



# Regional District of Mount Waddington

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**Nov 15, 2020**

## REQUEST FOR PROPOSAL

### RDMW Home Based Knowledge Worker Attraction Campaign

#### 1. Introduction

The Regional District of Mount Waddington (RDMW) is seeking a consulting team to develop a strategy and plan for an attraction campaign targeting potential home-based knowledge workers (HBKW).

The objective of this request for proposal is to provide the Regional District with qualified proponents capable of carrying out the work herein defined. The subsequent proponent submissions will form the basis for evaluation and selection.

#### 2. Submission Details

An electronic copy of the proposal marked RDMW Home Based Knowledge Worker Attraction Campaign, addressed to Pat English, Manager of Economic Development, [penglish@rdmw.bc.ca](mailto:penglish@rdmw.bc.ca) must be received by 4:30 p.m., Monday January 4, 2021. Submissions received after this time will be returned to the sender.

Proposals shall be irrevocable until the Regional District awards a contract or cancels this Request for Proposals, whichever first occurs.

All proposals will remain confidential, subject to the Freedom of Information and Privacy Act.

#### 3. Enquiries

Clarification of project details and terms and conditions of the proposal process shall be directed to:

Pat English, Manager of Economic Development  
Regional District of Mount Waddington  
Phone 250-956-3301  
E-mail [penglish@rdmw.bc.ca](mailto:penglish@rdmw.bc.ca)

The Regional District, its agents and employees shall not be responsible for any information given by way of verbal communication.

#### **4. Project Description**

The Regional District of Mount Waddington, working with our partners in Vancouver Island North Training and Attraction Society (VINTAS) propose to develop a strategy and plan for an attraction campaign targeting potential home-based knowledge workers (HBKW) who may be receptive to enticements to relocate to the Regional District of Mount Waddington. Anecdotal information is available from several home-based knowledge workers, both within the RDMW area and from residents in other rural areas, attesting to the long-term growth of this sector. Knowledge workers in the areas of computer graphics, software development, engineering, and general business consulting have all established home-based businesses in the region, and they represent a source of future growth.

A qualified marketing consultant will be chosen to develop a strategy that builds on the RDMW's market position featuring our north island culture and values to form the basis for the attraction initiative. The consultant will rely on published research, interviews with pre-identified home-based workers, and focus groups to define the market segment and key motivating messages. This information will be incorporated into a targeted attraction campaign utilizing social media, print and graphical mediums.

The consultant will report to a Steering Committee, managed by Mr. English, and comprised of representatives from the VINTAS COVID Economic Recovery Committee, the Port McNeill and Port Hardy Chamber of Commerce, local government representatives, major employers, and other stakeholders.

#### **5. Consultant Deliverables**

The successful consultant/consulting team will be required to undertake the following tasks:

- Develop a strategy and plan for an attraction campaign targeting potential home-based knowledge workers (HBKW) who may be receptive to enticements to relocate to the Regional District of Mount Waddington
- Define primary and secondary market segment (based on literature, historical survey, focus group)
- Define key motivators as above
- Identify barriers that may limit the ability of the Mount Waddington Regional District to attract knowledge workers and suggest how these barriers can be either overcome or ameliorated.
- Review the current myvancouverislandnorth brand and website to confirm compatibility with the defined HBKW attraction strategy and recommend adjustments where necessary.
- Develop messages based on the above, including text, graphics, videos, and social media, that is consistent with the updated myvancouverislandnorth website

- Provide a detailed plan for the dissemination of the marketing material to the target audience both through direct digital channels and through a marketing mix that spans digital, PR, event support and targeted offline communications
- Develop an 18-month work plan and budget for the attraction campaign that defines requirements for staff resources, production of marketing materials, and identifies tasks to manage the implementation of the attraction strategy.

Subject to final confirmation, an initial draft plan should be completed by April 30, 2021 and a final plan and all supporting documentation will be presented to the Steering Committee by May 31, 2021.

## **6. Proposal Submissions**

The proposal from the consulting team should include a description of the methodology to develop a communications/consultation plan for engaging with the Steering Committee, user groups and First Nations that will identify a schedule of meetings and workshops, including protocols required to address the COVID guidelines in place at the time.

Proponents shall provide in their submissions a Corporate profile of their firm and all members of the consulting team outlining their history, philosophy, and target market.

Identify the staff to be assigned to this project and their relevant experience and qualifications to this project.

Provide a priced methodology complete with a time allotment for each task in the approach you propose to employ to carry out the work, this shall form the basis for payments to the successful proponent. Supplement this with a schedule of fees for staff to be assigned to the project. The RDMW has established a budget of \$35,000 for this project.

Show what co-ordination and meetings the Regional District will be required to provide and provide a timeline for the key milestones of the project.

## **7. Evaluation Criteria**

Proposals shall be evaluated to determine the best value offered to the Regional District against conformance to the following criteria:

- methodology of work program proposed
- experience and qualifications of those staff to be assigned to the project
- cost of proposal
- references

## **8. Working Agreement**

Negotiation

If the Regional District selects a Preferred Proponent, they will enter negotiations with the Preferred Proponent to reach an agreement necessary to implement the services, as generally described in this RFP. If the Regional District considers that it is unlikely to reach an agreement with the Preferred Proponent despite having negotiated with the

Preferred Proponent for at least seven (7) days after selection of the Preferred Proponent, the Regional District is entitled to cease negotiations with the Preferred Proponent and to begin negotiations with another Proponent.

Proponents may include their standard terms of engagement in the service agreement.

## **9. Miscellaneous**

The Regional District is entitled to cancel this RFP at any time by addendum issued to Proponents, without liability for any loss, damage, cost, or expense incurred or suffered by any Proponent as a result of that cancellation.

This RFP is solely a request for expressions of interest and statements of qualification. It is not an invitation for tenders, an offer to contract, or an invitation for offers capable of acceptance to create a contract. No contractual or other legal obligations or relations between the Regional District and any other person can or will be created except in a written contract executed by two authorized signatories of the Regional District, under the authority of an express resolution of the Regional Board.

In considering any submissions delivered in response to this RFP, the Regional District reserves the absolute and unfettered discretion to:

- accept or reject any proposal that fails to comply with the requirements set out in this RFP for the content of proposals;
- assess proposals as they see fit, without in any way being obliged to select any proposal or Proponents;
- assess and select proposals as they see fit without being obliged in any way to select the proposal that offers the lowest price or cost;
- determine whether any proposal or proposals satisfactorily meet the selection criteria set out in this RFP;
- require clarification after the dates and times set out above from any one or more of the Proponents in respect of proposals submitted;
- communicate with, meet with or negotiate with any one or more of the Proponents respecting their proposals or any aspects of the project;
- reject any or all proposals with or without cause, whether according to the selection criteria set out above or otherwise.

Each Proponent is solely responsible for the risk and cost of preparing and submitting a proposal in response to this RFP and neither the Regional District nor their officials, employees or consultants are liable for the cost of doing so or obliged to remunerate or reimburse any Proponent for that cost.

By submitting a proposal to the Regional District, each Proponent represents and warrants to the Regional District that the information in the proposal is accurate and complete.

The RFP does not impose on the Regional District any duties of fairness or natural justice to any or all respondents with respect to this RFP or the process it creates. Unless the Regional District is expressly permitted or required by this RFP to “act reasonably” the Regional District is entitled to act in its sole, absolute, and unfettered discretion.

While the Regional District has used considerable efforts to ensure an accurate representation of information in this RFP, the information contained herein is supplied solely as a guideline for Proponents. The information is not guaranteed to be accurate, nor is it necessarily comprehensive or exhaustive. The Regional District will assume no responsibility for any oral information or suggestion(s). The successful proponent will enter into a contract for services with the Regional District based upon the information contained in this request for proposal and the successful proponents’ submission and any modifications thereto.

# Home-Based Knowledge Worker Attraction Program Summary Outline

The Regional District of Mount Waddington, working with our partners in Vancouver Island North Training and Attraction Society (VINTAS) propose to develop a strategy and plan for an attraction campaign targeting potential home-based knowledge workers (HBKW) who may be receptive to enticements to relocate to the Regional District of Mount Waddington. Anecdotal information is available from several home-based knowledge workers, both within the RDMW area and from residents in other rural areas, attesting to the long-term growth of this sector. Knowledge workers in the areas of computer graphics, software development, engineering, and general business consulting have all established home-based businesses in the region, and they represent a source of future growth.

We propose to retain a marketing consultant to develop a strategy that builds on the RDMW's market position featuring our north island culture and values to form the basis for the attraction initiative. The consultant will rely on published research, interviews with pre-identified home-based workers, and focus groups to define the market segment and key motivating messages. This information will be incorporated into a targeted attraction campaign utilizing social media, print and graphical mediums.

The proposed initiative will include a review of the current myvancouverislandnorth (myvin) brand and website to confirm compatibility with the defined HBKW attraction strategy and recommend adjustments where necessary.