

Request for Proposals

Consumer Awareness Campaign

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SECTION 1: OVERVIEW

The Real Estate Council of British Columbia invites interested and qualified parties to submit proposals for the provision of marketing services for the planning and implementation of a consumer awareness marketing campaign. The campaign, as described in this RFP, will occur in two phases.

Phase 1: a campaign to inform real estate consumers about the new conduct requirements for real estate licensees which come into effect on June 15, 2018. Activities for this phase of the campaign will take place between June and November 2018.

Phase Two: This phase will begin in November 2018 and continue to March 31, 2020. This phase of the campaign will focus on broader awareness building of key issues affecting real estate consumers in BC and/or further changes to the rules governing real estate licensees as these changes may occur.

Proposals submitted in response to this RFP should address the deliverables outlined in Section 4 for Phase 1 of the campaign. An agreement to proceed with Phase 2 will be contingent upon successful completion of Phase 1. The Real Estate Council of BC reserves the right to award Phase 2 of the campaign to another proponent.

Both phases will include an overarching objective to raise awareness of the role of the Real Estate Council as a consumer protection agency supporting a fair real estate market through the licensing, education and discipline of licensed real estate professionals.

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.

Proposals for conducting the scope of work requested in this RFP will be considered from single consultants, consultant groups, or partnerships of consultants.

Late proposals will not be considered.

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. This RFP is not a tender and does not commit the Real Estate Council of BC in any way to select a preferred proponent, or to proceed to negotiations for a contract, or to award any contract, and the Real Estate Council of BC reserves the right to at any time reject all proposals, and to terminate this RFP process.
2. Proponents are solely responsible for their own expenses in preparing and submitting proposals and for any meetings, negotiations or discussions with the Real Estate Council of BC or its representative and consultants, relating to or arising from this RFP. The Real Estate Council of BC and its representatives, agents, consultants, and advisors will not be liable to any proponent for any claims, whether for costs, expenses, losses or damages, or loss of anticipated profits, or for any other matter whatsoever, incurred by the proponent in preparing and submitting a proposal, or participating in negotiations for a contract, or other activity related to or arising out of this RFP.
3. By submitting a Proposal and participating in this process as outlined in this RFP, proponents expressly agree that no contract of any kind is formed under, or arises from, this RFP prior to the signing of a formal written contract.
4. All information will be forwarded to the Council's Manager, Communications. It shall be the proponent's responsibility to clarify any details or questions before submitting a proposal.
5. 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.
6. 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.
7. The Council may establish a short list of proponents. Those proponents not selected will be notified by email.
8. 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.

9. 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).
10. The RFP documentation and proponent's response/proposal will become an integral part of any agreement.
11. 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.
12. The proposal and accompanying documentation submitted by proponents are the property of the Council and will not be returned.
13. 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.
14. 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.
15. 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.
16. 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: PURPOSE

The Real Estate Council of BC is looking for a consultant to help us plan and deliver a positive, memorable and measurable consumer campaign. This RFP describes a campaign that will occur over at least two distinct phases. It is our vision that the campaign will build in scope over several years. We are looking for a partner who would be open to the possibility of working with us over time to deliver on a multi-year

campaign, one year at a time to create and implement a targeted communications plan delivering messaging and resources that will resonate with consumers.

The project objective is to develop a province-wide consumer awareness building campaign that reaches priority consumer segments (real estate consumers) to increase their knowledge about the services to expect from a real estate professional, the consumer protections provided by the Real Estate Council of BC, and new rules in place for real estate licensees intended to protect consumers.

The intent of this RFP and any resultant award is to secure the provision of, in a substantial, complete and professional manner, all necessary services for the planning and execution of a marketing campaign of the highest quality, at the lowest cost to the Real Estate Council of BC, while protecting the Real Estate Council of BC's reputation.

STRATEGIC GOALS

The Real Estate Council of BC, in its 2018 Service Plan, articulated two strategic goals that relate to the consumer awareness campaign:

- “Consumers and licensees have the information and resources they need to participate effectively in real estate transactions.”
- “RECBC is a Trusted Regulatory Authority”

The strategies developed to work towards achieving these goals are listed in our Service Plan, and are as follows:

“To ensure that real estate consumers are well-informed and feel empowered to make the decisions that are most appropriate for them, they need access to independent, relevant, accessible information that helps them to understand the process of a real estate transaction, and the risks and issues that may be encountered. RECBC will invest in delivering information both online, through our website and social media channels, and offline, through direct engagement campaigns, which will help consumers build the skills and knowledge they need to make sound real estate decisions.”

“Through engagement and collaboration with our co-regulator, the Superintendent of Real Estate, as well as industry stakeholders, government, and key consumer groups, we will build support and recognition of our role as a consumer-focused regulator of licensed real estate professionals, and a source of accurate, impartial real estate information.”

OBJECTIVE OF THE CAMPAIGN

To raise awareness of the services and resources provided by the Real Estate Council of BC to support real estate consumers to make informed decisions in their own best interests in real estate transactions, and of

the Real Estate Council of BC as a strong regulator taking action to protect real estate consumers in the case of misconduct by licensed professionals under the *Real Estate Services Act*.

SECTION 4: DELIVERABLES

The consultant will, at a minimum, accomplish the following in Phase 1 of the campaign:

Campaign Strategy and Plan Development:

- Develop a campaign concept and actionable consumer awareness strategy to be executed in phases, to promote public awareness of new consumer protection rules as well as the Council's mandate and consumer focus. This will include but is not limited to the following elements:
 - a public relations and marketing strategy
 - earned media including op-eds
 - related PR events
 - development of key performance measures
 - recommendations on the medium mix, audience and timing
 - media buying

Concept, Messaging and Design Direction Development:

- Creative development and design
- Key messages for consumers
- Develop information resources for consumers, including short videos, infographics, fact sheets and/or other materials

Campaign execution:

- Conduct campaign in phases as described in this RFP.
- Ongoing monitoring, reporting and analysis of media impact

Evaluation:

- Evaluate success and develop final report on outcomes of the campaign
- Make recommendations to leverage best practices and consumer insights

Services also include ongoing project management and attendance at meetings

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

- Interviews, focus groups, polls or other methods of collecting input from consumers, industry members, and other key stakeholders;
- Ongoing project management, including regular meetings with RECBC staff and project advisory group;

- Developing written communications and marketing plans (including goals, objectives, strategies, tactics); and
- Documenting and evaluating results and developing written reports on outcomes.

TERM

The contract term will be negotiated with the successful proponent and will be no less than one consumer awareness marketing campaign with the potential of a multi campaign agreement. An agreement to proceed with Phase 2 will be contingent upon successful completion of Phase 1. The Real Estate Council of BC reserves the right to award Phase 2 of the campaign to another proponent.

PHASE 1: The project activities will begin in June 2018, and all Phase 1 deliverables must be completed by November 1, 2018.

PHASE 2: To begin November 2018, and all deliverables to be completed by March 2020. Phase 2 deliverables will be dependent in part on the outcomes of the Phase 1 campaign.

SECTION 5: 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 for Phase 1 of the campaign, including:

- the specific activities to be conducted,
- a timeline for the activities,

- milestones and deliverables tied to those activities, and
- proposed costs.

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 6: 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.
3. Evaluation criteria includes the following (criteria are not listed in any particular order):
 - Completeness of the proposal
 - Experience of consultants in relation to proposed scope of work
 - Demonstrated experience in planning and delivering integrated, multi-disciplinary projects/campaigns with particular focus on social media
 - Capability, skills and approach of assigned personnel in similar projects
 - Ability to meet proposed timelines
 - Pricing, commitment, and terms
 - Customer service commitment
 - Proponent references
4. Reference checks to confirm information submitted by the proponent will be conducted by the Council as part of the process of confirming selection of a preferred proponent.
5. 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.
6. The service must conform to the specifications stated in the proposal.

SECTION 7: PRICING AND TERMS

PHASE 1: The Council will consider proposals for up to \$75,000 including taxes, expenses and contractor fees for planning and full implementation for June – November 2018.

PHASE 2: The Council will consider proposals for up to \$100,000 including taxes, expenses and contractor fees for planning and full implementation for services to be provided November 2018 – March 2020.

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.