

**Request for Proposal**  
**August 27, 2021**  
**Communication Strategy Development**

**Return Completed Proposal to:**

New Brunswick Association for Supported Services and Employment  
634 Champlain Street  
Dieppe, NB  
E1A 1P4

**Attention: Carol Simpson**

**Or to: carol.simpson@nbasseassenb.com**

**Issue Date:** August 27, 2021  
**Closing Date:** September 14, 2021  
**Closing Time:** 4:00 pm

All submissions must be clearly marked with "**Communication Strategy Development**", closing date and closing time.

**Issuing Organization:** New Brunswick Association for Supported Services and Employment  
c/o Carol Simpson, Executive Director

In signing below, the applicant certifies that it has read, understood, and agrees with the Scope of Work (Section 3), Proposal Requirements (Section 4) and Terms and Conditions (Section 6) contained herein.

This section must be completed by a representative(s) of the applicant's organization who has legal signing authority to enter into contractual agreements.

**(Please Print)**

Organization Name: \_\_\_\_\_

Address: Street: \_\_\_\_\_ City: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone No. (\_\_\_\_) \_\_\_\_\_ Fax No. (\_\_\_\_) \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Contact Person: \_\_\_\_\_ Date: \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

**Position:** \_\_\_\_\_ **Position:** \_\_\_\_\_

# TABLE OF CONTENTS

## SECTIONS

1.0 Background .....	3
2.0 Objectives .....	4
3.0 Scope of Work .....	5
4.0 Proposal Requirements .....	6
5.0 Evaluation Criteria .....	7
6.0 Terms and Conditions .....	7

## TERMS OF REFERENCE

### 1.0: BACKGROUND

NEW BRUNSWICK ASSOCIATION FOR SUPPORTED SERVICES AND EMPLOYMENT (NBASSE)/

L'ASSOCIATION DE SOUTIEN AUX SERVICES ET À L'EMPLOI DU NOUVEAU-BRUNSWICK (ASSENB)

Formed in 1978 and incorporated in 1984, the Association was run as a volunteer driven association until 2019 when we hired our first Executive Director and two project staff. We provide representation to government for our 38 member anglophone and francophone agencies province-wide. Our members work under the Employment Supports and Services Program (ESSP) formerly known as Adult Development Activities, Programs and Training (ADAPT) sometimes referred to as 'Sheltered Workshops'. The ESSP agencies currently serve approximately 1200 people throughout the province of New Brunswick with intellectual and/or developmental disabilities.

In October 2019, New Brunswick implemented an 'Employment First' model. The employment First philosophy is focused on normative experience, inclusion, and capacity building. It recognizes that everyone has skills and abilities that can be developed and used to contribute to the workplace and to their community. Employment First is considered a best practice in disability services. It is an approach to service delivery that supports working-age adults, regardless of any perceived level of disability, to have choice and opportunities to earn a living through paid employment in the open labour market. NBASSE's project staff have been supporting these agencies through a 2-year transition to the new standards (the transition is being extended to March 2022 due to Covid-19).

In September 2020, NBASSE embarked on the development of a 12-18 month Strategic Plan which was completed in April 2021. Three of the four key priorities identified were related to strengthening relationships and communication/collaboration with internal and external stakeholders. A key goal identified under Priority #1 - Strengthening Agency Relationships is to develop a comprehensive communications strategy.

The value of NBASSE is clear to many of our members however we need to be able to communicate that value equally and in a consistent manner to all of our existing and new stakeholders in New Brunswick.

NBASSE works in a variety of ways including:

- Central hub for resources and information e.g.
  - Developing standard reporting forms
  - Handling applications for Job Coach funding
  - Compiling statistics on employee training, employment successes, etc.
- Providing first-hand feedback to the government on the effectiveness of our agencies programs and issues impacting them including,

- Changing practices
- Organizational/operational changes
- Funding
- Being a facilitator which can and does make things happen.
- Bringing together a variety of stakeholders to contribute to local solutions.
- Incubating partnership initiatives.
- Building capacity by developing and nurturing networks and relationships that result in working toward common objectives.
- Acting as conduits of information for training programs and providers.

(For additional information on NBASSE and links to our member agencies, go to the website at [nbasse-assenb.ca](http://nbasse-assenb.ca))

## **2.0: OBJECTIVES**

Develop a communication strategy for the next 6-18 months which will:

- 1) Identify the best information sharing methodologies for existing internal stakeholders including government and member agencies
- 2) Identify outreach methodologies to establish regular communication with new and existing external stakeholders. These stakeholders include, but are not limited to, the following:
  - Our member agencies
  - Federal and Provincial governments
  - Other Employment Service Providers in New Brunswick
  - Economic Development
  - Industry/Employers/Business Associations
  - Trainers
- 3) Identify and prioritize what can be achieved within a variety of budgeting limitations:
  - Free/Staff time only
  - Minimum budget requirement
  - Significant budget requirement
- 4) Make recommendations regarding timing and use of social media and other communication tools.

## **3.0: SCOPE OF WORK**

### **3.1: Roles and Responsibilities**

#### **3.1.a) Contractor**

- 1) Will facilitate a 1.5-2 hour in-person communication planning session with internal stakeholders, including board of directors, staff, member agencies and government representatives on October 22, 2021.

- 2) Develop a communication strategy that meets the objectives listed in Section 2.0.
- 3) Manage all aspects of the project
- 4) Agree that any final products become the property of NBASSE

**3.1.b) Client – NBASSE**

- Monitor the work of the contractor
- Provide regular progress reports to the Board

**3.2: General Requirements**

**3.2.a) Finished Product**

A report which includes strategies and most appropriate methodologies on how to communicate with both internal and external stakeholders. Report to include outreach methodologies at various level of resource requirements.

**3.2.c) Project Management**

The Contractor will be responsible for managing all aspects of the project including:

- Development of the finished product as per the objectives in Section 2.0
- Administration

**3.3: Time Line/ Critical Dates**

Project	September 21 – November 26, 2021
Questions Due Date	September 2, 2021
Questions Response Date	September 7, 2021
Proposal Due Date	September 14, 2021
Notification of Selection of Contractor	September 17, 2021
Communication Planning Session	October 22, 2021
Review of Draft Strategy	November 12, 2021
Delivery of Final Strategy	November 26, 2021

**4.0: PROPOSAL REQUIREMENTS**

**4.1: Work Plan**

The applicant will prepare a work plan that clearly indicates the manner in which the Contractor will co-ordinate the scope of work including:

- a) Facilitation of Communication Planning Session
- b) Development and production of the final product
- c) Project Management
- d) Budget
  - i. Detailed budget itemized by tasks

- ii. Total Budget including GST not to exceed **\$4,000**
- e) The applicant may be asked to present their proposed work plan to a Selection Committee at a virtual meeting on September 24, 2021.

#### **4.2: Qualification Submission**

The proposal should include the following:

- An executive summary, which outlines the applicant's relevant background and experience related to the scope of work outlined;
- A brief description of similar projects undertaken, including the scope of work conducted;
- A sample product produced for a client;

#### **4.3: References**

Two (2) letters of references should be included with the proposed submission, giving permission to NBASSE to contact the clients.

#### **4.4: Mandatory Submission Requirements**

- ✓ One clearly identified electronic copy
- ✓ Samples of materials produced for other projects
- ✓ Workplan as per proposal requirements
- ✓ Qualification Submission as per proposal requirements
- ✓ References as per proposal requirements
- ✓ Confirmation statement regarding conflict of interest as per 6.0

**NOTE: If delivering by hand, please call (506) 875-9092 to ensure someone is available to receive the proposal at 634 Champlain Street, Dieppe.**

#### **4.5: Proposal Due Date**

Proposal, including mandatory submission requirements, to be received electronically to the following email address by 4:00 pm on September 21, 2021.

Carol.Simpson@nbasseassenb.com

**Attention: Carol Simpson**

#### **5.0: EVALUATION CRITERIA**

The following criteria will be used in the selection of the successful contractor:

##### **1. Total Cost (Weight: 30%)**

Total cost for project itemized by tasks outlined in Work Plan.

##### **2. Comprehension of Project (Weight: 30%)**

Understanding of the project requirements demonstrated in the proposal and an assessment of the viability of the proposed approach to the project.

##### **3. Relevant Experience/Qualifications (Weight: 30%)**

Previous experience including references, managing similar projects.

##### **4. Presentation of Proposal (Weight: 10%)**

Clarity of the written proposal.

Thoroughness and approach of proposal.

Creative and innovative approaches to the project.

## **6.0: TERMS AND CONDITIONS**

### **6.1. Questions Pertaining to RFP**

Applicants will be able to submit questions pertaining to this RFP by **e-mail only to carol.simpson@nbasseassenb.com**

Questions will be accepted until **September 2, 2021**.

Responses will be available by return e-mail by **September 7, 2021**.

This will be the only opportunity for applicants to ask questions about this RFP. **Questions will not be accepted by telephone**.

Any attempt on the part of the applicant or any of its employees, agents, contractors or representatives to contact any person other than the Designated Contact, (Carol Simpson) with respect to this RFP, will be grounds for disqualification. Without limiting the generality of the foregoing, no attempt will be made to contact any member of the evaluation team, any expert or other adviser assisting the evaluation team.

In such event, and without any liability, NBASSE may, in its sole and absolute discretion, in addition to any other remedies available by law, revoke the applicant's status as an applicant and reject any potential or actual proposal submitted by the applicant.

### **6.2 Cancellation**

The Board reserves the right to amend terms of this RFP, to circulate various addenda, or to withdraw the RFP at any time, regardless of how much time and effort applicants have spent on their responses.

### **6.3 Applicant's Acceptance of RFP Terms and Conditions**

Each applicant, by submitting a Proposal, signifies that the applicant has read, completely understands and accepts the terms and conditions of the RFP in full.

### **6.4 Rejection of Proposal**

NBASSE reserves the right in its sole discretion to reject any or all Proposals which do not adhere to the rules, schedules or any other part of this RFP.

### **6.5 Irrevocable**

All proposals will be irrevocable for a period of twenty (20) days from the closing date of the RFP, or until the RFP is counter-signed and returned to the successful Applicant, whichever comes first.

### **6.6 Freedom of Information**

Applicants are advised and acknowledge that all replies received in response to this request will be subject to the Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c.F.31. This acknowledgment shall not be construed as a waiver of any right to object to the release of any information or documents.

**6.7 Confidentiality**

This RFP, or any portion thereof, is strictly confidential and is not to be copied or used for any purpose other than the submission for proposal to NBASSE. Any information pertaining to NBASSE obtained by applicants as a result of this RFP is not to be disclosed without prior written authorization from NBASSE.

**6.8 Conflict of Interest**

Each applicant must include in its proposal submission confirmation of the following:

(i) that the Applicant does not and will not have any conflict of interest (actual, perceived or potential) in submitting its Proposal or, if selected, with the contractual obligations of the Applicant as Contractor under the Agreement.

Where applicable, an applicant must declare in its proposal submission any situation that may be a conflict of interest in submitting its proposal or, if selected, with the contractual obligations of the applicant as Contractor under the Agreement.

The Proposal submission of any applicant may be disqualified where the applicant fails to provide confirmation of the foregoing or makes misrepresentations regarding any of the above. Further, NBASSE shall have the right to rescind any contract with the selected applicant in the event that NBASSE, in its sole discretion, determines that the selected applicant has made a misrepresentation regarding any of the above, in addition to or in lieu of any other remedies that NBASSE has in law or in equity.