

Request for Proposal – Town of Stratford Engagement Strategy Review



1) INTRODUCTION AND BACKGROUND

The Town of Stratford was established in 1995 through the Charlottetown Area Municipalities Act. Stratford provides a wide range of services to a growing population of approximately 11,000 persons.

In the Town's efforts to *build the best community possible*, a plan to engage residents and stakeholders in the decision-making process was developed and implemented in 2012. The Engagement Strategy is built on a system of engagement levels where the level of engagement increases with the complexity and impact of the decision. This determines the required approach and method(s) of engagement.

As this engagement effort has been in place for a number of years, it is time to review and update the existing strategy, and for the Town to have an overall look at where it currently is in this framework, where it aims to be in the future and what new approaches, methodology and changes have occurred since the strategy was put in place. A copy of the Engagement Strategy is included as Appendix A.

2) SCOPE OF WORK

The Town of Stratford is seeking proposals from qualified firms to work collaboratively with Town of Stratford staff to review, update and modify the existing Engagement Strategy and the following related supporting documents:

- Engagement Guide
- Communications Guide
- Social Media Strategy

As part of this work an overall review of the Town's current communication workflow, work processes and channels will be required. This may be completed through group and/or one-on-one meetings to review and discuss with various staff persons involved.

The following outlines the work anticipated:

- Review, Update and Implement Strategy and Guides
Working with staff, the successful bidder will review the present strategy and guides; assess the status of the implementation of the strategy; prepare recommendations for improvements, edits and deletions; and develop complimentary new or revised documents incorporating the branding guidelines used by the Town of Stratford, upon approval of the recommendations. The successful bidder shall conduct an environmental scan and review best practices and trends, as part of the work process. All developed content will be the property of the Town of Stratford and be created and shared with them for future

use.

- **Ensure Brand Implementation**
The Town of Stratford has developed an extensive Engagement Strategy and follows Branding Guidelines to ensure consistency in messaging and look. Our future communications and engagement should incorporate these same principals and be reflective of the Town of Stratford in all communication mediums proposed.

3) PROPOSAL INSTRUCTIONS

Bidders are requested to provide the following information in their proposal:

- a) General qualifications and experience of the firm. (Please include previous client information whereby similar work has been completed)
- b) Detailed qualifications, relevant experience and assigned tasks of the team members who will carry out the work
- c) Proposed methodology and proposed timeline for the work to be completed
- d) Contract rate to complete the work and hourly rate for assigned team members (if work outside of the contract is required)
- e) Any other information that would help the review team to better understand your proposal

4) PROPOSAL SUBMISSION

Three copies of the proposal titled “Engagement Strategy Review Services” shall be submitted in a sealed envelope prior to 2:00 p.m. AST on Thursday, February 4, 2021 to:

Town of Stratford
234 Shakespeare Drive
Stratford, PE C1B 2V8

Questions on the request for proposals can be addressed to Wendy Watts, Community & Business Engagement Manager at (902) 569-1995 or via email at wwatts@townofstratford.ca.

6) EVALUATION

Proposals will be evaluated on the following basis:

Qualifications and experience of the firm and of the assigned personnel	40%
Proposed methodology and approach	30%
Contact rate to complete the work	20%
References and other factors	10%

7) DISCLAIMER

Responses received after the stated date and time will not be considered. Faxed or emailed responses will not be accepted. Neither the lowest, nor any submission, shall necessarily be accepted and the decision of the Town shall be final.