

**TOWNSHIP OF CHATSWORTH and**  
**Bruce Grey PLAY Network**



**REQUEST FOR PROPOSAL**

**PLAY IN BRUCE GREY PHYSICAL ACTIVITY STRATEGY  
MEDIA AND MARKETING COORDINATOR**

**Issued November 9, 2017**

The Township of Chatsworth is seeking requests for proposals for a Media and Marketing Coordinator for the PLAY in Bruce Grey Physical Activity Strategy. Funds to support the consultant position were received as part of an Ontario Sport and Recreation Communities Fund grant in collaboration with the Bruce Grey PLAY Network.

**Closing date** for the acceptance of proposals is **December 1, 2017 at 3:00 PM local time.**

Late Proposals will not be accepted.

Highest or any Proposal will not necessarily be accepted.

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Township of Chatsworth

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November 10, 2017

## **1.0 General Information**

### **1.1 Definitions**

**"Addenda" and "Addendum"** means a document containing additional information or changes to the RFP issued by the Township prior to Closing Date.

**"Agreement" and "Contract"** mean any written contract between the Township and a Contractor, with respect to any services contemplated by this RFP, and shall be deemed to include the terms and conditions for the provision of the services as set out in this RFP.

**"Bidder"** means a legal entity, being a person, partnership, firm, or consortium that submits a Proposal in response this RFP.

**"Closing Date"** means the specified deadline for Proposals to be submitted to the Township and/or Bruce Grey PLAY Network as indicated in the RFP and any subsequent Addenda.

**"Confidential Information"** means any information which may be provided by The Township of Chatsworth (whether oral, written, or computerized) and Bruce Grey PLAY Network and which is identified orally or in writing to the Bidder as being information of a "confidential", "restricted", or "protected" nature and shall include any excerpts of or copies made of such information and any notes made from the review of such information by the Bidder. If the Bidder is in doubt whether certain information is Confidential Information, it shall treat such information as Confidential Information until advised by the Township and/or Bruce Grey PLAY Network that it is not Confidential Information.

**"Proposal"** means an offer submitted by a Bidder in response this RFP, which includes all of the documentation necessary to satisfy the submission requirements of this RFP.

**"Successful Bidder"** means the Bidder whose Proposal, as determined by the Township and Bruce Grey PLAY Network through the evaluation analysis described in the RFP, provides the best overall value in meeting the Township and/or Bruce Grey PLAY Network requirements, and may be recommended for award.

**"RFP"** means this Request for Proposal package in its entirety, inclusive of all Appendices and any bulletins or Addenda that may be issued by the Township.

## **1.2 Purpose**

The primary objective of the project is to support municipal partners in using the PLAY brand to promote community wide engagement in physical activity opportunities. By developing and sharing consistent messages across Grey and Bruce Counties, reach will be enhanced and impact of the strategy will be increased. The successful candidate should consider barriers such as cost, transportation and limited resources to participating in physical activities when developing messaging. For additional information, regarding the PLAY initiative, please visit [www.playbrucegrey.com](http://www.playbrucegrey.com)

## **1.3 Deliverables**

Implementation of a regional (Grey Bruce) comprehensive communication campaign targeted towards older adults residing with Grey Bruce:

- PLAY logo and tag line are refreshed
- Redesign of social media platforms and website
- Creation of branding guidelines
- Development of monthly PLAY themes
- Focus testing of draft materials with target audience of older adults
- Half-day training day for PLAY committee members on tools and resources

Our ideal candidate will possess post-secondary Degree or Diploma or/and relevant experience, ability and qualifications in delivering services as outlined in RFP.

Applicants are encouraged to submit examples of work that are within these themes. All documents need to be compliant with AODA.

- Candidate must provide a cost break down and proposed project time table to achieve each of the objective listed above.
- Please provide a minimum of 3 references
- Work to be completed between January 1st, 2018 and April 30th, 2018
- Bid request closes December 1, 2017 at 3:00 pm. Interviews will be conducted the week of December 11th. Only successful candidates will be contacted.

## **1.4 Assessment of Proposals**

The Proposals received by the Township and/or Bruce Grey PLAY Network will be considered primarily but not limited to the following criteria:

- Experience
- Approach to Project
- Financial Costs

## **1.5 Proposals**

The highest or any Proposal will not necessarily be accepted.

Bidders shall provide one (1) signed, printed original marked "Original" and three (3) printed copies of the Proposal.

Proposals will be disqualified unless:

- (a) Submitted on the printed proposal form(s)
- (b) Signed in ink with an authorized signature
- (c) The dollar value is legible
- (d) Submitted in strict accordance with the requirements of the Proposal documents

## **1.6 Acceptance of Proposal**

The Township reserves the right to accept any Proposal which it deems to be in its own interest or to reject all Proposals.

The Township reserves the right to reject Proposals from parties who are unwilling or unable to provide evidence that they are capable of providing the necessary expertise, for the performance of the work. Evidence of such competency and experience must be submitted with the Proposal.

## **1.7 Tax**

H.S.T. should be noted, where applicable.

## **1.8 Termination**

If the Successful Bidder fails to fulfil their obligations under this Proposal or in any way does not abide by the terms and conditions of the Proposal, the Township and/or Grey Bruce Health Unit may terminate the contract for any reason whatsoever with a 15 day notice from the Township and/or Bruce Grey PLAY Network in writing to the Successful Bidder.

## **1.9 Facsimile or Email Bids**

Facsimile or email bid submissions will not be accepted.

## **1.10 Confidential Information**

All Confidential Information, as defined in Section 1.1, shall be held by the Bidder in the strictest confidence.

## **1.11 Proprietary Information**

If any portion of the Proposal contains or involves any propriety right(s), the Bidder must clearly identify any and all such portions of the Proposal and set forth in an Appendix to the Proposal, the complete basis for the Bidder's assertion of such proprietary rights, including but not limited to, identifying the person and/or entity who owns such rights.

### **1.12 Modified Proposals**

In the event that a preferred Proposal does not entirely meet the requirements of the Township and/or Bruce Grey PLAY Network, the Township and/or Bruce Grey PLAY Network reserve the right to enter into negotiations with the selected bidder/s to arrive at a mutually satisfactory arrangement with respect to any modifications to the Proposal.

### **1.13 Conflict Of Interest**

- a) Bidders shall disclose to the Township and/or Bruce Grey PLAY Network prior to awarding of the contract any potential conflict of interest. If such a conflict of interest does exist, the Township and/or Bruce Grey PLAY Network may, at their discretion, withhold award of the contract/s until the matter is suitably resolved.
- b) Bidders will upon request, provide all pertinent information regarding Township and/or Bruce Grey PLAY Network of their company. This information is to be supplied within forty-eight (48) hours after request.

### **1.14 Litigation**

No submission will be accepted from any person or corporation who, or which, has a claim or instituted a legal proceeding against the Township and/or Bruce Grey PLAY Network against whom the Township and/or Bruce Grey PLAY Network have a claim or has instituted a legal proceeding with respect to any previous contract, without prior approval.

### **1.15 Compensation for Service**

The Successful Bidder will be required to sign a contract for services with the Township and/or Bruce Grey PLAY Network.

The Bidder will state in their bid if any other payments or costs will be payable by the Township and/or Bruce Grey PLAY Network regarding the provision of services to the Township and/or Bruce Grey PLAY Network.

## **Evaluation of Proposals**

### **1.16 Evaluation Process**

The Township and/or Bruce Grey PLAY Network will carry out the evaluation of the Proposals by an Evaluation Team consisting staff from the Township and/or Bruce Grey PLAY Network.

By responding to this RFP, Bidders will be deemed to have agreed that the decision of the Township and/or Bruce Grey PLAY Network will be final and binding.

The Proposal of the Bidder that, at the absolute discretion of the Township and/or Bruce Grey PLAY Network, provides the best value in satisfying the Township and/or Bruce Grey PLAY Network requirements for the Services may be designated as the Successful Bidder. No obligation arises until the Agreement, based on this RFP and the accepted Proposal, are negotiated and executed. The relevant terms, text, and content of this RFP, and Successful Bidder's Proposal, will be incorporated into the Agreement, subject to negotiation and award by Township and/or Bruce Grey PLAY Network respective Councils. The Successful Bidder will have the opportunity to negotiate an agreement with the Township and/or Bruce Grey PLAY Network. If the Township and/or Bruce Grey PLAY Network cannot conclude an agreement with the Successful Bidder, other Bidders may be asked to begin negotiations.

All submitted Proposals shall become the property of the Township and/or Bruce Grey PLAY Network but shall not be used for the purposes of the services unless the Bidder is the Successful Bidder.

### 1.17 Proposal Evaluation

The Proposal will be evaluated both technically and by the proposed Adjusted Township Total Revenue. RFP responses will be evaluated on how well the Proposal submissions meet with the RFP requirements. The following weightings will be generally used when scoring the Proposal.

<b>Proposal Evaluation</b>		<b>Maximum Score</b>	<b>Bidder's Score</b>
<b><i>Rated Requirements</i></b>			
1	Bidder's Profile and Qualifications	20	
2	Approach to Deliverables	30	
3	Project Cost	50	
<b>Total Score</b>		<b>100</b>	

Should an interview be scheduled, the interview will be used to review / refine / revise assigned Proposal scores.

Bidder must score a minimum of 37.5 out of 50.0 points on the combined rated requirements items 1 and 2 in the Proposal Evaluation table above.

The Proposal that achieves the highest Total Score will be ranked first. In the event of a tie Total Score (rounded to one decimal point), the Bidder achieving the highest score for items 1 and 2 in the Proposal Evaluation table will be ranked first overall.