



OTTAWA COMMUNITY BENEFITS NETWORK

Request for Proposals

Ottawa Community Benefits Network – Public Engagement

July 9, 2021

1. Proposal Description

1.1 Background

The Ottawa Community Benefits Network (OCBN) is a network of over 30 Ottawa based organizations that have come together under a common vision, principles and goals. <https://ottawacommunitybenefits.ca/>

Our goal is to create the conditions in West Centretown and Ottawa to implement a community benefits agreement (CBA) approach. CBAs are a proven approach and tool to generate significant socio-economic benefit multipliers for each development dollar spent on building and infrastructure projects.

Under the OCBN three-year workplan the Network intends to design and deliver specific CBA campaigns targeted to planned Ottawa building and infrastructure projects. A significant cross-cutting element of these campaigns will be community outreach, to encompass the full spectrum of what outreach can deliver to ensure that Ottawa communities have meaningful agency in the CBA process and outcomes. For the moment, the geographical focus of the outreach may include communities in and around:

- LeBreton Flats,
- New Civic Hospital campus,
- LRT, phases 3 and 4
- Tunney's Pasture
- Herongate
- Manor Park.

1.2 Purpose

The OCBN requires a contractor to design and deliver a CBA community outreach campaign to:

- Raise awareness and understanding of what CBAs can tangibly bring to communities,
- Establish meaningful connections with community-based organizations including community associations and special service organizations, and
- Provide a platform with which communities can identify and articulate desired community benefit outcomes from the development projects.

1.3 Scope of Work

The selected consultant will need to work independently and with a network of volunteers, groups and organizations for the duration of this project.

Key tasks and deliverables:

- Develop and present a one-year community outreach plan to include, but not be limited to:
 - Goals and outcomes
 - Targeted community-based organizations
 - Outreach strategy and workplan, including estimates of number and type of community/neighbourhood specific events
 - Outreach messaging
 - Social media plan
 - Metrics to measure performance and monitoring/tracking approach
- Subject to OCBN steering committee and Board input, revise and then deliver the Plan
- Report on a regular basis to OCBN steering committee.

1.4 Timelines

Due Date	
July 9, 2021	Request for Proposals released
July 28, 2021	Deadline for Proposals
August 4-6, 2021	Candidate interviews
August 20, 2021	Selection of Consultant
December 31, 2021	All deliverables completed

1.5 Budget

The total budget allocated to this project is \$9450, not including HST.

The OCBN has posted two RFPs and is open to a proposal that would combine roles.

2. Proposal Length and Requirements

Proposal should not exceed 5 pages and include:

1. Your understanding of the contract requirements,
2. Explain how you would effectively deliver the project tasks and highlight, based on your experience, what you would see as key challenges to success,
3. Qualifications,
4. Schedule of availability; how many hours/week do you anticipate would be focused on this project,
5. Hourly rate,
6. Disclosure of any conflicts of interests and
7. Three references.

Please also submit your CV.

3. Selection Criteria

Criteria to be considered in making this selection will include:

1. Language capacity (English and French, written and spoken preferred; other languages an asset),
2. Understanding of the assignment,

3. Approach to implementing the assignment,
4. Community outreach skills and experience,
5. Skills and experience working with non-profit and/or volunteer-based organizations, including with individuals from diverse backgrounds and sectors,
6. Skills and experience with meeting and group facilitation, both in-person and virtual, and involving the full spectrum of meeting planning, facilitation, and documentation.
7. Communications and presenting skills (written, oral, social media, presentations)
8. Advanced computer, internet, social media skills,
9. Budget management and organizational skills.

4. How to Respond

Please submit the proposal, with the subject matter in the subject line, to info@ottawacommunitybenefits.ca.

You may also submit questions about the RFP to info@ottawacommunitybenefits.ca and mla.adelaar@gmail.com

Your supporting attachments are to be PDF (preferred) and Microsoft Office file types.

The deadline for response is 5pm on Friday, July 28, 2021.