



Request for Proposals

Brand Review Research and Workshop

The Real Estate Council of British Columbia invites interested and qualified parties to submit proposals to conduct a review of the Council's brand.

Please send PROPOSALS/DOCUMENTATION to:

Attn: Marilee Peters, Communications Officer
Real Estate Council of British Columbia
900-750 West Pender Street
Vancouver, BC V6C 2T8

Or mpeters@recbc.ca

Until 4:30pm on: June 29, 2017

CONTENTS

SECTION 1: OVERVIEW	2
ABOUT THE REAL ESTATE COUNCIL OF BC	2
SECTION 2: GENERAL TERMS AND CONDITIONS	2
SECTION 3: SCOPE OF SERVICES	3
BACKGROUND & PURPOSE	3
OBJECTIVES	4
DELIVERABLES	4
OVERALL TIMEFRAME AND DURATION	4
CONSULTANT QUALIFICATIONS	4
SECTION 4: INFORMATION REQUESTED	5
SECTION 5: EVALUATION, CONTRACT AWARD AND CONDITIONS	5
SECTION 6: PRICING AND TERMS	6
SECTION 7: KEY DATES	6

SECTION 1: OVERVIEW

The purpose of this Request for Proposals (RFP) is to solicit proposals from qualified proponents to conduct a preliminary review of the Real Estate Council of BC's brand, and facilitate a brand review workshop with Council members and senior staff.

The Council requires a consultant or consultant group to conduct research in advance of the workshop, plan and facilitate the workshop, and develop recommendations that emerge from the workshop for the potential future evolution of the Council's brand.

This RFP outlines the basic requirements for the project; however, proponents are encouraged to provide alternatives and suggest options to satisfy the Council's needs.

ABOUT THE REAL ESTATE COUNCIL OF BC

The Real Estate Council of British Columbia (the Council) is a regulatory agency established by the provincial government in 1958. Its mandate is to protect the public interest by enforcing the licensing and licensee conduct requirements of the *Real Estate Services Act*. The Council is responsible for licensing individuals and brokerages engaged in real estate sales, rental and strata property management. The Council also enforces entry qualifications, investigates complaints against licensees and imposes disciplinary sanctions under the Act.

See more at www.recbc.ca/about/overview.html

SECTION 2: GENERAL TERMS AND CONDITIONS

1. All information will be forwarded to the Council's Communications Officer. It shall be the proponent's responsibility to clarify any details or questions before submitting a proposal.
2. Any additional information that results in substantial change to the original specifications will be forwarded to the proponents. The Council will have the right to extend the RFP closing date if circumstances so demand.
3. The Council reserves the right to negotiate with a proponent. Negotiations may take place with selected proponents without the obligation to recall proposals or provide an opportunity for the other proponents to quote on the same changes.
4. The Council may establish a short list of proponents. Those proponents not selected will be notified by email.
5. The proponent(s) may be requested to make a presentation to the Council during the selection process. This will not in any way indicate that any proposal has been accepted or rejected.
6. Proponent responses will be evaluated based on adherence to specifications, quality of product/service, total cost, proponent history, references supplied by proponents and other

criteria as established by the Council (also refer to Section 5: Evaluation, Contract Award and Conditions).

7. The RFP documentation and proponent's response/proposal will become an integral part of any agreement.
8. An appropriate penalty may apply in the event of failure by the successful proponent to provide timely and effective service or failure by the successful proponent to deliver the service/goods on or before the agreed date. This penalty will be discussed and established prior to any final contract commitment.
9. The proposal and accompanying documentation submitted by proponents are the property of the Council and will not be returned. The Council will not assume any responsibility for costs incurred by the proponent in the preparation of this RFP or any subsequent presentations.
10. Where applicable, all employees of the successful proponent must comply with the *Worker's Compensation Act of British Columbia* and must comply with the Council's security procedures while on Council premises.
11. Information pertaining to the Council obtained by the proponent as a result of participation in relation to this RFP and to any subsequent contract or purchase order is *strictly confidential* and shall not be disclosed by the proponent except as authorized in advance by Council in writing. Breach of confidentiality may result in disqualification of the proponent.
12. Proposals submitted must describe the necessary equipment and services for the requirements described. While subcontracting will be considered, overall co-ordination and ultimate responsibility must be assumed by the proponent submitting the proposal.
13. The proponent shall provide, with the response, a detailed Plan of Action that shall be taken to represent guaranteed performance parameters and will be utilized to compare expected performance of competing bids.

SECTION 3: SCOPE OF SERVICES

BACKGROUND & PURPOSE

In February 2016, in response to heightened public concern about the conduct of some real estate licensees in BC, the Real Estate Council of BC initiated a review of the regulatory regime by an Independent Advisory Group (IAG). The IAG submitted a final report in June 2016 with 28 recommendations for enhancing consumer protection.

Now, governed by new, publicly-appointed Council members, the Council is engaged in implementing the recommendations of the IAG, and modernizing operations to increase transparency and strengthen public accountability. As part of this transformation, the Council is developing more accessible, consumer-focused communications as recommended by the IAG and seeking to review its brand to ensure it is positioned to engage effectively with members of the public and real estate licensees.

The Council recognizes that its brand is far more than its logo or name: it is the sum total of how the organization conveys itself to its audiences. The Council's brand encompasses its vision, message, voice, and organizational identity. As the Council proceeds with implementation of the IAG recommendations, it wishes to ensure that its brand accurately reflects its evolution as a regulator.

OBJECTIVES

The objectives of the brand review are to:

- Assess the Council's brand and its alignment with the organization's current reality and future aspirations,
- Evaluate current communications practices,
- Identify strengths, weaknesses, opportunities and threats as they relate to the brand, and
- Identify strategies to evolve the Council's brand.

DELIVERABLES

The consultant will, at a minimum, accomplish the following:

- Conduct an environmental scan of professional regulators to gather current best practices for consumer-focused communications,
- Conduct a review of the Council's brand components and current communications practices,
- Conduct stakeholder research with senior staff, Council members, and identified external stakeholders,
- Develop and execute a brand review workshop with Council members and senior staff, and
- Document the results of the brand workshop, to inform and guide the development of a potential future brand renewal.

It is anticipated that these deliverables will require activities such as:

- Interviews, or other methods of collecting input from audience members, stakeholders and partners,
- Environmental scans and/or collection of relevant research and best practices by other regulatory agencies,
- Planning and facilitation of workshops, and
- Documenting research findings and analysis, and workshop results, in a brand review report including any recommendations.

OVERALL TIMEFRAME AND DURATION

The project activities will begin in July 2017, and all deliverables must be completed by December 2017.

CONSULTANT QUALIFICATIONS

To accomplish the scope requested, the consultant or consultants will need to possess the following qualifications:

- Knowledge and experience conducting brand review workshops,
- Experience developing recommendations for brand renewal,
- Strong facilitation skills, and
- Experience at gathering and utilizing data to inform the planning process.

SECTION 4: INFORMATION REQUESTED

Proposals must include the following:

General Information

The Council understands that the scope of work requested may be conducted by a single consultant, a consultant group, or by a partnership of consultants. The proposal should provide the name, title, address, telephone number, and email address for each person engaged in scope activities. Further, if a consultant group or partnership of consultants is proposed, the proposal should indicate the individual who will serve as the “point” person for the purposes of this RFP and the engagement.

Consultant Qualifications and Roles

The proposal must describe the consultant’s qualifications to conduct the activities, including his/her expertise, knowledge and experience. Include examples of experience conducting similar or related work.

If a consultant group or partnership of consultants is proposed to conduct the RFP scope of work, the proposal must indicate which activities each consultant will conduct as well as information about their level of expertise, knowledge and experience to conduct those specific activities.

Work Plan

The proposal should contain a detailed description of the activities to be conducted by the consultant or consultants in order to complete the requested scope of work, including:

- the specific activities to be conducted at each stage,
- a timeline for the activities at each stage,
- milestones and deliverables tied to those activities, and
- proposed costs for each stage.

References

Include at least three references of individuals who can speak to their experience with the consultant or consultants in conducting projects of similar scope. For each reference include the individual’s name, address, telephone number and email address.

Previous Work Product

Include at least two examples of work products similar to the scope of work requested within this RFP, redacted as necessary.

SECTION 5: EVALUATION, CONTRACT AWARD AND CONDITIONS

1. Please provide the Council with a written proposal addressing all specifications and requirements as outlined in this RFP.
2. The Council will review the written proposals, identify proponents with whom it wishes to have further discussions, and then if necessary will interview the short-listed proponents. In doing so, the Council shall not be obliged to disclose or justify its review process or decisions

nor to communicate to any proponent the reasons for not selecting or accepting any or all proposals.

3. Evaluation criteria includes the following (criteria are not listed in any particular order):
 - Completeness of the proposal
 - Value-added services
 - Ability to meet proposed timelines
 - Pricing, commitment, and terms
 - Customer service commitment
 - Relevant, related experience
 - Proponent references
4. The preferred proponent shall be required to negotiate a contractual agreement. The Council may, at its sole discretion, terminate negotiations with any proponent and negotiate with another proponent of their choice with no liability on the part of the Council to any proponent.
5. The service must conform to the specifications stated in the proposal.

SECTION 6: PRICING AND TERMS

The Council will consider proposals up to a maximum cost of \$15,000, plus expenses. Please quote in Canadian currency and include the proposed cost broken down by major activity. Include hourly rates and estimated number of hours for each individual that will work on the project.

SECTION 7: KEY DATES

June 29, 2017 (4:30pm)

Request for proposal submission closing date.

July 6, 2016

Proponent presentations, if required by Council.

July 13, 2017

Decision and communication regarding successful proponent.