Township of South Frontenac

REQUEST FOR PROPOSAL

RFP# C01-2020-01

CONSULTANT FOR COMMUNITY BRANDING INITIATIVE

Issued on: September 3rd, 2020

1. Background Information

The Township of South Frontenac is a rural lower tier municipality located in Eastern Ontario bordering the City of Kingston to the north. The Township was established in 1998 when the four previous Townships of Bedford, Portland, Loughborough, and Storrington were amalgamated to create the 941 sq. km, agriculturally rich municipality that we have today. Being 15 minutes north of Kingston, the community has a growing population of 18,646, encompasses myriad lakes and trails, and is the location of numerous small, vibrant hamlets and villages that generational families, new residents, farmers, artisans, self-employed trades people, entrepreneurs, and professionals choose to call home.

Like most municipalities, South Frontenac provides a wide range of services, including: public road construction & maintenance, solid waste collection and disposal, parks, outdoor parks and amenities recreational programming, building and development services, bylaw enforcement, licenses and permits, fire, police and emergency management services, the Sydenham water system, and associated administrative support. Township Council is made up of nine (9) members.

2. Intent of the Proposal

The Corporation of the Township of South Frontenac is inviting proposals from qualified firms for the renewal of its community brand and positioning strategy.

The Township recently established a new, clear and concise vision for South Frontenac: ***Natural, Vibrant and Growing – a Progressive Rural Leader***.

Renewed branding should support this vision and the Township's role as the largest rural municipality (by population) within the County of Frontenac and among its immediate neighbours as well as its significant growth prospects as a result of proximity to the City of Kingston, and the excellence it exhibits in its programs and services. The Township is working hard to become a rural leader and it needs a brand which aligns with that goal.

The brand should create visual recognition that helps to define a sense of place, celebrates the community's identity, is attractive and recognizable, promotes regional awareness of the Township, and supports business and resident attraction to the area. The corresponding branding manual should provide guidance for communications and marketing activities.

Importantly, a renewed brand for the Township must have consideration for the recently established brand of the regional upper tier government (**Frontenac County**), while still clearly representing the separate and distinct identity of the Township. The Township's renewed brand should not simply be a subsidiary of the County brand.

The branding package must embody the themes of the vision, mission and values laid out within the Township's 2019-2022 Strategic Plan (See **Appendix B)**. All this must come across clearly, through the art work, a brand promise, story, tone of voice and other attributes which will guide the Township's visual identity, marketing and corporate communications in the years to come.

Firms should have previous community branding experience and be able to outline a tested methodology for achieving the outcomes identified in this RFP.

3. Scope of Work

The Township is looking for the services of an experienced creative/marketing firm/consultant with innovative design and brand strategy background to engage in the development of the following brand elements:

- Brand Positioning
  - Value Proposition/promise
  - Brand Story
  - Brand attributes
  - Brand Communication

- Brand Identity System
  - Logo Meaning/Representation
  - Logo and Variations
  - Logo Specifications
  - Colours
  - Typography
  - Supporting Imagery/attributes guidelines

- Brand Application
  - Usage Guidelines
    - Sizes
    - Improper use
    - Co-branding
  - Applications for specific mediums

<u>Consultation/Direction</u>

The Township has established a small steering committee which will provide local insight and feedback to the successful proponent throughout the process. While the proponent will primarily liaise with Township staff persons, some meetings/presentations and opportunities to receive feedback from the steering group should be contemplated.

No public consultation is expected beyond input from the steering group, identified staff resources and ultimately Council.

Public presentation of the branding will occur only through meetings of Township Council. <u>It is anticipated that two such meetings will take place</u> – an interim presentation seeking Council's support for the high-level brand concept and visuals, and a second meeting when the full brand manual and other deliverables will be received and adopted.

NOTE: Due to the implications of COVID-19, a limited number of in-person meetings with staff and/or the steering committee is expected. While video/web conferencing should be considered for some communications, some in-person meetings may be required. If so, costs for related travel should be itemized.

Work under this contract will include all labour, materials, design and other associated costs required to complete the above mentioned work in accordance with the general conditions and specifications herein.

4. Deliverables

The successful proponent will be required to provide the following:

- The Brand Manual
  - Instructional Manual consisting of the three sections and related subsections listed above (Brand Positioning, Brand Identity system and Brand Application Guidelines) in hi-resolution PDF format.
  - **NOTE**: an alternative organization of these sections and/or their contents can be proposed.

- Logo files in a variety of digital file formats suitable for large and small format printing, web/screen applications, and various data bandwidths (e.g. jpeg, PDF, tiff, PNG, eps/vector-based, etc.).
  - Colour
  - Greyscale
  - Black and White
  - Reverse(s)

5. Proposal Structure and Content Requirements

5.1 Proposal Submission Structure

The proposal document should be structured in sections that refer to the headings addressed in the Proposal Content Requirements of this section.

5.2 Proposal Content Requirements

5.2.1 Company Profile

Proponents are to provide company information such as, but not limited to the following:

a) General overview including the ownership and affiliations of the firm and number of years the firm has been in business
b) Address and contact information for the proposed entity; and
c) Size of company and office locations.

5.2.2 Qualifications and Experience

Provide a brief resume of the project manager and support staff that would be directly involved in the project. Proposal evaluation will include an assessment of the firm's overall ability to provide adequate resources to the project.

Provide a high-level overview of the firm's experience related to the scope of work required through this RFP.

5.2.3 References

Proponents shall provide a description of at least three (3) specific previous engagements of similar scope, cost and magnitude with government/public sector entities of a similar size to the Township, that have been successfully completed in the past three to five (3-5) years. This shall include client references including names, contact persons and phone numbers.

5.2.4 Methodology & Schedule of Work

Please outline in detail how you will undertake the scope of work (branding exercise) including the estimated number of hours to undertake each step of your methodology.

Proponents shall indicate when work would commence (pending notification of award by October 9th, 2020, should you be the successful proponent) and upon execution of contract, the projected completion date of the project. Proposed meeting dates, other key events/decision-making points, and major project deliverables should be clearly identified on the project schedule.

NOTE: Given the graphic design component of this work, the number of logo options/concepts and revisions and/or refinements of a selected logo/graphical design element that are included in the proposal pricing should be clearly identified. Incremental costs for additional concepts/refinement or other creative work beyond what is included in the proposal should also be indicated.

It is the Township's intent to put the recommended branding deliverables before Council for consideration by March 2021.

5.2.5 Budget

NOTE: a fixed budget amount for these works will not be provided. Proponents are expected to provide a budget commensurate with the scope of work and resources required to achieve the deliverables.

The Proponent's budget submission shall include:

- Overall project cost exclusive of HST.
- A detailed cost and time breakdown of each major activity identified in the proposal
- A time and cost breakdown for each team member
- Any disbursements and the associated costs
- A fee schedule and hourly rates for all project team members
- Hourly/iterative costs for additional design work as per the note above in 5.2.4

Proponents shall indicate a breakdown of costs as provided for on the **Appendix A: Schedule of Fees**, inclusive of all costs associated with providing services.

5.3 Validity

Proposals shall be irrevocable and open for acceptance by the Township at any time within sixty (60) days from the closing date.

5.4 Other Considerations

Please include any other items, not covered in the previous sections, which may support why your firm should be selected by the Township.

6. Proposal Process

6.1 Timeline

The following timeline has been established for the Proposal selection process:

Request for Proposals Issued:	**Thursday, September 3rd, 2020**
Proponent questions received until:	**Friday, September 18th, 2020**
Township to provide answers by:	**Wednesday, September 23rd, 2020**
Receive Proposals:	**3 p.m. on Monday, September 28th, 2020**
Invitation to Interview:	**Friday, October 2nd, 2020**
Interviews, if necessary:	**Wednesday, October 7th, 2020**
Contract Award:	**Friday, October 9th, 2020**

6.2 Date & Place for Receiving Proposals

a) Proposals will be received by 3:00 p.m. local time on Monday, September 28, 2020.

It is the responsibility of the proponent to ensure that the documents have been received before the closing time and date.

FAX COPIES WILL NOT BE ACCEPTED

EMAIL COPIES WILL BE ACCEPTED but it is proponents' responsibility to confirm receipt of said email submission and any/all attachments.

Proposals received after 3:00 p.m., local time on Monday, September 28, 2020 will be returned unopened.

b) Proposals must be addressed to:

Township of South Frontenac
4432 George Street
Sydenham, ON
K0H 2T0
Attention: Neil Carbone, CAO
communications@southfrontenac.net

And clearly marked: **Request for Proposal – Community Branding**

c) Before being officially received, hard copy proposal envelopes will be marked by the Township, with the time and the date that the envelope was received in the office.

d) Email submissions will be considered received based on the email time stamp

e) All proposal submissions are appreciated. However, the Township will be contacting only those selected for an interview.

6.3 Documentation

a) One original and 2 copies of the proposal are required for hard copy submissions.
b) All proposals must be legible and typewritten.

6.4 Interview

An interview may be necessary as part of the evaluation process. Proponents may be contacted to attend an interview on Wednesday, October 7, 2020 and will be notified by Friday, October 2, 2020.

6.5 Negotiations

In the event that a prepared proposal does not precisely and entirely meet the requirements of the Township, the Township reserves the right to enter into negotiations with the selected Proponent(s) to arrive at a mutually satisfactory arrangement with respect to any modifications to a proposal.

6.6 Communications

All requests for information and/or clarification as well as questions regarding the interpretation of the terms set out in this document should be referred to Emily Caird, Executive Assistant to the Chief Administrative Officer at communications@southfrontenac.net.

Addendums will be uploaded to the website. It is the proponent's responsibility to inquire on the website for addendums.

The Township reserves the right to distribute any or all questions and answers to the other proponents.

6.7 Withdrawal or Substitution of Submission

A proponent may withdraw or substitute all or part of his/her proposal at any time up to the official closing time. The last proposal received shall supercede and invalidate all proposals previously submitted by that proponent for this RFP process.

A proponent may withdraw or qualify his/her proposal at any time up to the official closing time, by submitting a letter bearing the signature as in his/her proposal to the Clerk, who will mark thereon the time and date of receipt and will place the letter in the tender box.

6.8 Alterations or Variations

No alterations or variations of this document shall be valid or binding upon the Township unless authorized in writing.

6.9 Oral Explanation or Interpretation

No oral explanation or interpretation shall modify any of the documents or provisions of the Township's request for proposal documents.

7. Proposal Evaluation

7.1 Qualification evaluations will be carried out based on the following criteria:

1	Qualification and Experience (5.2.2)	20
2	References (5.2.3)	20
3	Methodology and Schedule of Work (5.2.4)	25
4	Budget (5.2.5)	20
5	Interview	15
	Total	100

The submissions will be assessed on the merits of the information provided. Proposals should address the categories listed above to enable the Review Committee to undertake adequate assessment.

NOTE: THE LOWEST COST BID WILL NOT NECESSARILY BE ACCEPTED. THE TOWNSHIP RESERVES THE RIGHT TO SELECT ANY OR NONE OF THE SUBMISSIONS.

7.2 Review Committee

The review committee will be comprised of Township staff, with input from the citizen steering group.

The successful proponent will work with the Chief Administrative officer, Executive Assistant and a small steering group of locals who possess branding, design, marketing, and/or related expertise and local insight to provide the proponent with information and feedback.

7.3 Acceptance of this Proposal and Contract

It is expected that one proponent will be selected to conduct this project. Upon selection, the successful proponent will be required to enter into a contract with the Township.

The contract will be based on the specifications, terms and conditions expressed in this document, the successful proponent's proposal and documented negotiations and will include the requirement of proof of professional liability insurance.

7.4 Incurred Costs

The Township shall not be responsible for any liabilities, costs, expenses, loss or damage incurred, sustained or suffered by any Proponent(s) prior or subsequent to or by reason of the acceptance or non-acceptance by the Township of any proposal by reason of any delay in the acceptance of a proposal.

7.5 Errors and Omissions

The Township shall not be held liable for any errors or omissions in any part of this RFP. While the Township has used considerable effort to ensure an accurate representation of information in this RFP, 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 the Township, nor is it necessarily comprehensive or exhaustive.

7.6 Cancellation

The Township reserves the right to cancel this Request for Proposals at any time up to the Award of a Contract.

7.7 Confidentiality

The successful proponent shall not at any time before, during or after the completion of the engagement, divulge any confidential information communicated to or acquired by the proponent in the course of carrying out the engagement. No such information shall be used on any other project without prior written approval.

7.8 Invoicing and Payment

All invoices shall show the actual hours, responsibilities, staff and hourly rates. All payments will be made in response to invoices itemized in accordance with the final signed contract, provided the invoices are based on work described in the scope of the project, consistent with the negotiated deliverables and completed to the Township's satisfaction.

For further certainty, in the event that invoices are rendered that are in excess of the fees quoted in the final signed contract, payment will not be made unless the additional deliverables have been negotiated with and accepted by the relevant entity in advance of the conduct of the work.

Appendix A: Schedule of Fees

Complete the cost summary chart below by breaking down costs, before HST in Canadian Dollars (CAD). Proponents must complete this form and include with the Proposal Submission.

RFP# C01-2020-01**– Community Branding Initiative**

Description	**Cost**
Proposed Total Fee (inclusive of all costs except for HST) to complete all tasks noted in RFP# C01-2020-01	$
SUB TOTAL	**$**
HST	**$**
TOTAL	**$**

The quoted price shall be an upset limit to include all labour, materials, travel, accommodation, meals, long distance charges and incidental expenses incurred by the successful respondent in the provision of all services as specified herein.

The Township of South Frontenac may award one, some or all parts of any option.

Proponent's Name: _____

Proponent's Signature: _____

Date: _____

Appendix B: 2019-2022 Strategic Plan (Summary) Adopted by Council: December 17, 2019

Our Vision:

Natural, vibrant and growing - a progressive rural leader.

Our Mission:

How we will achieve the Vision

- A unified approach - striving for equity among our residents and communities;
- Setting exemplary service & infrastructure standards that the community can be proud of;
- Managing our operations and assets in a financially sustainable manner;
- Planning for the future, being proactive and having the capacity to adapt to change:
- Engaging and collaborating with citizens and partners in an open and transparent manner;
- Preserving and leveraging the community's natural assets, history and rural lifestyle.
- Recognizing the Township's role in the stewardship of our environment; seeking and taking advantage of practical opportunities to improve and sustain it.

Our Values:

What we consider important and will strive for as we carry out our Mission

- Communications & Collaboration
- Financial Sustainability
- Progressive and Flexible
- Environmental Sustainability
- Public Service Excellence

Our Overarching Priorities:

1. **Position South Frontenac as a Regional Leader**

2. **Promote and support growth than meets the community's needs while maintaining the integrity of our natural environment**

3. **Ensure the organizational capacity to deliver cost-effective services in a changing world**

4. **Be a catalyst for the creation of vibrant, complete communities.**

More information about South Frontenac can be found on the Municipal Website at www.southfrontenac.net.