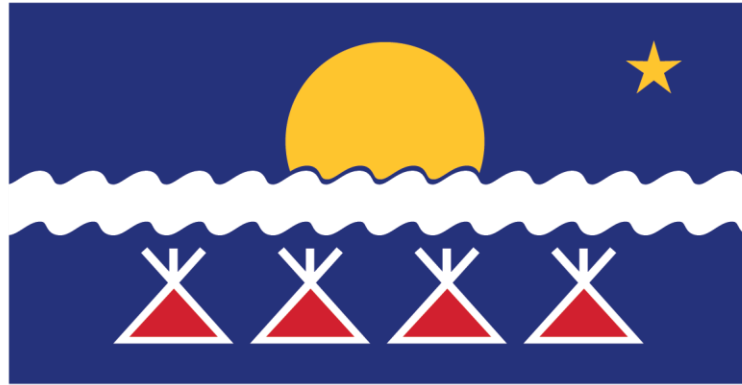


Tłıchọ Ndek'àowo



Tłıchọ Government

Tłıchọ Government

Request for Proposal

Communications Consultant

Proposals will be received until: January 15, 2022

Cecilia Rabesca
Manager Policy and Communications
Tłıchǫ Government
cecilia.rabesca@tlicho.ca

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1. Instructions

1.1. Request for Proposals

The Tłıchǫ Government (TG) is issuing this Request for Proposals (RFP) in the search for a qualified proponent in order to support the TG's Communications Strategy Working Group (CSWG) with the development of a strategic communications plan for both internal and external communications. The objective of this RFP is to provide the TG with qualified consultant/proponents capable of carrying out the work herein defined. The proponent submission will form the basis for any evaluation, interview, and selection.

RFP Issued: November 15, 2021

Proposal Due: January 15, 2022

1.2. Inquiries

Inquiries of a technical or procedural nature should be directed to:

Cecilia Rabesca

cecilia.rabesca@tlicho.ca

1.3. Proposal Submission

Proposals shall be submitted by email to Cecilia Rabesca at the following email address:

cecilia.rabesca@tlicho.ca

1.4. Proposal Conditions

Proposals will be received until January 15, 2022, at 4:30 pm MST. Any proposal received after this date and time will not be considered. All proposals must be signed by an official agent or representative of any company submitting the proposal.

If the proponent submitting a proposal outsources or contracts any work to meet the requirements contained herein, the particulars must be clearly stated in the proposal. Additionally, costs included in proposals must be inclusive of any outsourced or contracted work. Any proposals that call for outsourcing or contracting work must include a name and description of the organization(s) or individual(s) being contracted.

Issuance of this RFP does not obligate the TG to award a contract to any proponents or to pay any costs incurred by the proponents in preparing a proposal or otherwise in relation to the RFP. The proponents are solely responsible for any costs in relation to the preparation of and submission of proposals. The proposals and accompanying documentation submitted by proponents become the sole property of the TG and will not be returned.

1.5 Acceptance or Rejection of Proposals

This is not a Request for Tenders or a bid. TG has in its sole discretion, the unfettered right to: accept any proposal; reject any proposal; reject all proposals; accept a proposal that is not the lowest price; accept a proposal that deviates from the requirements of the RFP or the conditions in the RFP; reject a proposal even if it is the sole proposal received by TG; accept all or any part of a proposal.

1.6 This RFP is not a Contract

Notice in writing to a proponent together with the subsequent signing of a written agreement shall constitute the making of a contract. No proponent shall acquire any legal, equitable or contractual rights or privileges until the contract is signed.

1.7 Contract for Deliverables

The successful proponent will be invited to enter into discussions to negotiate the terms of a Service Agreement with TG, based on the TG standard form template, the information contained in this RFP, the successful proponent's submission and any modifications agreed to. All contractual terms and conditions will be subject to review by the TG and will include scope, budget, schedule, and other necessary items pertaining to the project. The TG reserves the right to reduce or expand the scope of work or make any changes whatsoever during the negotiation of the contract's terms and conditions.

1.8 Schedule

Proponents aware of potential or pending difficulties to complete the work by October 30, 2022, shall notify the TG in their proposal submission.

2. Terms of Reference

2.1. Background

The Tłıchq Government (TG) is the Indigenous government representing the Tłıchq Nation. The government came into existence in August, 2005, when the Tłıchq settled a modern-day land claim and self-government agreement with the Government of Canada and the Government of the Northwest Territories. Since that time, the TG has grown considerably expanding programs and services and hiring staff to support these activities.

The Communications Strategy Working Group (CSWG) was assembled to assist the TG with the development and implementation of a cross-departmental, whole of government internal and external communication strategy.

2.2. Scope of Work

The strategic communications plan will equip the TG with a strategy and action plan for internal and external communications with a focus on identifying the necessary human resources and infrastructure.

The strategy will clearly identify the means and resources necessary to achieve identified goals and an action plan which will provide a framework for the TG to follow over the next two years.

It will also include an evaluation framework so we can measure our progress and identify gaps and areas for improvement. Communication mediums typically used by the Tłıchq Government include email, websites, radio, posters and community announcements.

Objectives

The project aims to improve communications in the workplace to:

- Ensure employees have the information they need to be productive and effective; and,
- Strengthen the communication between leadership and employees.

The project aims to develop communications with Tłıchq citizens and other stakeholders to:

- Present a favorable image of the TG;
- Reach more Tłıchq citizens and provide them better more relevant information;
- Collect information and feedback from citizens;
- Ensure citizens know about programs and services;
- Ensure relevant Tłıchq news is shared in Tłıchq communities; and,
- Instill Tłıchq pride and confidence in citizens.

Activities, Outputs and Expected Outcomes

To assist in the development of an internal and external strategic communications plan, the consultant will review all relevant documentation pertaining to the TG. Examples would be, but not necessarily limited to, the following:

- Tłchq Government strategic intentions
- Tłchq Government organizational charts
- Tłchq Government policies and procedures
- Departmental Workplans
- Assembly Session Transcripts

The consultant will engage in a participatory process to develop the following:

- Internal communications plan including a strategy, action plan, budget and required policies.
- External communications plan including a strategy, action plan, budget and required policies. Social media is an important component of communications but alternative mediums including those unique to the Tłchq must be included.
- Policies for visual design (brand) standards for communications.
- Job descriptions for any recommended communications positions.
- Recommendations for the organization and distribution of communications personnel and accountabilities within the TG.
- Recommendation for regional communications training so Tłchq citizens can potentially benefit from expanded employment opportunities.

Project Timeline

The project must be completed by October 30, 2022. A project schedule should accompany the proposal.

2.3. Budget

All proposals must include proposed costs, inclusive of travel expenses (if pandemic restrictions allow), to complete the tasks described in the project including a proposed schedule for payment.

3. Proposal Contents

In addition to timeline and budget, all proponents are required to provide the following information with their submission:

- Letter of transmittal signed by an authorized individual stating that the proposal will remain in effect for a period of 60 calendar days after the deadline for submission of proposals.
- A profile of the firm outlining its history and a listing of relevant experience.
- A description of the proponent's understanding of the project objectives, outcomes, and vision.
- A description of methodology explaining each project task including what will be expected of the proponent and the TG with respect to each task and how the tasks achieve the project objectives and outcomes.
- A detailed schedule of all proposed activities, including milestones, project meetings, consultations, and reports for the project.
- A complete listing of all key personnel who will be assigned to this project. This will include their relevant experience, qualifications for this project, roles and responsibilities, leadership, etc., in addition to their availability for this project.
- Provision of a priced methodology complete with a time allotment for each identified task you propose to employ to carry out the work.
- References and examples of previous work.

4. Proposal Evaluations

Cost will not be the only deciding factor when selecting the successful proponent. In addition to cost, proposals will primarily be evaluated based on, but not limited to, the selection criteria listed in this section.

- Past experience working with Indigenous communities and working in the NWT.
- Understanding of project objectives/outcomes and vision.
- Team composition – experience and qualifications of those staff to be assigned to the project.
- Project methodology.
- Project deliverables – activities, outputs and expected outcomes proposed by the consultant.
- Understanding of Tłıchq Government and Tłıchq way of life.