



PEGASIS
Connecting Seniors
To Reduce Isolation

Pan-Edmonton Group Addressing Social Isolation of Seniors (PEGASIS)
REQUEST FOR PROPOSAL
Short Term (Three Month) Communications Contractor

1. Summary and Background

The Pan-Edmonton Group Addressing Social Isolation of Seniors (PEGASIS), represented by the Edmonton Seniors Coordinating Council (ESCC) Backbone Project, is currently accepting proposals to fulfill a number of communications projects and tasks as a key component of a three-year collaboration created to reduce the social isolation of seniors. The projects must be substantially completed and all invoices closed by March 31, 2017. The total value of the contract shall not exceed \$12,000 (including GST).

The purpose of this Request for Proposal (RFP) is to solicit proposals from communications professionals and organizations, conduct a fair and extensive evaluation based on criteria listed herein, and select the contractor who will deliver the most complete and comprehensive tasks and projects within the time and budget limits.

PEGASIS is a collaboration of seven not-for-profit agencies across the City of Edmonton that provide services directly and indirectly to seniors aged 55 and over, that was created in 2015 in response to a nation-wide call by the New Horizons Program for Seniors for Pan-Canadian proposals to reduce the social isolation of seniors. The seven projects forming the collaborative received funding from the Government of Canada beginning in 2016 for three years to make a population-based impact on social isolation. The partners made the collective decision to focus attention on a specific segment of the population of seniors that is low-resourced, i.e. have low income, physical and/or mental disabilities that impact their daily lives, and/or lack of English language skills that are barriers to social interactions.

The Edmonton Seniors Coordinating Council (ESCC) is the Backbone Project for the PEGASIS collaborative, and is the requesting and contracting organization. Project Leads from the other six Partner agencies meet as the Vision Keepers to provide oversight and collaboration for all the projects to leverage resources and coordinate activities to reduce the social isolation of seniors across Edmonton. A Communications Working Group, made of communications professionals from the Partner agencies, was struck to develop a *Communications Plan* that guides the work of the Partners and their projects. The successful contractor will report to the Edmonton Seniors Coordinating Council's Executive Director and will work primarily with the Backbone Team, and closely with the Communications Working Group and other contractors.

2. Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted by email until 12:00 noon on Thursday, January 5, 2017. All proposals must be in portable document format (PDF) and be addressed to:

Tim Henderson, Project Manager
PEGASIS Backbone Project
Tim@Seniorscouncil.net

Proposals received after this date and time will be rejected. All proposals must be signed by the individual contractor or, in the case of a company or organization, by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or sub-contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. The total cost of the work performed by the contractor, including any out-sourced or sub-contracted work, shall not exceed twelve thousand dollars including

GST (\$12,000). Any proposals which call for outsourcing or sub-contracting work must include a name and description of the organizations being sub-contracted.

Proposals must specify the number of hours estimated to complete each project or task. Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by the Edmonton Seniors Coordinating Council and will include scope, budget, schedule, and other necessary items pertaining to the project.

3. Project Purpose and Description

The *Communications Plan* and *Visual Identity Guidelines* were developed by the Communications Working Group and provide a series of goals, objectives, strategies and tactics for fulfilling this Plan. We are looking for a contractor to provide a proposal to complete communications tasks which include the following:

PEGASIS Website

- Develop a website using a publically-available free/low cost content management system (e.g. WordPress, Weebly, Wix, Google Sites, etc.)
- Work with partners to develop website structure and content
- We will provide suggestions/background on what the partners would like to see
- Finished product must be able to be maintained in less than two hours a week.

Brochure

- Develop a tri-fold colour brochure including content development and design

Display Banners

- Develop a set of display banners including content development and design

Directory of media outlets, contacts and requirements

Develop audience-specific materials

All proposals must take into consideration the following:

- Website and all materials must have a consistent look and feel
- PEGASIS Project partners may have in-house resources available to support some tasks
- Work must commence in January and be substantially completed by March 31, 2017.

4. Project Scope

The scope of this project includes all consultation and collaboration with the PEGASIS Partners and contractors; design, development, and implementation of projects and tasks agreed to and specified in the final contract; transfer of all copyright, licensing, and ownership of any and all materials and content created and/or produced in fulfillment of the contract; any training that may be required for ongoing maintenance of the website. All work must be substantially completed by March 31, 2017, or as otherwise agreed to and specified in the final contract.

The selected contractor will work directly with the ESCC Backbone Project staff, and closely with the Communications Working Group, other PEGASIS Partners, and external contractors as necessary.

5. Bidder Qualifications

Bidders should provide the following items as part of their proposal for consideration:

- Résumé and portfolio which highlight writing, editing, content development, project management, research, and design skills
- Description of experience planning and delivering similar projects related to websites, communications materials, and media/public relations campaigns
- Examples of social development projects previously completed
- Testimonials from past clients on similar projects
- List of how many full time, part time, and contractor staff in your organization
- Anticipated resources you will assign to this project (total number, role, title, experience)
- Timeframe for completion of specified projects and tasks
- Project management methodology

6. Proposal Evaluation Criteria

ESCC Backbone Staff will evaluate all proposals on behalf of the PEGASIS Partners based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- Detailed timelines for completion of tasks and projects, including proposed start date and estimated hours required for tasks and projects
- Overall proposal suitability: proposals must meet the scope and needs included herein and be presented in a clear and organized manner
- Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project
- Previous work: Bidders will be evaluated on examples of their work pertaining to communications, social development, as well as client testimonials and references
- Technical expertise and experience: Bidders must provide descriptions and documentation of staff technical expertise and experience
- Explicit acknowledgement that the total contract amount will be no greater than twelve thousand dollars (including GST) and that all tasks and projects will be substantially completed by March 31, 2017

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Proposals received after this date and time will be rejected. Proposals will be reviewed by PEGASIS Backbone staff, and if necessary, a shortlist developed by Monday, January 9, 2017. If they are required, interviews will be scheduled for January 12 or 13, 2017.

If any prospective contractor has questions about the work that is to be contracted, or about this Request for Proposals, they are to be submitted by email to

Tim Henderson, Project Manager
 PEGASIS Backbone Project
Tim@Seniorscouncil.net

Questions will be answered by posting them to a Google Document titled **PEGASIS Communications Contractor – RFP FAQ** so that the information is available to all prospective contractors. Questions will not be answered individually to the person asking them. The document can be found at this link:

https://docs.google.com/document/d/1X-P2LYupVN2uQ6Yr2iQBIQXDxdHAf7-VLwm4_epoeu8/edit?usp=sharing