



*Motor Carrier Passenger Council of Canada
Conseil canadien du transport de passagers*

REQUEST FOR PROPOSAL (RFP)

**ONGOING COMMUNICATIONS AND TECHNICAL
AND STRATEGIC CONSULTING SERVICES**

NOVEMBER 2018

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1. INTRODUCTION

The Motor Carrier Passenger Council of Canada (MCPCC) is a not-for-profit corporation providing human resources products and services for the motor carrier passenger industry. It was formally established in January 1999. The MCPCC's membership includes all national and regional Industry associations, major Industry labour organizations, multi-sector (urban transit, intercity, tour and charter, school bus and accessible services) representation from large, medium and small entities as well as multi-level government and education stakeholders. www.buscouncil.ca

2. INDUSTRY BACKGROUND

The Canadian motor carrier passenger industry is comprised of various service providers catering to regional as well as local markets:

- *Urban transit service providers are mostly medium and large public organizations;*
- *Intercity, tour and charter service providers are privately owned, mainly medium/small operations;*
- *School bus transportation reflects the greatest diversity. Some are large entities while some remain small owner-operated businesses. In some provinces private firms mostly deliver school transportation while in others school boards directly operate the services.*

3. REQUIREMENT

The MCPCC requires the services of one or more consultants to provide ongoing communications and/or technical consulting services to support the three-year project "Working Hands-on for an Environmental and Effective Labour System" (WHEELS). The project addresses Industry-identified labour market issues by producing and disseminating a comprehensive labour market intelligence system [LMIS], validated occupation standards and certification tools to meet the needs of both the bus industry and the Canadian labour market.

These services will cover the following areas:

1. **Network upgrading and maintenance**
2. **Website design, content development, interface for all websites and tools**
3. **Graphic design and creative services**
4. **Marketing analysis and strategy**
5. **Technical and Strategic consulting**

Consultants may show expression of interest in one or more of these areas. The sole discretion of the MCPCC will apply to any contract arising from this RFP.

4. OBJECTIVES

Main objectives are to implement the elements of the business and communications plans for project WHEELS, and assist in providing ongoing effective communications through various media and public relations.

5. SCOPE

AREA 1 - NETWORK UPGRADING AND MAINTENANCE

The consultant(s) will provide hardware and software upgrades and ongoing maintenance to ensure effective delivery of electronic communications and website facilities. This includes domain and email hosting designed to meet our needs, troubleshooting and repairing, network control programs, network management, security, server, backup and architecture. Timeline: ongoing between *November 2018 and October 2021*

AREA 2 - WEBSITE DESIGN, CONTENT DEVELOPMENT, INTERFACE

The consultant(s) will oversee the design and functioning of all our *bilingual* (English/French) websites including the addition of new products and interfaces and testing; provide services of a Web Master including new designs, improved flow of information, interface with new project programs and tools, monitoring usage and utility and making recommendations where appropriate. This will include:

- Review, evaluate and update existing LMI architectural web design.
- Consolidate existing and new research findings.
- Develop all aspects for a fully functional interactive web-based portal.
- Develop a plan for ongoing updating and maintenance.

Timeline: ongoing between *November 2018 and October 2021*

AREA 3 - GRAPHIC DESIGN AND CREATIVE SERVICES

MCPCC contracts graphic design services on an as needed basis to complete specific assignments throughout the project. The consultant will develop creative artwork and graphic design adaptable to both official languages for advertising, presentations, website content, PDF's contained on website, marketing initiatives and other media, as required.

General graphic design services, including, but not limited to:

- Developing creative graphic concepts and brand identities for various programs
- Creating unique fliers, posters, direct mail pieces, banners, brochures, templates, advertisements, signage, interactive PDFs (with hyperlinks), logos and website/social media graphics – either as stand-alone pieces or templates.
- Modifying/redesigning previously created pieces.
- Making creative and useful recommendations for improvement.

Timeline: ongoing between *November 2018 and October 2021, as required*

AREA 4 - MARKETING ANALYSIS AND STRATEGY

The consultant(s) will assist in analyzing communications plans and making strategic recommendations for marketing MCPCC bilingual (English/French) programs and products as well as providing writing services for advertising, web content, newsletters, etc.

General services, including, but not limited to:

- Develop a broad communications plan to ensure the engagement of key players/partners throughout the project (November 2018 to January 2019)
- Work with MCPCC staff to implement on-going communications plans (ongoing).
- Develop a communications strategy to promote the value of project resources (ongoing)

Timeline: ongoing between *November 2018 and October 2021, as required*

AREA 5 - TECHNICAL AND STRATEGIC CONSULTING

The consultant will provide consulting in a technical and strategic capacity in the areas of review, analysis, contributive writing and recommendations for project direction, documents and outputs.

Timeline: ongoing between *November 2018 and October 2021, as required*

6. MCPCC ROLE AND RESPONSIBILITIES

MCPCC is the contracting organization and sole owner of the research data and the results. The work will be under the direction of the Executive Director & CEO with delegation to a Project Manager, if applicable. The MCPCC is responsible for the French translation of all documents.

7. CONSULTANT REQUIREMENTS

- Experience in project management
- Understanding of HR business management related to the promotion of products
- Excellent technical ability in the required areas of services
- Experience in developing websites and interfaces and conducting testing
- Demonstrated creative and innovative capability
- Demonstrated currency in technical advancements and ability to assess new technology utility with the needs of the MCPCC
- Ability to provide the services in a reasonable timeframe adhering to MCPCC priorities and deadlines
- Accessibility to MCPCC office for Network maintenance and troubleshooting
- Excellent writing capability for web content and tools development, advertising material and other media, as required

8. PROPOSAL REQUIREMENTS

- Statement of experience related to the specific area bidding on, i.e. network/maintenance, website development and management, graphic design, communications strategy development and execution, technical and strategic consulting, etc.
- Willingness to work within indeterminate periods, capability to schedule work and meet project time-lines presented, as required.
- Statement of experience working with the bus industry.
- Résumé of consultant(s) proposed for the work.
- 5 pages or less plus attachments.

9. CONSULTANT SELECTION PROCESS

The successful Consultant(s) will be selected on the basis of the above-mentioned requirements, price/value, congruency of proposal presentation and ability to meet timelines.

10. BUDGET

Total budget over the three years plus taxes is as follows:

Area 1: Network upgrading, maintenance and hosting: \$40,000

Area 2: Web Development and Management: \$60,000

Area 3: Graphic Design: \$25,000

Area 4: Marketing Analysis and Strategy: \$40,000

Area 5: Technical and Strategic Consulting: \$30,000

Payments will be coordinated with agreed cost, timelines with work in progress and deliverables as assignments arise.

11. CONTRACT

Contract(s) for the work will be on a three-year basis commencing November 2018 to October, 2021. Contract(s) will be reviewed three months prior to conclusion to determine mutual agreement for further renewal should the project agreement be extended.

The MCPCC requires that all proposals be submitted to the Executive Director *via email* in response to the RFP no later than **November 16, 2018**.

Send To:

Ms. Joan Crawford
Executive Director & CEO
Motor Carrier Passenger Council of Canada
10350 Yonge Street, Suite 206, Richmond Hill, Ontario L4C 5K9
E-mail: joan@buscouncil.ca

12. CONCLUSION

Any and all reports, documents and any other work products prepared or developed by the Consultant as part of the work under this project shall vest in and remain the property of the MCPCC. All materials developed are solely for use by the MCPCC and are not to be released by the Consultant to other parties without the written consent of the MCPCC.

The MCPCC reserves the right to further negotiate with bidders in order to achieve the most cost-effective contract that is in keeping with the terms and conditions of the RFP, or to not award a contract at all.

If it is necessary for the Consultant to replace any personnel assigned to the project, the Consultant must provide an immediate replacement with comparable knowledge and experience as the previous incumbent. Any replacement will be at the Consultant's expense.

You are invited to provide any general comment regarding the assignment. Should you require more information or clarification, please feel free to contact me at joan@buscouncil.ca or telephone 905-884-7782.