCA Moncton

YWCA Moncton will not return any accompanying documentation/information submitted by a proponent.

11. Additional YWCA Moncton's Rights

- YWCA Moncton reserves the right to request and obtain additional information as required from proponents in a reasonable length of time, in order to complete the RFP evaluation(s).
- YWCA Moncton reserves the right to award based on the specified evaluation criteria and not necessarily pricing; however, available budget dollars shall be taken into consideration.
- YWCA Moncton reserves the right to adjust the final quantity of requested products and/or services to meet budgetary allocations.
- Based on available funding, YWCA Moncton reserves the right to delete components from this RFP and negotiate changes to more fully meet YWCA Moncton's needs.
- YWCA Moncton reserves the right to award this RFP in whole, or in part to more than one (1) proponent, as may be deemed to be in YWCA Moncton's best interest.
- YWCA Moncton is neither bound to accept the lowest priced proposal, nor to accept any proposal which is submitted. YWCA Moncton is not bound to justify its decision with respect to the selection or rejection of any proposal.
- YWCA Moncton reserves the right to terminate a contract with the selected proponent within thirty (30) calendar days written notice should ownership of the service provider change.
- YWCA Moncton reserves the right to award in its best interest. Proposals offering the lowest price or any price need not necessarily be accepted.
- YWCA Moncton also reserves the right not to award this RFP due to budgetary or other considerations.

12. Payment Terms

Payment terms will be considered thirty (30) days following the submission of progress claim reports made monthly for the work completed to that point with supporting documents attesting to the completeness of the work. No additional payments beyond the scope of this RFP will be considered unless authorized in writing by YWCA Moncton.

13. Invoicing

- Invoices shall be directed to:
YWCA Moncton
Att: Carrie Cormier, Director of Finance
accounting@ywamoncton.com
135 Kendra Street
Moncton, NB, E1C 9V9

- Invoices are to be in Canadian dollars and in addition to the HST Registration Number; the proponent is required to provide the amount of HST separately on all invoices.
- The Purchase Order number or Contract number must appear on all invoices.

APPENDIX A SUBMISSION FORM

1. Proponent Information

Please fill out the following form, and name one person to be the contact for your response to this RFP response and for any clarifications or amendments that might be necessary.	
Full legal name of proponent:	
Any other relevant name under which the proponent carries on business:	
Street Address:	
City, Province:	
Postal Code:	
Phone Number:	
Fax Number:	
Company Website (if applicable):	
RFP Contact Person and Title:	
RFP Contact Phone:	
RFP Contact E-mail:	

2. Acknowledgment of Non-Binding Procurement Process

The proponent acknowledges that the RFP process will be governed by the terms and conditions of this RFP, and that, among other things, such terms and conditions confirm that this procurement process does not constitute a formal legally binding bidding process, and that there will be no legal relationship or obligations created until YWCA Moncton and the selected proponent have executed the agreement.

3. Ability to Provide Deliverables

The proponent has carefully examined this RFP documents and has a clear and comprehensive knowledge of the Deliverables required under this RFP. The proponent represents and warrants its ability to provide the Deliverables required under this RFP in accordance with the requirements of this RFP for the fees set out in

the proposal and has provided a list of any subcontractors to be used to complete the proposed contract.

4. Mandatory Forms

The proponent encloses as part of the proposal the mandatory forms set out below:

FORM	INITIAL TO ACKNOWLEDGE
Appendix A - Submission Form	
Appendix B - Conflict of Interest Form	

Notice to proponents: There may be forms required in this RFP other than those set out above. See the Mandatory Requirements section of this RFP for a complete listing of mandatory forms.

5. Disclosure of Information

The proponent hereby agrees that any information provided in this proposal, even if it is identified as being supplied in confidence, may be disclosed where required by law or if required by order of a court or tribunal. The proponent hereby consents to the disclosure, on a confidential basis, of this proposal by YWCA Moncton to YWCA Moncton’s advisers retained for the purpose of evaluating or participating in the evaluation of this proposal.

Signature of Witness
Representative

Signature of Proponent

Name of Witness

Name

Title

Date

The signatory must be authorized to sign on behalf of the Company/Individual represented.

APPENDIX B CONFLICT OF INTEREST FORM

For the purposes of this section, the term “Conflict of Interest” means

(a) in relation to the RFP process, the proponent has an unfair advantage or engages in conduct, directly or indirectly, that may give it an unfair advantage, including but not limited to (i) having, or having access to, confidential information of YWCA Moncton in the preparation of its proposal that is not available to other proponents, (ii) communicating with any person with a view to influencing preferred treatment in the RFP process (including but not limited to the lobbying of decision makers involved in the RFP process), or (iii) engaging in conduct that compromises, or could be seen to compromise, the integrity of the open and competitive Tender process or render that process noncompetitive or unfair; or

(b) in relation to the performance of its contractual obligations contemplated in the contract that is the subject of this procurement, the proponent’s other commitments, relationships or financial interests (i) could, or could reasonably be seen to, exercise an improper influence over the objective, unbiased and impartial exercise of its independent judgement, or (ii) could, or could be reasonably seen to, compromise, impair or be incompatible with the effective performance of its contractual obligations.

If the box below is left blank, the proponent will be deemed to declare that (a) there was no Conflict of Interest in preparing its proposal; and (b) there is no foreseeable Conflict of Interest in performing the contractual obligations contemplated in the RFP.

Otherwise, if the statement below applies, check the box.

- The proponent declares that there is an actual or potential Conflict of Interest relating to the preparation of its proposal, and/or the proponent foresees an actual or potential Conflict of Interest in performing the contractual obligations contemplated in the RFP.

If the proponent declares an actual or potential Conflict of Interest by marking the box above, the proponent must set out below details of the actual or potential Conflict of Interest:

The following individuals, as employees, advisers, or in any other capacity (a) participated in the preparation of our proposal; **AND** (b) were employees of YWCA Moncton and have ceased that employment within twelve (12) months prior to the Submission Date:

Name of individual:
Job Classification:
Department:
End date of employment with YWCA Moncton:
Name of last supervisor:
Brief description of individual's job functions:
Brief description of nature of individual's participation in the preparation of the proposal:

(Repeat above for each identified individual)

The proponent agrees that, upon request, the proponent shall provide YWCA Moncton with additional information from each individual identified above in the form prescribed by YWCA Moncton.

Signature

Date

Printed Name

Title