



*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@ciffc.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@ciffc.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			

FAQ

1. Is the timeline of June 28 for the entire project (web and campaign) or for Phase 1 only? June 28 is the deadline for Phase 1 only. On a similar note, Page 2 says final delivery May 31, 2024; Page 3 says Final Products Due June 28, 2024. Can you please confirm the date?

The correct date is June 28.

2. We are technically not a bilingual agency, however, we routinely work on bilingual campaigns, with the use of a third-party translation service. Is this an issue? If not, please confirm if managing translation is within the project scope, or if CIFFC would provide.

We expect the selected agency to manage all of the translation requirements. We don't mind that you work with a third-party service, but it is important that the translation reflects the regional realities of the various francophone communities.

3. Can you please clarify what is the scope of Phase 1? For web, we are assuming planning, UX / UI and design, but excluding development and implementation. For campaign, we are assuming strategy and concepting through to final approved concepts, but excluding production of final assets? Can you please confirm?

Yes, that is correct.

4. On Page 3, it says "A summary of works to be provided." - what are you looking for with this? A full list of relevant projects, or selected case studies?

We're hoping to get a potential list of products we could expect to receive.

5. Is there a preference or any specific technical requirements or constraints that would impact the choice of CMS?

No requirements or constraints.

6. On Page 4 "Integrate features such as interactive maps, multimedia content, and downloadable resources" - is more information available on the number, complexity, formats of the content on the website? Who is developing the content of the site/these items?

We don't have more information on this at this time. We currently have some downloadable resources on our site that we would provide, but we'd also be looking for your advice on what type of resources could fit well and where.

7. It would be difficult at this stage to provide a fixed cost for Phase 2 as costs would be contingent on many factors that will be uncovered in Phase 1. Can you please advise on the best way to approach?

We understand that this could be difficult to cost out, perhaps you could demonstrate how you

would come up with a price (i.e., approximate hourly cost per service).

8. Page 4 Pan-Canadian Prevention and Mitigation Campaign: Can CIFFC provide more details on your primary and secondary audiences for campaigns?

Primary

- Homeowners: Individuals interested in protecting their homes and properties from the threat of wildfires through preventative measures and mitigation strategies.
- Communities: Municipalities, neighborhood associations, and community groups seeking guidance and resources to develop and implement wildfire protection plans at the local level.
- Individuals who recreate in or near the forest and the wildland urban interface: many human activities lead to wildland fires (sparks from off-highway vehicles, improperly put out campfires, etc). (campaign)

Secondary

- Land Managers: Professionals responsible for managing and maintaining wildland areas, including forestry agencies, park authorities, and landowners, interested in implementing FireSmart principles to reduce the risk of wildfires and protect natural habitats.
- Fire Professionals: Firefighters, emergency responders, and fire management agencies involved in wildfire suppression, prevention, and preparedness, looking for strategies to enhance community safety and resilience against wildfires.
- Governments: local, municipal, provincial and federal, tribal councils, bands, nations, etc.

9. Can you please confirm the campaign would be bilingual? Or English in English markets and French in French markets?

English in English markets and French in French markets.

10. Can you confirm the media buy budget?

This not yet determined.

11. Is there any flexibility in the desired timeline?

There could be.

12. On page 2, you list the final delivery due date as May 31, 2024 but then on Page 3, you have identified the final products due date as June 28, 2024. Can you please explain the discrepancy?

June 28

13. Also, to confirm is the submission deadline Saturday, February 10 @ 11:59 am CT or 11:59 pm CT?

11:59 pm CT.

14. Can you please confirm you are only seeking a proposal quote in fees (as outlined in section 6) and

not out-of-pocket costs (domain name, web hosting, video streaming, CMS plugins, fonts, image/video licensing, production, etc.).

That is correct.

15. Given Phase 2 is largely dependent on Phase 1 (particularly for the advertising campaign), are we expected to include a budget for Phase 2 at this time?

A rough estimate of costs would be appreciated.

16. If yes, what is the available budget for Phase 2 and what should be included in that budget?

Budget for Phase 2 is not yet available.

17. What is the process for approvals? CIFFC's government structure is made up of committees and working groups.

It would have to be approved by the 3 of those groups.

18. How long will the campaign be in market?

It's unclear at this time. 2-3 years maybe.

19. Any mandatory channels, or channels we must avoid?

Nothing mandatory or things to avoid. We'd be looking for your expertise here.

20. For the Project Scope and Deliverables (section 5), can you please clarify what you see as being included as deliverables in Phase 1 versus Phase 2? It's not entirely clear from the document.

- For web, we are assuming planning, UX / UI and design, but excluding development and implementation. For campaign, we are assuming strategy and concepting through to final approved concepts, but excluding production of final assets.
- When do you plan to be in market for the advertising/communications campaign? This would make more sense to launch in the spring, given it's unlikely to be ready by this spring, we could potentially launch in the summer (2024) or Spring 2025.
- When do you need to launch the new website by? As soon as we can.

21. Is there anything that you can broadly share at this point about your target audience and current barriers/challenges?

Primary

- Homeowners/Residents: Individuals interested in protecting their homes and properties from the threat of wildfires through preventative measures and mitigation strategies.
- Communities: Municipalities, neighborhood associations, and community groups seeking guidance and resources to develop and implement wildfire protection plans at the local level.

- Individuals who recreate in or near the forest and the wildland urban interface: many human activities lead to wildland fires (sparks from off-highway vehicles, improperly put out campfires, etc). (campaign)

Secondary

- Land Managers: Professionals responsible for managing and maintaining wildland areas, including forestry agencies, park authorities, and landowners, interested in implementing FireSmart principles to reduce the risk of wildfires and protect natural habitats.
- Fire Professionals: Firefighters, emergency responders, and fire management agencies involved in wildfire suppression, prevention, and preparedness, looking for strategies to enhance community safety and resilience against wildfires.
- Governments: local, municipal, provincial and federal, tribal councils, bands, nations, etc. (website)
- Barriers/Challenges
 - Although it is growing, FireSmart not well-known east of Alberta.
 - Costs associated with some mitigation efforts can be prohibitive
 - Difficulty penetrating in QC
 - Materials don't reflect everyone. Focus mainly toward 30-60 year old, middle to upper class, white families/individuals.

22. Recognizing their important influence, would stakeholder engagement to gain and broaden campaign support be a part of our responsibilities?

Yes

23. While this is a national campaign, are there specific geographic regions that should be considered priorities, particularly given values, motivators, and levels of trust (which influence behaviour change) may vary by region?

Northern communities, Indigenous groups and Quebec.

24. How will you define success with this campaign?

We want to see increased awareness of FireSmart across the country; and increased participation in FireSmart programs.

25. Is there an incumbent agency partner and have they been invited to participate in this RFP?

No

26. Why are you going to RFP at this time? Is there something that you are looking for that your current agency partner is unable to deliver?

N/A

27. Considering current campaign assets available including at a provincial level (such as FireSmart BC's Everyday Heroes campaign, etc.), what gaps are you hoping to fill with this campaign?

We are hoping to develop a national campaign that can reflect the whole country.

Timing

1. From the Schedule of Events section: Phase 1 Final Deliverables are due Jun 28, 2024; confirming this is not an in-market date for the Campaign or Website, but in fact a marker for deliverables up to the end of phase 1?

Correct

2. From the RFP Submission section: 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; just confirming that March 29 is a marker for initial concepts to be presented, which would then be revised based on feedback, toward final approved concept(s) on May 31, 2024?

Correct

3. Are there any events, compliance drivers or promises driving your timeline that we should be mindful of?

No.

Budget

4. Fixed cost quote (meeting your proposed budget of \$120K) is for Phase 1 of both projects, Website and Campaign, but does not include Implementation (media and production for Website and Campaign. Have we understood this correctly?

That's right.

5. Should we anticipate a budget for paid/promotion of Campaign or is the expectation for a strategy and creative approach executed across owned channels and organic social media reach?

You can anticipate a budget for paid promotion. We, however, have never dealt with paid advertising and would appreciate any insight or cost estimate you could provide for a variety of channels (i.e., online, billboards, radio, tv, etc.)

Translation

6. English, French requirements for both Campaign and Website are understood; just wondering whether references to "pan Canadian" and "expertise in communicating with Indigenous communities" might infer a need for Indigenous language translation (either for research and consultation or in-market materials, whether specific languages are known, and if so, how many languages?

We are currently not translating into any Indigenous languages, that is something that may be required

further down the line, but not in the immediate. We'd like for the firm to have an understanding of indigenous communities or be able to conduct research on these communities to better promote our program to them.

FireSmart Brand Identity

7. Are the existing FireSmart brand identity and brand guidelines remaining unchanged as the visual and communications foundation for FireSmart?

Yes, these will remain unchanged.

Website

8. Are there any specific requirements or preferences around CMS platforms or other technology?

No specific requirements.

9. Does the scope of the website development include copywriting on the part of the agency?

It would include some copywriting yes. We have a lot of content currently on the site, we don't have to get rid of it all, but we'd like for the agency to review it and determine if it needs to be improved or changed altogether.