Request for Proposals
Sea to Sky Community Services Society | Rebrand

RFP Number: 001-2018 Rebrand  Issue date: December 21, 2017
Closing Time: Proposals must be received before 2:00 PM PST on: January 19, 2018

DELIVERY OF PROPOSALS:
Proposals must be in English and must be submitted using one of the submission methods below, and must either (1) include a copy of this cover page that is signed by an authorized representative of the Proponent or (2) otherwise identify the RFP, identify the Proponent and include the signature of an authorized representative of the Proponent that confirms the Proponent’s intent to be bound, or (3) be submitted by email or hard copy, in accordance with the requirements set out below and in Section 2.2

Email a PDF submission: Proponents may submit an electronic proposal by email. Proposals submitted by email must be submitted to community@sscs.ca in accordance with the instructions at Section 2.3 of this RFP.

Hard Copy Submission: Proponents may submit [2] hard-copies of its proposal. Proposals submitted by hard copy must be submitted by hand or courier to:
Attention: Janice D. MacLean
Sea to Sky Community Services Society
PO Box 949 | 38024 Fourth Avenue
Squamish, BC V8B 0A7

Regardless of submission method, proposals must be received before Closing Time to be considered.

A proposal is deemed to incorporate the Confirmation of Proponent’s Intent to Be Bound below, without alteration.

CONFIRMATION OF PROONENT’S INTENT TO BE BOUND:
The enclosed proposal is submitted in response to the referenced Request for Proposals, including any Addenda. By submitting a proposal the Proponent agrees to all of the terms and conditions of the RFP including the following:

a) The Proponent has carefully read and examined the entire Request for Proposal;
b) The Proponent has conducted such other investigations as were prudent and reasonable in preparing the proposal; and

c) The Proponent agrees to be bound by the statements and representations made in its proposal.

PROPONENT NAME (please print): __________________________________________________________

NAME OF AUTHORIZED REPRESENTATIVE (please print): ______________________________________

SIGNATURE OF AUTHORIZED REPRESENTATIVE: _____________________________________________

DATE: ________________________________________________________________________________
SSCS CONTACT:
Enquiries related to this RFP, including any requests for information or clarification may only be directed in writing to the following person who will respond if time permits before the Closing Time.

Information obtained from any other source is not official and should not be relied upon. Enquiries and any responses providing new information will be distributed to prospective Proponents.

Janice D. MacLean, Communications
Sea to Sky Community Services
38024 Fourth Avenue | Box 949
Squamish, BC
V8B 0A7
community@sscs.ca

The cut-off for submitting any questions related to this RFP to the Contact will be 30 hours before 2:00 PM PST on: January 19, 2018. Questions received after this time may not be answered.

PROPONENTS’ MEETING:
A Proponents’ meeting is not required prior to submission.
A Proponents’ meeting will be scheduled if the Proponent is short-listed.
Proponents shortlisted will be contacted on or before 4:00 PM PST on: January 29, 2018.

ENVIRONMENTAL CONSIDERATIONS FOR PROPOSAL DELIVERY:

SSCS encourages Proponents to consider submitting an electronic proposal if that submission method is provided for on the cover page. When submitting in hard copy, SSCS encourages Proponents to consider environmental stewardship, as per the following:

- Hard copy proposals should be double side printed on paper that is post-consumer recycled content or forest stewardship certified;
- Thin proposals should be stapled rather than bound;
- Binding, where required, should be comb-type (e.g. Cerlox) rather than plastic or wire spiral for ease of separating to shred and recycle; and
- Binders, where required, should be free from adhered labels (for ease of re use), and/or be made of post-consumer recycled content.
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1 SUMMARY OF THE OPPORTUNITY

Sea to Sky Community Services (SSCS) has been serving the Sea to Sky Corridor since 1978.

Over the years our organization has grown and developed considerably; as we enter our 40th year of operation in 2018, it is time to refresh our brand with the objective of the following:

1. Improve visibility and identity.
2. Better connect our brand with the breadth of products and services we offer.
3. Create an identity that represents the connection to the communities we serve.
4. Update our brand as a statement that we stay current with the needs and demands of our growing communities.

The rebrand will:
- be inclusive
- resonate with the people we serve
- identify our place in the community as the primary provider of social services
- demonstrate the depth and reach of our products and services
- reflect our accessibility
- be sustainable as we continue to grow and develop our products and services
- will be ready to launch in March 2018

Further details as to the scope of this opportunity and the requirements can be found in Sections 3, 4 and 5 of this RFP.
2 RFP PROCESS RULES

2.1 Definitions
Throughout this Request for Proposals, the following definitions apply:

“Addenda” means all additional information regarding this RFP including amendments to the RFP;

“Closing Location” includes the location or email address for submissions indicated on the cover page of this RFP, as applicable;

“Closing Time” means the closing time and date for this RFP as set out on the cover page of this RFP;

“Contract” means the written agreement resulting from the RFP executed by SSCS and the successful Proponent;

“Contractor” means the successful Proponent to the RFP who enters into a Contract with SSCS;

“must”, or “mandatory” means a requirement that must be met in order for a proposal to receive consideration;

“Proponent” means a person or entity (excluding its parent, subsidiaries or other affiliates) with the legal capacity to contract, that submits a proposal in response to the RFP;

“proposal” means a written response to the RFP that is submitted by a Proponent;

“Request for Proposals” or “RFP” means the solicitation described in this document, including any attached or referenced appendices, schedules or exhibits and as may be modified in writing from time to time by SSCS by Addenda; and

“should”, “may” or “weighted” means a requirement having a significant degree of importance to the objectives of the Request for Proposals.

2.2 Acceptance of Terms and Conditions
Submitting a proposal indicates acceptance of all the terms and conditions set out in the RFP, including those that follow and that are included in all appendices and any Addenda.

A proposal must be signed by a person authorized to sign on behalf of the Proponent with the intent to bind the Proponent to the RFP and to the statements and representations in the Proponent’s proposal. A scanned copy of the signed cover page of this RFP is acceptable as is a cover letter identifying the Proponent, identifying the RFP and including a signature of an authorized representative of the Proponent that confirms the Proponent’s intent to be bound.

2.3 Submission of Proposals

a) Proposals must be submitted before Closing Time to the Closing Location using one of the submission methods set out on the cover page of this RFP. Proposals must not be sent by fax, except in the circumstances set out below. The Proponent is solely responsible for ensuring that, regardless of submission method selected, SSCS receives a complete Proposal, including all attachments or enclosures, before the Closing Time.

b) For electronic submissions (email), the following applies:
   
   (i) The Proponent is solely responsible for ensuring that the complete electronic Proposal, including all attachments, is received before Closing Time;

   (ii) The maximum size of each attachment must be 20 MB or less (Proponents are solely responsible for ensuring that email proposal submissions comply with any size restrictions imposed by the Proponent’s internet service provider);

   (iii) Proponents should submit email proposal submissions in a single email and avoid sending multiple email submissions for the same opportunity. If the file size of an electronic submission exceeds the applicable maximum size, the Proponent may make multiple submissions to reduce attachment file size to be within the maximum applicable size; Proponents should identify the order and number of emails making up the email proposal submission (e.g. “email 1 of 3, email 2 of 3…”);

   (iv) For email proposal submissions sent through multiple emails SSCS reserves the right to seek clarification or reject the proposal if SSCS is unable to determine what documents constitute the complete proposal;

   (v) Attachments must not be compressed, must not contain a virus or malware, must not be corrupted and must be able to be opened. Proponents submitting by electronic submission are solely responsible for ensuring that any emails or attachments are not corrupted. SSCS may reject proposals that are
compressed, cannot be opened or that contain viruses or malware or corrupted attachments.

c) For email proposal submissions, including any notices of amendment or withdrawal referred to in Section 2.9, the subject line of the email and any attachment should be clearly marked with the name of the Proponent, the RFP number and the project or program title.

d) SSCS strongly encourages Proponents using electronic submissions to submit proposals with sufficient time to complete the upload and transmission of the complete proposal and any attachments before Closing Time.

e) The Proponent bears all risk associated with delivering its Proposal by electronic submission, including but not limited to delays in transmission between the Proponent’s computer and SSCS.

f) While SSCS may allow for email proposal submissions, the Proponent acknowledges that email transmissions are inherently unreliable. The Proponent is solely responsible for ensuring that its complete email proposal submission and all attachments have been received before Closing Time. The Proponent is strongly advised to contact the SSCS Contract immediately to arrange for an alternative submission method if:

(i) the Proponent’s email proposal submission is rejected by the SSCS Mail System; or

(ii) the Proponent does not receive an automated response email from SSCS confirming receipt of the email and all attachments within a half hour of the time the email proposal submission was sent by the Proponent.

An alternate submission method may be made available, at SSCS’s discretion, commencing one half hour before the Closing Time, and it is the Proponent’s sole responsibility for ensuring that a complete proposal (and all attachments) submitted using an approved alternate submission method is received by SSCS before the Closing Time. SSCS makes no guarantee that an alternative submission method will be available or that the method available will ensure that a Proponent’s proposal is received before Closing Time.

2.5 Late Proposals

Proposals will be marked with their receipt time at the Closing Location. Only complete proposals received and marked before the Closing Time will be considered to have been received on time. Proposals received late will be marked late and not considered or evaluated. In case of a dispute, the proposal receipt time as recorded by SSCS at the Closing Location will prevail whether accurate or not.

2.6 Proposal Validity

Proposals will be open for acceptance for at least 90 days after the Closing Time.

2.7 Firm Pricing

Prices will be firm for the entire Contract period unless the RFP specifically states otherwise.

2.8 Completeness of Proposal

By submitting a proposal the Proponent warrants that, if the RFP is to design, create or provide a system or manage an installation program, all components required to run the system or manage the program have been identified in the proposal or will be provided by the Contractor at no additional charge.

2.9 Changes to Proposals

By submitting a clear and detailed written notice, the Proponent may amend or withdraw its proposal before the Closing Time. Unless the RFP otherwise provides, Proponents should use a consistent submission method for submitting proposals and any amendments or withdrawals. Upon Closing Time, all proposals become irrevocable. The Proponent will not change any part of its proposal after the Closing Time unless requested by SSCS for purposes of clarification.

2.10 Conflict of Interest/No Lobbying

a) A Proponent may be disqualified if the Proponent’s current or past corporate or other interests, or those of a proposed subcontractor, may, in SSCS’s opinion, give rise to an actual or potential conflict of interest in connection with the services described in the RFP. This includes, but is not limited to, involvement by a Proponent in the preparation of the RFP or a relationship with any employee, contractor or representative of SSCS involved in preparation of the RFP, participating on the evaluation committee or in the administration of the Contract. If a Proponent is in doubt as to whether there might be a conflict

2.4 Additional Information

All Addenda will be sent to Proponents at the contact information provided. Proponents are strongly encouraged to ensure that contact information is up to date.
of interest, the Proponent should consult with the SSCS Contact prior to submitting a proposal. By submitting a proposal, the Proponent represents that it is not aware of any circumstances that would give rise to a conflict of interest that is actual or potential, in respect of the RFP.

b) A Proponent must not attempt to influence the outcome of the RFP process by engaging in lobbying activities. Any attempt by the Proponent to communicate for this purpose directly or indirectly with any employee, member of the Board of Directors, contractor or representative of SSCS, including members of the evaluation committee, or with the media, may result in disqualification of the Proponent.

2.11 Subcontractors

a) Unless the RFP states otherwise, SSCS will accept proposals where more than one organization or individual is proposed to deliver the services described in the RFP, so long as the proposal identifies the lead entity that will be the Proponent and that will have sole responsibility to deliver the services under the Contract. SSCS will enter into a Contract with the Proponent only. The evaluation of the Proponent will include evaluation of the resources and experience of proposed subcontractors, if applicable.

b) All subcontractors, including affiliates of the Proponent, should be clearly identified in the proposal.

c) A Proponent may not subcontract to a firm or individual whose current or past corporate or other interests, may, in SSCS’s opinion, give rise to an actual or potential conflict of interest in connection with the services described in the RFP. This includes, but is not limited to, involvement by the firm or individual in the preparation of the RFP or a relationship with any employee, contractor or representative of SSCS involved in preparation of the RFP, participating on the evaluation committee or in the administration of the Contract. If a Proponent is in doubt as to whether a proposed subcontractor might be in a conflict of interest, the Proponent should consult with the SSCS Contact prior to submitting a proposal. By submitting a proposal, the Proponent represents that it is not aware of any circumstances that would give rise to a conflict of interest that is actual or potential, in respect of the RFP.

d) Where applicable, the names of approved subcontractors listed in the proposal will be included in the Contract. No additional subcontractors will be added nor other changes made to this list in the Contract without the written consent of SSCS.

2.12 Evaluation

a) Proposals will be assessed in accordance with the evaluation criteria. SSCS will be under no obligation to receive further information, whether written or oral, from any Proponent. SSCS is under no obligation to perform any investigations or to otherwise verify any statements or representations made in a proposal.

b) Proposals from not-for-profit agencies will be evaluated against the same criteria as those received from any other Proponents.

c) SSCS may consider and evaluate any proposals from other geographical areas on the same basis as those within the Sea to Sky Corridor.

2.13 Contract

d) By submitting a proposal, the Proponent agrees that should its proposal be successful the Proponent will enter into a Contract with SSCS with terms and conditions to be finalized to the satisfaction of SSCS.

e) Written notice to a Proponent that it has been identified as the successful Proponent and the subsequent full execution of a written Contract will constitute a Contract for the goods or services, and no Proponent will acquire any legal or equitable rights or privileges relative to the goods or services until the occurrence of both such events.

2.14 Contract Finalization Delay

If a written Contract cannot be finalized with provisions satisfactory to SSCS within thirty days of notification of the successful Proponent, SSCS may, at its sole discretion at any time thereafter, terminate discussions with that Proponent and either commence finalization of a Contract with the next qualified Proponent or choose to terminate the RFP process and not enter into a Contract with any of the Proponents.

2.15 Debriefing

At the conclusion of the RFP process, all Proponents will be notified. Proponents may request a debriefing meeting with SSCS.
2.16 Proponents’ Expenses

Proponents are solely responsible for their own expenses in participating in the RFP process, including costs in preparing a proposal and for subsequent finalizations with SSCS, if any. SSCS will not be liable to any Proponent for any claims, whether for costs, expenses, damages or losses incurred by the Proponent in preparing its proposal, loss of anticipated profit in connection with any final Contract, or any other matter whatsoever.

2.17 Limitation of Damages

By submitting a proposal, the Proponent agrees that it will not claim damages, for whatever reason, relating to the Contract or in respect of the competitive process, in excess of an amount equivalent to the reasonable costs incurred by the Proponent in preparing its proposal and the Proponent, by submitting a proposal, waives any claim for loss of profits if no Contract is made with the Proponent.

2.18 Liability for Errors

While SSCS has used considerable efforts to ensure information in the RFP is accurate, the information contained in the RFP is supplied solely as a guideline for Proponents. The information is not guaranteed or warranted to be accurate by SSCS, nor is it necessarily comprehensive or exhaustive. Nothing in the RFP is intended to relieve Proponents from forming their own opinions and conclusions with respect to the matters addressed in the RFP.

2.19 No Commitment to Award

The RFP should not be construed as an agreement to purchase goods or services. The lowest priced or any proposal will not necessarily be accepted. The RFP does not commit SSCS in any way to award a Contract.

2.20 No Implied Approvals

Neither acceptance of a proposal nor execution of a Contract will constitute approval of any activity or development contemplated in any proposal that requires any approval, permit or license pursuant to any federal, provincial, regional district or municipal statute, regulation or by-law.

2.21 Legal Entities

SSCS reserves the right in its sole discretion to:

a) disqualify a proposal if SSCS is not satisfied that the Proponent is clearly identified;
b) prior to entering into a Contract with a Proponent, request that the Proponent provide confirmation of the Proponent’s legal status (or in the case of a sole proprietorship, the Proponent’s legal name and identification) and certification in a form satisfactory to SSCS that the Proponent has the power and capacity to enter into the Contract;
c) not to enter into a Contract with a Proponent if the Proponent cannot satisfy SSCS that it is the same legal entity that submitted the Proponent’s proposal; and
d) require security screenings for a Proponent who is a natural person, subcontractors and key personnel before entering into a Contract and decline to enter into a Contract with a Proponent or to approve a subcontractor or key personnel that fail to pass the security screenings to SSCS’s satisfaction.

2.22 Reservation of Rights

In addition to any other reservation of rights set out in the RFP, SSCS reserves the right, in its sole discretion:

a) to modify the terms of the RFP at any time prior to the Closing Time, including the right to cancel the RFP at any time prior to entering into a Contract with a Proponent;
b) in accordance with the terms of the RFP, to accept the proposal or proposals that it deems most advantageous to itself;
c) to waive any non-material irregularity, defect or deficiency in a proposal;
d) to request clarifications from a Proponent with respect to its proposal, including clarifications as to provisions in its proposal that are conditional or that may be inconsistent with the terms and conditions of the RFP, without any obligation to make such a request to all Proponents, and consider such clarifications in evaluating the proposal;
e) to reject any proposal due to unsatisfactory references or unsatisfactory past performance under contracts with SSCS, or any material error, omission or misrepresentation in the proposal;
f) at any time, to reject any or all proposals; and
g) at any time, to terminate the competition without award and obtain the goods and services described in the RFP by other means or do nothing.
2.23 Ownership of Proposals

All proposals and other records submitted to SSCS in relation to the RFP become the property of SSCS and, subject to the provisions of the Freedom of Information and Protection of Privacy Act and the RFP, will be held in confidence.

2.24 Copyright

This document is subject to copyright and may be used, reproduced, modified and distributed to the extent necessary for the Proponent to prepare and submit a proposal.

2.25 Confidentiality Agreement

The Proponent acknowledges that prior to the Closing Time it may be required to enter into a confidentiality agreement with SSCS in order to obtain access to confidential materials relevant to preparing a proposal.

2.26 Alternative Solutions

If more than one approach to deliver the services described in the RFP are offered, Proponents should submit the alternative approach in a separate proposal.

2.27 Collection and Use of Personal Information

Proponents are solely responsible for familiarizing themselves, and ensuring that they comply, with the laws applicable to the collection and dissemination of information, including resumes and other personal information concerning employees and employees of any subcontractors. If the RFP requires Proponents to provide SSCS with personal information of employees who have been included as resources in response to the RFP, Proponents will ensure that they have obtained written consent from each of those employees before forwarding such personal information to SSCS. Such written consents should specify that the personal information may be forwarded to SSCS for the purposes of responding to the RFP and used by SSCS for the purposes set out in the RFP. SSCS may, at any time, request the original consents or copies of the original consents from Proponents, and upon such request being made, Proponents will immediately supply such originals or copies to SSCS.

2.28 Trade Agreements

This RFP is covered by trade agreements between SSCS and other jurisdictions, including the following:

a) Canadian Free Trade Agreement;
b) New West Partnership Trade Agreement; and
c) Trade, Investment and Labour Mobility Agreement; and
d) World Trade Organization Agreement on Government Procurement.

For more information, Proponents may contact the SSCS Contact:

Janice D. MacLean, Communications
Sea to Sky Community Services
38024 Fourth Avenue, Squamish, BC
community@sscs.ca
604 892 5796 ext 279
(Tuesday – Thursday, 8:30 am – 4:30 pm)
3 SITUATION/OVERVIEW

3.1 SSCS Mandate

Our vision is for all individuals in the Sea to Sky Corridor to have opportunities to grow, develop, and lead meaningful lives.

We want to create communities where everyone can support themselves and one another.

In all of our work we strive to demonstrate:

**Integrity and professionalism**
- Respect
- Accountability
- Flexibility and responsiveness
- Inclusiveness and caring
- Collaboration and teamwork
- Sustainability

**Our goals are to:**
- Provide high quality programs and services to meet the needs of our communities
- Maintain effective tools and comfortable, accessible space for service delivery
- Collaborate with partners when it can benefit our community
- Communicate respectfully at all times and work toward common understanding
- Encourage growth, learning, and self-sufficiency for all of our program participants, as well as SSCS employees and volunteers

**Our mission:**
“With care, consideration and professionalism, we strive to enhance the quality of community life by providing support services to individuals and families living in the Sea to Sky Corridor, including providing affordable housing to low or moderate income individuals and families. We believe all individuals have the right to meaningful work, affordable housing and support in times of crisis and to meet everyday challenges.”

3.2 SSCS Background

Sea to Sky Community Services Society began as a registered society in 1978. The society was born out of a need in the community to provide programming at a grassroots, local level.

Our work began with a directory of services for children, youth, families and adults; followed by a program for children who were at risk of being removed from their homes or were already involved in the social welfare system.

We then secured a contract to support children with additional needs. Since then, we have grown tremendously.

- In our first decade, we expanded to offer intervention programs to strengthen and improve behaviour in the home, parenting programs, daycare and employment/training programs
In the 1990s we opened offices in Pemberton and Whistler. We continued to grow, adding programs and services in community living (helping people with developmental disabilities), adult mental health and alcohol and drug intervention and prevention.

In the 2000s, we opened childcare centres in Pemberton and Squamish and a youth centre in Squamish and began managing subsidized and supported housing complexes.

We continue to grow and innovate. Today, we offer 40 vital programs no one else offers in the Sea to Sky Corridor.

Our brand identification has changed over the years with the services we offer, however, it no longer is relevant for the depth and breadth of our programs and services.

Our brand requires updating to exhibit that we evolve and stay relevant and current with the demands and needs of our clients and the communities we serve.

As we enter our 40th year of operation, we will celebrate with our clients and community; our heightened profile is an opportune time to launch a new look and establish the rebrand of SSCS.

3.3 Scope

The scope of this project includes, but is not limited to the following:

1. Create an original brand identity for SSCS that meets the requirements outlined in Sections 3, 4, 5 and 6.
2. Provide a written description of the brand identity for eyesight impaired persons.
3. Provide a written rational of the proposed brand identity that enables SSCS team members to share the relevancy and background easily.
4. Provide new brand identity assets to SSCS as a jpeg, pdf, eps and tiff file in both CMYK and RGB, suitable for use in both print and electronic formats.
5. Create detailed brand guidelines for all elements of the new identity including but not limited to brand size usage, fonts, colours, supporting graphic elements, photography style and copy style.
6. Create word based templates for letterhead, invoice and a general communications header and footer.
7. Create final artwork for the brand identity which include the following applications;
   a. Stationary
   b. Business cards
   c. Email signature
   d. Exterior building sign
   e. SSCS website
8. Redesign the SSCS website in line with new branding, including technical development, CMS training and launch.
9. Provide a budget to complete the above items 1 through 7e.

Any adjustments or changes to the scope of the project will be discussed and agreed to through consultation with SSCS and email communications prior to proceeding.
4 CONTRACT

4.1 Contract Terms and Conditions

Non-negotiable:
Proponents must submit the proposal as detailed in Section 2.3.

Mandatory:
Proponents will be able to complete the project by March 4, 2018.

4.2 Service Requirements

The Contractor’s responsibilities will include the following:

a) Provide a comprehensive project timeline to meet the completion date.
b) Weekly reporting on progress via email to SSCS.
c) Bi-weekly meetings at the SSCS office in Squamish for consultation.
d) Written approval to move forward at each benchmark.
e) Response to communication by SSCS within 24 hours.
f) Advise the client of additional charges prior to them being incurred.

4.3 Related Documents

SSCS may include related documents in the final contract which may include the following;

1. Non-disclosure agreement
2. Project Charter
3. Project timeline of deliverables

5 REQUIREMENTS

In order for a proposal to be considered, a Proponent must clearly demonstrate that they meet the mandatory requirements set out in Section 7.1 (Mandatory Criteria) of the RFP.

This section includes “Response Guidelines” which are intended to assist Proponents in the development of their proposals in respect of the weighted criteria set out in Section 7.2 of the RFP. The Response Guidelines are not intended to be comprehensive. Proponents should use their own judgement in determining what information to provide to demonstrate that the Proponent meets or exceeds SSCS’s expectations.

Please address each of the following items in your proposal in the order presented. Proponents may find it helpful to use the individual Response Guidelines as headings for proposal responses.
5.1 Capabilities

5.1.1 Relevant Experience
The Proponent and any subcontractors of the Proponent included in its proposal should have a minimum of 2 years within the past 5 years providing services of a similar scope and complexity.

5.1.2 References
Proponents shall provide a minimum of three references (i.e. names and contact information) of individuals who can verify the originality of work provided specific to the relevant experience of the Proponent and of any subcontractors named in the proposal. References from the Proponent’s own organization or from named subcontractors are not acceptable.

SSCS may in its sole discretion, but is under no obligation to, check Proponent and subcontractor references without first notifying the Proponent or its subcontractors. SSCS reserves the right to seek additional references independent of those supplied by the Proponent, including internal references in relation to the Proponent’s and any subcontractor’s performance under any past or current contracts with SSCS or other verifications as are deemed necessary by it to verify the information contained in the proposal and to confirm the suitability of the Proponent.

Further to SSCS’s reservation of rights under Section 2.22, if the Proponent is deemed unsuitable by SSCS in its sole discretion due to unsatisfactory references, or if the proposal is found to contain material errors, omissions or misrepresentations, the Proponent’s proposal may be rejected.

Response Guidelines for Capabilities
1. Name a contact person for the Proponent, and include this person’s address, phone numbers, and email address. This information will not be evaluated, but will be used to contact the Proponent as required.
2. Identify the relevance of this contact person to the Proponent.
3. Provide examples of past work, projects and/or contribution to projects similar to the scope of this project by the Proponent and/or the Proponent subcontractors.
4. Provide a minimum of three references specific to the experience cited, each of which includes a contact name, phone number and email address.

5.2 Approach

5.2.1 Communication
Email communication: acceptable for non-detailed questions, confirmation and reporting.
Telephone communication: acceptable for detailed questions and non-detailed questions, consultation for direction and purpose.
In-person communication: acceptable for consultation, presentation of drafts, mock-ups, colour review/checks and as deemed necessary by SSCS.
5.2.2 **MATERIALS**

Both electronic and printed materials are acceptable for in-person presentation. Electronic format of deliverables is acceptable for draft presentations (PDF or JPEG). Email or word document sent electronically is acceptable for communications.

**Response Guidelines for SSCS**

1. During the project, SSCS will respond in a timely manner to all enquires and communications from the proponent.
2. A timely manner will be agreed upon between both parties.

5.3 **Proposed Budget**

A proposed budget will estimate the cost of all components of the brand launch and will be as thorough as possible considering the project scope outlined in section 3.3 and the Proponent’s approach as outlined in section 5.2.

Additionally, the proposed budget will identify the hourly rate of each person contributing to the project and the hourly rate for each component of the project, with the understanding the number of hours per component is an estimate.

5.4 **Price**

Prices quoted for the contract will be deemed to be:

a) in Canadian dollars;

b) inclusive of duty if applicable and delivery charges where applicable; and

c) exclusive of any applicable taxes.

Prices will include all anticipated components for deliverables outlined in the Proponent’s proposal.

5.5 **Proposal Format**

Proponents should ensure that they fully respond to all requirements in the RFP in order to receive full consideration during evaluation.

The following format, sequence, and instructions should be followed in order to provide consistency in Proponent response and ensure each proposal receives full consideration. All pages should be consecutively numbered.

a) Signed cover page (see section 7.1 Mandatory Criteria).

b) Table of contents including page numbers.

c) A short (one or two page) summary of your experience and key personnel and examples of past work.

d) The body of the proposal, including pricing, i.e. the “Proponent Response”.

e) Appendices, appropriately tabbed and referenced.

f) Identification of Proponent (legal name)
6 EVALUATION

Evaluation of proposals will be by a committee formed by SSCS and may include employees and contractors of SSCS and other appropriate participants.

SSCS’s intent is to enter into a Contract with the Proponent who has met all mandatory criteria and minimum scores (if any) and who has the highest overall ranking.

Proposals will be assessed in accordance with the entire requirement of the RFP, including mandatory and weighted criteria.

6.1 Mandatory Criteria

Proposals not clearly demonstrating that they meet the following mandatory criteria will be excluded from further consideration during the evaluation process.

<table>
<thead>
<tr>
<th>Mandatory Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The proposal must be received at the Closing Location before the Closing Time.</td>
</tr>
<tr>
<td>2. The proposal must be in English.</td>
</tr>
<tr>
<td>3. The proposal must be submitted using one of the submission methods set out on the cover page of the RFP and in accordance with Section 2.3.</td>
</tr>
<tr>
<td>4. The proposal must either;</td>
</tr>
<tr>
<td>(1) include the cover page that is signed by the Proponent or</td>
</tr>
<tr>
<td>(2) include a copy of the cover page that is signed by an authorized representative of the Proponent or</td>
</tr>
<tr>
<td>(3) otherwise identify the RFP, identify the Proponent and include the signature of an authorized representative of the Proponent that confirms the Proponent’s intent to be bound, in accordance with the requirements set out in Section 2.2.</td>
</tr>
<tr>
<td>5. The proposal must be complete in accordance with the requirements set out in Sections 3.3, 4.2 and 5.</td>
</tr>
</tbody>
</table>
6.2 Weighted Criteria

Proposals meeting all of the mandatory criteria will be further assessed against the following weighted criteria.

<table>
<thead>
<tr>
<th>Weighted Criteria</th>
<th>Weight</th>
<th>Minimum score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capabilities (section 5.1)</td>
<td>5</td>
<td>3.0</td>
</tr>
<tr>
<td>Approach (section 5.2)</td>
<td>5</td>
<td>3.0</td>
</tr>
<tr>
<td>Thoroughness (section 5)</td>
<td>3</td>
<td>1.0</td>
</tr>
<tr>
<td>Price (section 5.3)</td>
<td>5</td>
<td>3.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>18.0</td>
<td>10.0</td>
</tr>
</tbody>
</table>

Proponents that do not meet a minimum score within a weighted criterion will not be evaluated further.

6.3 Price Evaluation

Price will be evaluated using one of the following evaluation methods:
(a) a mathematical formula;
(b) the lowest price that meets the minimum score(s), or
(c) the lowest price per point, where the overall price is divided by the points awarded to everything else to determine the price per point.

7 Presentation Opportunity

At the discretion of SSCS, Proponents may be invited for an in-person presentation of their submission to SSCS prior to awarding the contract.
# Appendix A - Contract Information

By submitting a proposal, the Proponent agrees that should its proposal be successful, the Proponent will enter into a Contract with SSCS on substantially the same terms and conditions of a General Services Agreement, and such other terms and conditions to be finalized to the satisfaction of SSCS.

The following schedules will be included in the General Services Agreement Contract:

- Schedule A (Services)
- Schedule B (Fees)
- Schedule C (Subcontractors, if applicable)
- Schedule D (Privacy)
- Schedule E (Additional Terms, if applicable)
- Schedule F (Security)