

# Request for Proposals

## Turn Back the Tide Social Media Campaign



Government of Newfoundland and Labrador  
Office of Climate Change and Energy Efficiency

**October 13, 2015**

**REQUEST FOR PROPOSALS:  
Turn Back the Tide Social Media Campaign**

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## 1.0 Contracting Agency

For the purposes of this Request for Proposals (RFP), the Government of Newfoundland and Labrador's Office of Climate Change and Energy Efficiency will be the Contracting Agency. The Office of Climate Change and Energy Efficiency (CCEE) will be referred to as "the Client" in this RFP.

## 2.0 Background

In September 2012, the Government of Newfoundland and Labrador launched its first ever public campaign aimed at raising awareness of climate change and energy efficiency in the province and encouraging action. This campaign, known as *Turn Back the Tide*, was implemented over a two year period and included three distinct elements:

- A one-stop-shop website with information, tips and resources on climate change and energy efficiency targeted at individuals, businesses and communities ([www.turnbackthetide.ca](http://www.turnbackthetide.ca));
- Television, newspaper and online advertisements to raise awareness about the issues and drive traffic to the campaign website; and
- A social media presence (i.e. Facebook page) and partnerships with a range of community organizations aimed at broadening the reach of the campaign. (<https://www.facebook.com/TurnBackTheTide>)

The development and implementation of the campaign was evaluated by CCEE in 2014-15. The results of the evaluation indicate the campaign was successful in delivering upon its intended goals ([http://www.exec.gov.nl.ca/exec/ccee/publications/turn-back-the-tide\\_evaluation.pdf](http://www.exec.gov.nl.ca/exec/ccee/publications/turn-back-the-tide_evaluation.pdf)). Furthermore, the overall success of the campaign was recognized through the receipt of two Pinnacle Awards in 2014 from the International Association of Business Communicators - Newfoundland and Labrador.

To drive traffic to the website during the initial launch of the *Turn Back the Tide* Campaign in 2012, CCEE purchased advertising spots with a variety of local media outlets. As part of this process, CCEE established targets, which outlined the desired level of traffic to the *Turn Back the Tide* website and Facebook page. These targets included 50,000 total visits to the website and 1,000 "Likes" on Facebook. Overall, the campaign realized all targets established for delivery by achieving over 56,000 website visits and nearly 1,700 Facebook Page "Likes" by March 31, 2014. Although paid advertising ceased at the end of March 2014, CCEE continued to maintain and update the website and post to the Facebook page, with the aim of continuing to drive traffic to the website. At the end of September 2015, there had been 102,333 visits to the website.

In light of this success, and in building upon lessons learned since the initial launch of the campaign, CCEE is currently undertaking a revamp of *Turn Back the Tide's* digital assets to ensure the website's content and associated Facebook page remain fresh, inviting, relevant and accessible to viewers, with expected completion in January 2016. To supplement this initiative, CCEE is now seeking to contract professional services to develop a social media campaign, which will be implemented in concert with the launch of the redesigned *Turn Back the Tide* website and Facebook page. The goal of the social media campaign will be to promote uptake and awareness of the redesigned website and Facebook page in a cost effective manner, in order to raise further awareness of climate change and energy efficiency in Newfoundland and Labrador.

## 3.0 Objectives

The purpose of this Request for Proposals (RFP) is to secure professional services to develop a social media campaign to generate increased traffic to the updated *Turn Back the Tide* website and Facebook page. Specifically, the objectives of this RFP are to:

- 1) Increase the amount of traffic to the Government of Newfoundland and Labrador's public awareness campaign on climate and energy efficiency over the three month duration of the social media campaign. More specifically to:
  - a) Increase traffic on the *Turn Back the Tide* website by 20 per cent from the figures as of 31 March 2014; and
  - b) Increase the number of followers on the *Turn Back the Tide* Facebook page by 20 per cent from the figures as of 31 March 2014 (relevant analytics are provided at Annexes C & D);
- 2) Improve knowledge, enhance awareness, and generate a positive public conversation about the importance of action on climate change and energy efficiency in the province by improving the reach and impact of the *Turn Back the Tide* campaign's social media presence;
- 3) Stimulate positive public dialogue and interest in climate change and energy efficiency via the development of effective, eye catching and engaging visuals, as well as contests, which focus on climate change and energy efficiency and direct users to the redesigned website and Facebook page.

## 4.0 Scope of Work

The successful Consultant will:

- 1) Complete a project plan for approval by CCEE, which will describe in detail the timing of key milestones for this RFP, the steps the consultant will take to achieve these milestones, and any input required by the Client.
- 2) Develop a comprehensive, robust and engaging social media campaign lasting three months that will drive traffic to the redesigned *Turn Back the Tide* website, with the goal of increasing awareness of climate change and energy efficiency in Newfoundland and Labrador and encouraging action. The campaign designed by the Consultant will be fully developed and ready to implement when the redesigned *Turn Back the Tide* website and Facebook page are launched. The successful Consultant will be required to:
  - a) Provide recommendations on the form(s) of social media to be utilized to attract individuals to the redesigned website and Facebook page, including the rationale behind each recommendation, and advice on how to use each form to maximize impact;
  - b) Produce a fully worked up plan that set outs the content of all planned communications on social media, any suggested graphics/images to ensure posts are eye catching and engaging, and any advice on, for example, when to post.
  - c) Produce ten related web-ready visuals (e.g. infographics) for use during the campaign that promote positive attitudes towards taking action on climate change and energy efficiency and that direct users to the redesigned *Turn Back the Tide* website and Facebook page;
  - d) Develop the content of three exciting and engaging contests to help stimulate interest climate change and energy efficiency in the province and raise awareness of the redesigned website and Facebook page;

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- e) Recommend metrics that the Client can use to assess the impact and reach of the social media campaign; and
  - f) Provide any additional materials that will be required to ensure the social media campaign is ready to implement in concert with the launch of the redesigned *Turn Back the Tide* website.
- 3) Provide advice and recommendations on how to maintain *Turn Back the Tide's* social media presence effectively after the initial three month campaign finishes.

The successful Consultant will **not** be required to:

- 1) Develop a Facebook page for the *Turn Back the Tide* campaign.
- 2) Redesign the *Turn Back the Tide* website.
- 3) Implement the social media campaign – this will be done by the Client.

The Consultant will work closely with the Client in developing the social media campaign and will participate in an initial kick-off meeting, as well as weekly teleconferences. The Consultant will submit all deliverables in draft for the Client's review and the Client will provide feedback within seven business days to the Consultant. The Consultant will be permitted access to the redesigned *Turn Back the Tide* webpages and Facebook page and will liaise with CCEE throughout the project to ensure the campaign content is consistent with the redesigned website. The consultant will design the campaign so that it can be easily and effectively executed by the Client, and will be mindful of the resources that the Client has to do this.

## 5.0 Deliverables

This project will include three deliverables. The timelines associated with the presentation of each deliverable is outlined in section 9.0.

- 1) Project Plan and Kick-Off Meeting** - The Consultant will develop a project plan for executing the work for agreement by the Client. The plan will outline the timing of key milestones (including delivery of draft materials), and will be discussed at a project kick-off meeting. The plan will be revised by the Consultant to reflect the Client's feedback within five working days.
- 2) Worked up Concept for Social Media Campaign** - The Consultant will develop, and describe in detail an approach to implementing a comprehensive social media campaign to drive increased traffic to the redesigned *Turn Back the Tide* website and Facebook page. This will include:
  - a) An overview of the form(s) of social media to be utilized during the campaign;
  - b) A plan that outlines appropriate times to post and the content of all posts;
  - c) Ten visually appealing graphics that convey positive messages and/or provide interesting information relating to climate change and energy efficiency, and that direct users to the redesigned *Turn Back the Tide* website and Facebook page;
  - d) The content for three contests, which will form part of the broader social media campaign and the overall effort to raise awareness of the redesigned *Turn Back the Tide* website and Facebook page. The theme(s) of the contest(s) must involve climate change and energy efficiency.
- 3) Final Social Media Campaign** - The Consultant will deliver the final version of the social media campaign (deliverable 2) that incorporates the Client's feedback.

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The content of all elements of the social media campaign developed by the Consultant must be consistent with the terms and conditions of the social media site(s) in which it is being employed.

All project deliverables must be reviewed and approved by the Client. The final version of graphics and/or materials produced by the Consultant, including all un-flattened resource files, will be 100% owned by the Government of Newfoundland and Labrador. The Government of Newfoundland and Labrador will be able to freely use and reproduce the deliverables provided by the Consultant in any means it deems necessary.

## 6.0 Proposal Structure

Respondents to this RFP are requested to structure their proposals using the following headings:

<b>Table 1: Proposal Structure</b>	
<b>Introduction</b>	The Introduction should introduce the firm, its capabilities and its experience in handling an assignment of this nature.
<b>Understanding of the Issue &amp; Project Proposal</b>	<p>This section should explain the Consultant’s understanding and interpretation of the objectives and requirements of this project.</p> <p>The project proposal must include:</p> <ul style="list-style-type: none"> <li>• A listing and description of the major tasks to complete the work, using this RFP as a guide;</li> <li>• A description of methods to be used;</li> <li>• A listing of data and other sources to be used in the project;</li> <li>• A project plan and project schedule; and,</li> <li>• Summary of any travel requirements required to complete the project.</li> </ul>
<b>Cost Proposal</b>	The Cost Proposal should include detailed summary costs and expected travel costs. Travel costs will only be reimbursed for actual travel incurred.
<b>Summary of Qualifications and Experience</b>	<p>This section should include an overview of corporate and, as appropriate, academic qualifications, including any similar work experience. Prospective bidders <b>must</b> include a discussion of a minimum of <b>three</b> social media strategies they have developed previously, as well as <b>three</b> sample visuals.</p> <p>Short-form résumés should be included for key personnel that will be involved in the project. This should be no longer than one page per person and reference education and experience involved in similar projects.</p> <p>Note that an overview of any individual or company that is sub-contracted to complete aspects of the project must also be provided.</p>

### 6.1 General Conditions

This RFP is not subject to the *Public Tender Act*.

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Verbal information or representations shall not be binding on the Client. Only written changes, alterations, modifications or clarifications are binding. In order to be valid, all such changes, alterations, modifications or clarifications shall be issued in the form of addenda and all such addenda shall become a part of this RFP.

The proposal of the successful Consultant will form part of any resultant Contract Agreement by attachment and incorporation by reference. Claims made in the proposal will constitute contractual commitments. Any provision in the proposal may be included in the resultant Contract as a direct provision thereof. The successful Consultant, as a condition of submitting its proposal, accepts a customized contract will be negotiated. The Client will not be responsible for any legal costs associated with contract development. The Client reserves the right, in its sole discretion, to accept or reject any or all proposals received or to cancel this process at any time after issuance, and may choose to accept or reject or award in respect of all or part of any proposal.

Any resultant Contract from this RFP shall be governed by the laws of the province of Newfoundland and Labrador. It shall be issued in the name of the successful Consultant exactly as that successful Consultant's personal or corporate name is stated in the RFP response document. Funds payable for materials delivered pursuant to any resultant Contract shall be paid only to the Consultant who is so listed as party to any resultant Contract. Only legal registered names of Consultants are acceptable.

Any resultant contract from this RFP may be subject to proactive public disclosure.

All documents and other records in the custody or under the control of some or all of the Government or its representatives may be subject to the *Access to Information and Protection of Privacy Act, 2015*, SNL2015 c. A-1.2. Subject to the provisions of this Act and as required by law, all responses and other documents and other records submitted by a Consultant in connection with this RFP will be considered confidential, and financial and other proprietary information will not be disclosed.

Any proposal submitted in response to this RFP shall contain the signature, name and title of the person authorized to sign on behalf of the Consultant.

The responsibility rests with the Consultant to submit a complete proposal, with proper and adequate detail to substantiate all aspects of its proposal. Incomplete proposals shall be deemed to be non-compliant. A complete proposal shall include, but is not limited to:

- **Legal name and status:** The proposal shall state the correct legal name and legal status of the proposing entity and the correct mailing address.
- **Consultant contact:** The name, title, telephone and fax numbers, email address and civic address of a representative who may be contacted for clarification or other matters relating to the proposal.
- **Content:** The proposal shall be clear, concise, and include sufficient detail for effective evaluation and for substantiating the validity of stated claims. The proposal shall not simply rephrase or restate the requirements in this RFP, but rather shall provide convincing rationale to address how the Consultant intends to meet these requirements.

The successful Consultant must be licensed to conduct business in its own jurisdiction and may be required to produce a certificate of good standing for that jurisdiction.

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All terms and conditions will apply to all subcontractors and the Consultant will be responsible for subcontractors' compliance. The Consultant will be responsible for all work done by the subcontractors. The Consultant will be responsible for all damages and will complete any work unfinished by the subcontractors.

## 7.0 Firm Pricing

All prices quoted shall include Harmonized Sales Tax (HST), must be in Canadian currency, and shall remain firm until completion. No contract containing price escalations will be accepted prior to the anticipated completion date set forth in this RFP.

The Client is anticipating bids in the region of \$10,000 to \$15,000 (excluding HST) in response to this RFP. All bidders should clearly detail their cost breakdown in their proposal and explain how these costs would deliver value and superior end products to the Client. All bids will be considered based on their own merits against the criteria set out in this RFP. The lowest priced proposal may not necessarily be accepted.

## 8.0 Award of Contract

The contract will be awarded by the Client based upon the results of an evaluation of submitted proposals. The Client will notify the successful Consultant in writing. Those that are not successful will receive notification as soon as possible once the contract has been accepted and finalized. The Client reserves the right not to explain in detail why bidders were not selected.

## 9.0 Project Schedule

The project schedule should assume an approximate start date of October 30<sup>th</sup>. The project must be completed as outlined in Table 2.

<b>Table 2: Project Deliverables</b>			
<b>Item No.</b>	<b>Deliverable</b>	<b>Estimated Due Date</b>	<b>Estimated Progress Payment to the Consultant*</b>
1	Project Plan/Kick-Off Meeting	November 13, 2015	10%
2	Worked Up Concept for Social Media Campaign, including visuals and contests	December 4, 2015	30%
3	Final Social Media Campaign, including visuals and contests	January 29, 2016	60%

\* Payments will be provided only once the Client is satisfied with the deliverable, and not when a draft is initially delivered. All work must be completed to the Client's satisfaction no later than January 29, 2016 unless otherwise agreed with the Client.

## 10.0 Intellectual Property

Any intellectual property that is developed as a result of this project, including all data, specifications, concept plans, designs, rationales, presentation materials and technical reports and related information produced by the Consultants in completing this work shall be vested with CCEE. The Consultant shall deliver all files and documentation for this project to CCEE upon its completion and shall securely destroy all files and documentation on hand.

## 11.0 Other Terms and Conditions

Additional terms and conditions relating to this RFP are provided in Annexes A and B.

## 12.0 Proposal Evaluation

CCEE will evaluate the proposals according to the criteria below. The lowest priced proposal may not necessarily be accepted. CCEE reserves the right to reject all proposals and either cancel the RFP or re-issue if necessary.

No.	Table 3: Selection Criteria	Weighting
1	Understanding of Project	20%
2	Approach to Project, including approach to the work and creative ideas.	35%
3	Management Proposal, including project staff qualifications and work experience relevant to this project	20%
4	Cost Proposal	25%

## 13.0 Project Contact

The Consultant will be working with CCEE throughout this project. CCEE will be the project manager and act as the Consultant's primary contact throughout the project. All project deliverables shall be supplied to CCEE for approval.

The contact for this project, including any questions or concerns relating to this RFP, is:

Kyle Robar  
Policy, Planning & Research Analyst  
Office of Climate Change and Energy Efficiency  
Government of Newfoundland and Labrador  
Confederation Building, West Block, 5th Floor  
PO Box 8700, St. John's, NL  
(709) 729-1280  
E. [kylerober@gov.nl.ca](mailto:kylerober@gov.nl.ca)

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## 14.0 Submission of Proposals

Proposals must be submitted electronically to [climatechange@gov.nl.ca](mailto:climatechange@gov.nl.ca) by October 22, 2015 no later than 3:30pm (NST). Questions will be accepted until noon on October 16th (NST) with responses issued by noon on October 19, 2015 (NST).

All changes, alterations, modifications or clarifications shall be issued in the form of addenda and all such addenda shall become a part of this RFP. All addenda that have been issued in relation to this RFP will be available on the Government Purchasing Agency website at [www.gpa.gov.nl.ca/availabletenders.stm](http://www.gpa.gov.nl.ca/availabletenders.stm), or by contacting the Government Purchasing Agency.

Consultants can either access the website at their own discretion for addendum, or may use the registration process available on the site to receive notification of addendum. Consultants are responsible for ensuring that they have received all addenda pertaining to this RFP and shall be deemed to have received same through their submission of proposal in response to this RFP.

Proposals must be submitted digitally to the email above. Facsimiles are not acceptable and will not be considered. No extensions to the submission date will be considered.

The Contracting Agency will endeavor to contact the successful Consultant within one week (7 days) of the closing date of the RFP.

## Annex A: Additional Terms and Conditions

**Acceptance of the Proposal** – The Client reserves the right not to accept any proposal. The RFP should not be construed as a contract to purchase services. The Client shall not be obligated in any manner until a written contract relating to an approved proposal has been duly executed. A standard contract template will be used.

**Proposal Revisions** – Proposal revisions must be received prior to the RFP submission/closing date and time.

**Financing of Proposals** – All costs associated with the preparation and submission of proposals shall be the sole responsibility of the Consultant.

**Acceptance of RFP Conditions** – Receipt of a proposal will be considered acceptance of the RFP terms and conditions by the Consultant, and will be incorporated into any resultant contract.

**Subcontracting** – The use of subcontracted services must be identified in the written proposal. Prior written approval by the Client is required for the use of subcontracted services.

**Negotiation Delay** – If a written contract cannot be concluded within (15) fifteen days of notification to the successful Consultant, the Client may, at its sole discretion, terminate negotiations with that Consultant and either negotiate a contract with another Consultant of its choice or choose to terminate the RFP process and not enter into a contract with any of the Consultants.

**Media Interviews** – Under no circumstances will any employee or representative of the Consultant consent to or provide any media interviews respecting the contract without specific written permission of the Client.

**Disclaimers/Limitations of Liability** – Neither acceptance of a proposal nor execution of a contract shall constitute approval of any activity that requires any approval, permit or license pursuant to any federal or provincial statute or regulation. It is the responsibility of the Consultant to obtain such prior to commencement of the services under the proposed contract.

**Other Purpose** – This document, or any portion thereof, may not be used for any purpose other than the submission of proposals.

## **Annex B: Protocols for Security of Government Information on Technology Assets of Consultant**

The Consultant should confirm with CCEE whether the Consultant will be required to use information technology resources, including computers, of the Government of Newfoundland and Labrador in the conduct of the work under the contract. The following requirements apply where the Consultant will not be using such assets, but will instead have access to confidential information (including personal information) (“Confidential Information”) received from the Government of Newfoundland and Labrador (“Government”) and will be storing, manipulating or accessing that Confidential Information on the Consultant’s own information technology resources.

- All portable storage devices or media (e.g., flash drives, memory sticks, portable hard drives, writeable compact discs or digital video discs, etc.) may only be used to transport and/or store Confidential Information where either the Confidential Information or the device or media is encrypted.
- Unless specifically separately authorized by the Consultant’s contract or otherwise, the Consultant is not permitted to attach non-government computers or other information technology systems to any Government network.
- Consultants are expected to implement and maintain up to date versions of all ordinary business software for the reasonable protection of information on computers attached to the Internet which will have access to or store Confidential Information, including security firewall and anti-viral software.
- Consultants are not permitted to use any Peer to Peer file sharing program (e.g., Limewire, etc) or chat program (e.g., MSN, Skype) on any information technology asset which will contain Confidential Information, or which will be connected via a network to any computer which will contain Confidential Information.
- Email should not be used as a method to transmit Confidential Information across public networks such as the Internet unless the e-mail and/or its attachments are encrypted or zipped in a secure manner.
- Where a Consultant will be granted access to the Government computer network during the course of the work, in addition to the requirements noted above, the Consultant shall not:
  - Share personal computer drives or folders on a computer accessing the network;
  - Access the network remotely, either through wired or wireless connections, except through the use of secure ID and virtual private network systems.

These requirements apply to the Consultant and all employees, servants and/or agents or permitted sub-Consultants of the Consultant, and it is the responsibility of the Consultant to ensure that all such employees, servants and/or agents or permitted sub-Consultants are aware of these restrictions and are in compliance herewith.

Annex B will form part of the successful Consultant’s contract.

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## Annex C: Website Analytics

The following website data was taken from the *TBTT* campaign's Google Analytics account and spans September 17, 2012 to March 31, 2014.

<b>Table 4: Turn Back the Tide – Website Analytics</b>	
Website Sessions	56,227
Unique Visitors	46,684
Page Views	132,618
Pages per Session	2.36
Bounce Rate	64%
New / Returning Visitors	17% / 83%

<b>Table 5: Turn Back the Tide – Sources of Website Visits</b>		
Source	Total Visits	Percentage of Total
Google Search	19,238	34%
Direct (i.e. typing in <i>TBTT</i> URL)	11,356	20%
vocm.com	8,310	15%
thetelegram.com	5,150	9%
facebook.com	2,862	5%
cbc.ca	2,229	4%
ntv.ca	1,439	3%
thewesternstar.com	1,075	2%
Other	4,568	8%
<b>Total</b>	<b>56,227</b>	<b>100%</b>

<b>Table 6: Turn Back the Tide – Most Visited Website Pages</b>		
Page		Total Page Views
1	Main page	41,942
2	Benefits of Energy Efficiency	5,462
3	Make a Difference Video	4,541
4	At Home Tab	3,350
5	What's New	2,625
6	Carbon Calculator	2,442
7	Understanding Climate Change and Energy Efficiency	2,197
8	Understanding How Climate Change Will Impact NL	1,870
9	Carbon Calculators (Landing Page)	1,782
10	Home Heating	1,601

## Annex D: Facebook Analytics

<b>Table 7: Turn Back the Tide Facebook Page – Trivia Contest Analytics</b>						
Trivia Contest	Average Number of Daily Entries	Time Frame	Facebook Activity (Number of people talking about the page)		Website Visits (Number of visits from facebook.com)	
			Total	Average per day	Total	Average per day
12 Days of Climate Change	142	12 days before contest	93	8	35	3
		Contest (Dec 4/12 - Dec 15/12)	2117	176	151	12
		12 days after contest	151	13	26	2
St. John's IceCaps Trivia Contest	342	16 days before contest	102	6	52	3
		Contest (Mar 1/13 – Mar 16/13)	6413	401	1182	74
		16 days after contest	81	5	57	4
Restaurants Go Green	182	6 days before contest	34	6	1	0
		Contest (June 10/13 – June 15/13)	765	128	127	21
		6 days after contest	28	5	10	2
CYN Transportation Trivia	121	5 days before contest	12	2	0	0
		Contest (Aug 12/13 – Aug 16/13)	929	186	176	35
		5 days after contest	22	4	10	2