



Request for Proposal #2019-06

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- #2019-06:** Research & Communications Services
- Term:** April 1, 2019 – March 31, 2020 (subject to funding and contract terms)
- Contract Rate:** To be determined subject to submissions, project scope and funding
- Project Description:** The contract will provide communications and research services to support the development of the Indigenous Fire Marshal Office. The proposal will include developing a communications plan that includes milestones, key communications strategy, communications deliverables and associated research in collaboration with various components identified with the project plan.
- Specific services include;
- Development of a communications plan that includes milestones and key deliverables and incorporates a strategic approach that ensures the IFMO project provides relevant and required information dissemination to all key audiences and political organizations.
 - Identify current and emerging communications risks that can be mitigated by planned information dissemination.
 - Identify all relevant organizations, political entities and communities that require information updates.
 - Develop a print media and social media schedule and respond to ad-hoc communications initiatives.
 - Budget planning of the communications plan to ensure all financial targets are successfully met in coordination with AFAC financial oversight.
 - Perform all ad-hoc and planned reporting including summary reports and progress reports.



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- Perform communications plan evaluation and make recommendations to the IFMO project team for return on investment or impact on current communications strategy.

RFP Responses:

(all submissions are subject to verification)

In your RFP response please include the following information;

- Contract rate (total & applicable taxes)
- Available start date
- Ability to travel to planned and ad-hoc events
- Information to support how you have the competency, expertise or experience to deliver the following services;
 - Communications - experience developing a national or regional communication plan in collaboration.
 - Research – experience and/or expertise performing research to support the various IFMO activities and evaluation frameworks identified.
 - Communications collateral – planning and development of all communications media including print and information support material.
 - Marketing - Experience developing and managing marketing strategies to support organizational or initiatives marketing objectives.
- Expertise in First Nations fire service including
 - Previous experience working in First Nations emergency services environments
 - Experience developing and leading communications projects and new initiatives
 - Knowledge and experience working with First Nations fire service initiatives related to communications and research including knowledge and relevance of fire codes, building codes and fire



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protection acts and NFPA standards

- Knowledge of First Nations customs, culture and language
- Proof of contractor status or agency secondment (the following link provides clarification; <https://www.canada.ca/en/revenue-agency/services/forms-publications/publications/rc4110.html>)

Closing Date:

Please email your RFP response in a PDF document to info@afac-acpi.ca, by 5:00 PM EST February 15 2019.