



*CANADIAN INTERAGENCY FOREST FIRE CENTRE INC.
CENTRE INTERSERVICES DES FEUX DE FORÊT DU CANADA INC.*

REQUEST FOR PROPOSAL

Full-service Communications:

Website and Communications Campaign

January 23, 2024

1. Introduction

Project Overview

As part of our commitment to operational excellence and alignment with our mission, the Canadian Interagency Forest Fire Centre (CIFFC) seeks a full-service communications firm to provide communications services initially targeted to two projects tied to the FireSmart™ Canada program. This initiative is driven by the organization's goal of enhancing operational efficiency, scalability, and alignment with broader industry standards.

Organization Background

CIFFC operates as a collaborative entity, bringing together various stakeholders and experts in wildland fire management, prevention, and mitigation. CIFFC is a not-for-profit corporation owned and operated by federal, provincial, and territorial wildland fire management agencies. CIFFC is engaged in the creation of a national prevention and mitigation program. CIFFC operates FireSmart™ Canada as part of that national program. FireSmart aims to educate Canadians from coast to coast about wildland fire prevention and mitigation.

2. Definitions

CIFFC means the Canadian Interagency Forest Fire Centre Inc.

Agencies refers to the federal, provincial, and territorial ministries or departments mandated with wildland fire response within their respective jurisdictions.

RFP means Request for Proposal.

Participant means anyone submitting a response to this RFP.

3. Request for Proposal

CIFFC invites interested parties to provide proposals for a full-service, bilingual communications company to deliver on website development and a pan-Canadian advertising campaign.

CIFFC seeks proposals from qualified and experienced full-service communication agencies to design (phase 1), develop, and implement (phase 2) a new website for its FireSmart Canada program. Additionally, the selected agency will conceptualize (phase 1) and initiate the execution (phase 2) of a comprehensive pan-Canadian prevention and mitigation advertising campaign to raise awareness and promote FireSmart initiatives. Participants are encouraged to break the advertising campaign into conceptualization, design, communication strategy, and implementation segments. Multi-year advertising campaign implementation is anticipated within an ongoing relationship, which is not guaranteed in this RFP process. The website and the advertising campaign must be in both official languages (English/French).

The objectives for this project are to 1) enhance FireSmart Canada's online presence through the development of a user-friendly and visually appealing website, and 2) to create and

implement a national campaign aimed at educating the public about wildland fire risks and prevention and mitigation strategies.

Note: CIFFC shall not be responsible for any costs incurred by any Participant in preparing, submitting, and presenting proposals. All responses and accompanying documentation received under the RFP shall become the property of CIFFC and shall not be returned to the participant. This RFP may not result in any contract awards and contains no contractual offer of any kind. Any RFP and quote received will be treated as an offer by the participant and not as an acceptance of an offer made by CIFFC. Responses received unsigned or after the RFP closing date and time will not be considered. If responses are ambiguous, unclear, or unreadable, they may not be considered.

RFP Submission

CIFFC is interested in the participant's current abilities and the ideal vendor:

- Has experience producing high-quality digital, print materials, advertisements, and educational materials for various mediums.
- Has a clear process from ideation, production, revision, and final delivery.
- Has experience creating material for educational purposes (wildland fire knowledge and experience is a plus).
- Has demonstrated knowledge of and expertise in communicating with Quebecois/Francophone and Indigenous communities.
- Can provide a highly responsive, collaborative, and transparent communication process.

Participants must clearly highlight the merits of their submissions and particularly note that the following, though not necessarily exhaustive, are critical to CIFFC in its assessment of the submissions. At a minimum, include the following elements:

- Description of the firm that includes a general overview, names, and credentials of the creative team, and number of full-time employees.
- A one-page description of the firm's strengths and distinguishing skills or capabilities as they might relate to CIFFC and/or this project.
- A proposed timeline for the website development and campaign development. The website and campaign execution are to be broken down into phases for preliminary delivery of concepts due March 29, 2024, and final delivery due May 31, 2024.
- A breakdown of costs, including design, development, content creation, and campaign implementation.
- Examples of previous relevant work and a minimum of three client references.

RFP submissions must include:

- i. A statement indicating the participant's understanding of the project and proposed methodology to produce the website and advertising campaign based on deliverables is in Section 5.

- ii. A summary of works to be provided.
- iii. A complete resume indicating the participant's experience as it relates to the requirements outlined above.
- iv. Contact names from three (3) clients for similar projects to be used as reference checks (if required).
- v. An indication of the earliest date that the participant could begin the project.
- vi. A fixed cost quote for the total cost of the project.

Submissions must be received by **11:59 CT, February 10, 2024**. Submissions must be signed by a representative with the designated authority to bind the participant to the terms, conditions, articles, and obligations of the proposal. Submissions shall be delivered by email to Jennifer.Kamau@cifffc.ca.

All submissions and any amendments thereto received after the closing date and time will not be accepted.

Participants may be required to make a virtual presentation to CIFFC representatives to further explain their proposal. Presentations are limited to no more than 45 minutes, with a 15-minute question period.

Participants are requested to submit any questions regarding this RFP, in writing, no later than **January 26, 2024** to the following individual. Inquiries and responses will be recorded and may be distributed to all Participants.

Jennifer Kamau
Jennifer.Kamau@cifffc.ca
204-995-6259

4. RFP Schedule of Events

RFP Issue Date:	January 24, 2024
Deadline for Participant Enquiries:	February 2, 2024
RFP Submission Closing:	February 10, 2024

If, after analysis of the Submissions, CIFFC wishes to proceed with one of the proposals, the participant will be required to enter a contractual arrangement with CIFFC (CIFFC Consulting or General Services Contract). The tentative timelines for completion of the project are as follows.

Project Start Date:	February 20, 2024
Preliminary Report Due:	March 29, 2024
Final Products Due:	June 28, 2024

5. Project Scope and Deliverables

Deliverables for this project include:

1. Website Development:
 - Design and develop a modern, responsive, and intuitive website for FireSmart Canada.
 - Ensure the website is accessible, user-friendly, and compatible with various devices and browsers.
 - Implement a content management system (CMS) that allows easy updates and additions to the website.
 - Integrate features such as interactive maps, multimedia content, and downloadable resources.
 - Provide training for FireSmart Canada staff on website maintenance and updates.
2. Pan-Canadian Prevention and Mitigation Campaign:
 - Conduct a comprehensive assessment to identify key messages, target audiences and their communication preferences.
 - Develop a creative and impactful campaign concept that aligns with FireSmart Canada's goals.
 - Create a suite of multimedia materials, including videos, infographics, and social media content.
 - Outline the implementation of a multi-channel strategy, leveraging digital platforms, traditional media, and community outreach.

CIFFC will entertain additional deliverables as recommended by the participant that would contribute positively to the project.

The total cost of the participants' financial proposal for **Phase 1** must not exceed **\$120,000**. The participant should indicate the financial division of work(s) below in Section 6.

Please note this RFP does not extend to the implementation of any recommendations for change.

6. Proposal Quote

Please provide the Fixed Fee Quotation in the following format.

Item	Fixed Fee	Tax	Total (incl. tax)
Website Development – Phase 1			
Website Development – Phase 2			
Pan-Canadian Prevention and Mitigation Campaign – Phase 1			
Pan-Canadian Prevention and Mitigation Campaign – Phase 2			
TOTAL			