

## REQUEST FOR PROPOSALS

PROCUREMENT NUMBER: 18-019

*Une version française de l'Appel d'offre sera disponible sur demande. Les soumissionnaires peuvent présenter leurs propositions dans l'une ou l'autre des langues officielles.*

The Agency for Co-operative Housing is requesting Proposals from **social media marketing and management companies** for **social media management services**.

**CLOSING DATE:** Proposals must be received **no later** than 5:00 p.m. ET on **27 April 2018**.

### 1. Introduction

The Agency for Co-operative Housing is a non-governmental, not-for-profit organization created to provide program-management services to Canada Mortgage and Housing Corporation (CMHC) and other government clients. Under a service agreement with CMHC, the Agency administers federal co-operative housing programs in Prince Edward Island, Ontario, Alberta and British Columbia and rent supplement programs in PEI and Ontario.

Through its regulatory function, the Agency ensures co-operatives are compliant with their operating agreements and provides guidance to ensure they are well-run successful businesses offering affordable and subsidized housing to Canadians. Advice is dispensed through data on the operating performance in annual information returns filled by auditors on-line. Clients receive detailed reports on their individual performance and aggregated data is also analyzed and shared with sector and industry stakeholders. From time to time, the Agency also prepares special reports on topics of interest to its clients and stakeholders.

The Agency has also developed a benchmarking and good practices site: [www.HomeRun.coop](http://www.HomeRun.coop) which has its own unique branding as it will eventually serve a broader co-op and non-profit housing provider audience.

In 2017, the Agency launched a new fee-for-service called Annual Health Check that is geared to housing co-operatives that no longer come under its regulatory oversight but wish to continue to benefit from the individual reports generated by the Agency on their individual performance.

Further information on the Agency is available at [www.agency.coop](http://www.agency.coop).

**2. Purpose of this Request for Proposals**

The Agency for Co-operative Housing is requesting Proposals for social media management and content marketing services to establish and maintain its presence on various social media channels.

**Start Date and Duration of Service**

The Agency will enter into a 6 month agreement with the successful Bidder, renewable at the Agency's sole discretion for a further 6 month period, provided the services performed during the first period are to the Agency's satisfaction. An agreement start date of 15 May 2018 is anticipated. The Agency reserves the right to negotiate the terms of the initial agreement and extension with the successful bidder.

**3. Background**

The Agency for Co-operative Housing is currently completely redesigning its public website and has developed a social media strategy which it wishes to implement in conjunction with the launch of the new website in June. Prior to developing the strategy, research was also conducted on social media usage in the co-operative housing and broader housing sector.

**4. Services to be Provided**

Establish the Agency for Co-operative Housing's presence on three main platforms: Facebook, LinkedIn, and Twitter, mainly in English but may include some French content from time to time.

Services to include: a full and thorough onboarding process and preparation of any documentation required to complete the initial set-up and content marketing approach, day-to-day management of each account, and measurement and analytics. Ongoing content marketing will also be needed for monthly planning, creating and posting content on a routine basis. Content creation services will include graphic design and video production services. Fees should include options for 10 or 20 posts per platform per month. Bidders are welcome to propose alternative package options.

The Agency will also require full direct access to each social media account.

**Special Requirements**

The successful Bidder will be required to carry the following insurance:

- General Liability Insurance in an amount not less than \$2,000,000 for each occurrence

**5. Agreement for Services**

The Agency expects to sign the Successful Bidder's standard form of agreement for the sale of the offered goods or services, with any variations required to conform to the Bidder's submission or as the Agency may propose and the successful Bidder and the Agency may agree are appropriate.

**6. Proposal Submission Requirements**

All Proposals must be presented in the following format, with no sections excluded.

**Incomplete proposals will not be considered.**

**Section 1: Introduction and General Information**

This section of the Proposal should contain

- a summary of the Bidder's business operations, including how long it has been in business and how long it has provided similar services;
- a summary of the Bidder's understanding of the objectives and requirements of this RFP;
- an explanation of why the Bidder believes it is qualified to perform and complete the services requested under this RFP;
- confirmation that the Bidder has or can obtain the insurance coverage required under this RFP.

**Section 2: Statement of Service**

Bidders must provide a Statement of Service identifying and describing the services the Bidder proposes to provide. The statement must indicate clearly and precisely how the Agency's requirements, described in Part 4 of this RFP, will be met.

**Section 3: Qualifications**

This section should describe the Bidder's skills and experience in meeting requirements of similar scope to those specified in Part 4 of this RFP. It should name the person or persons who will perform the services and set out their qualifications. If the Bidder proposes to use any sub-contractors, those sub-contractors and their role should be disclosed.

As appropriate, Bidders should provide samples of previous work.

Bidders must submit three (3) references from customers that have used the Bidder's services in order to demonstrate their ability to deliver the services required.

#### **Section 4: Sustainability**

The Agency for Co-operative Housing seeks to respect and promote the principles of social, economic and environmental sustainability in all of its business activities. In its simplest terms, "sustainability" means "meeting the needs of the present generation without compromising the ability of future generations to meet their needs." (Brundtland Commission 1987) Bidders are asked to describe briefly how their business policies and practices are consistent with the principles of sustainability.

#### **Section 5: Quote**

The Bidder's quote should indicate the proposed fee for the service provided and any reimbursable expenses, appropriately itemized. The proposal should indicate clearly on what basis the service is priced, i.e., hourly rate, daily rate or lump-sum for all services, and whether the price quoted is an estimate or a fixed price. Any optional services or Bidder-recommended services not listed in the requirements set out in Part 4 of this RFP should be listed and quoted separately from the main service. The quoted rates or lump sum must be guaranteed for at least two (2) months from the closing date of this RFP.

#### **Section 6: Contract Form**

Enclose a copy of the Bidder's proposed form of agreement, in accordance with Part 5 of this RFP.

#### **Section 7: Insurance Certificates**

Enclose proof that all insurance coverage noted in this RFP as required is already held or will be available to the Bidder. If no insurance is required, indicate this.

#### **Section 8: Security Clearances**

Not required.

### **7. Evaluation of Proposals**

The Agency will review, evaluate and rank all Proposals received by the date and time indicated above and meeting the submission requirements established in Parts 5 and 9 of this RFP. Proposals will be evaluated against the following criteria:

- Was the proposal submitted by the deadline? (Pass or Fail)
- Does the proposal meet all of the submission requirements set out in Parts 5 and 9 of the RFP? (Pass or Fail)
- Did the Bidder include all required information? (Pass or Fail)
- Was the proposal thorough?
- Did the Bidder's solutions meet the scope of work and needs identified in the RFP?
- Was the proposal presented in a clear and organized manner?
- Did the Bidder satisfy the Agency that they are capable of completing the work proposed?
- Did the samples of previous work submitted meet the Agency's standard?
- Is the cost for services required under this RFP competitive?
- To what extent do the Bidder's business practices reflect the principles of sustainability set out under Proposal Requirements above?

**8. Further Information**

All questions concerning this Request for Proposals should be directed to the following person:

*Olga Tasci, Director, Operations  
The Agency for Co-operative Housing*

*Tel: (613) 234-4557 ext. 603*

*Email address: [otasci@agency.coop](mailto:otasci@agency.coop)*

**9. Method of Submission**

Proposals made in response to this RFP will be accepted up to the [closing date and time](#) indicated above.

All Proposals must be submitted in electronic form (PDF) by e-mail to Ms. Kara Shipman at [kshipman@agency.coop](mailto:kshipman@agency.coop). The Procurement Number must appear on the subject line of the e-mail message. The Bidder's name, the Procurement Number and the page number should be included on each page of the Proposal. Following the closing date, the Agency may ask Bidders to provide additional data or material to support their Proposals.

**Proposals must be submitted in the form of a single PDF. Bids comprising multiple documents will not be considered. Proposals submitted by other than electronic means will not be considered.**

**10. General Conditions**

**Geographic Neutrality:** The Agency will consider Proposals from Bidders resident anywhere in Canada who can provide the required services effectively on competitive terms.

**Contract Award:** The Agency anticipates making a single award under this solicitation. It may award a contract based on initial Proposals without discussion, or following limited discussion or negotiations with one or more Bidders.

**Limitation:** This solicitation does not commit the Agency to awarding a contract, paying any costs incurred in preparing a Proposal, or procuring or contracting for services or supplies. The Agency reserves the right to accept or reject any or all Proposals received, to negotiate with all qualified Bidders, or to cancel in part or in its entirety the solicitation when it is in the Agency's best interest to do so.

**11. Appendices**

- None