

# REQUEST FOR PROPOSAL

## Youth Substance Use Prevention Awareness Campaign

**Closing Date:**  
**March 23, 2022, at 2:00:00 P.M.**

**PLEASE NOTE:**

**Proposals shall be submitted by e-mail to [mike@theraft.ca](mailto:mike@theraft.ca)  
Or submitted through [the City of St. Catharines Drop Box](#)**

For any additional information contact:  
Mike Lethby, Executive Director  
Niagara Resource Service for Youth  
[mike@theraft.ca](mailto:mike@theraft.ca)

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## **Introduction**

This Request for Proposal (RFP) is issued by the Niagara Resource Service for Youth on behalf of a working group of community organizations and volunteers (the Working Group) who have come together to address youth substance use in our community.

The list of member organizations that comprise the Working Group is set out in Appendix A.

By the signing and delivering of a Proposal, the proponent agrees that, if the Proposal is accepted and any necessary agreement is negotiated within the irrevocable period, the proponent will enter into such agreement with the Working Group, prior to the commencement of the work.

A Proposal shall be prepared and submitted at the sole expense of the proponent and without cost to the Working Group.

All Proposals received by the Working Group become the property of the Working Group.

A Proposal, whether or not it has been accepted, and any rights there under, shall not be assigned by the proponent without the prior written consent of the Working Group which shall not under any circumstances relieve the proponent of any liabilities and obligations under the Proposal.

## **Definitions**

“Agreement” means the agreement between the Working Group and a Service Provider, which shall incorporate the requirements outlined in this Request for Proposals, the successful proposal and any other documents that may apply in this circumstance.

“Award” means the selection by the Working Group of one or more successful proposal(s) for the provision of services in this competitive bidding process.

“Proponent”, “Contractor” or “Consultant” means the legal entity submitting a response to a proposal.

“Proposal(s)” means the Proponent’s submission in response to this RFP, including the terms of reference, directions, specifications, schedules, and requirements, together with all documents of any description and agreements made or to be made pertaining to the method of supplying the goods or services or to the quantities as shown of acceptable materials to be furnished under the contract.

“RFP” means this Request for Proposal document, including all schedules, parts and attachments, as issued by the Working Group, including any addenda or amendments made to it after initial issue.

“Service Provider” means the successful Proponent in respect of whose proposal an award is made.

# Information and Instructions

## Submission of Proposals

Proposals must be submitted on or before the **RFP closing date: 2:00 p.m. on Wednesday March 23, 2022, 2pm.**

All RFP submissions are to be emailed to [Mike@theraft.ca](mailto:Mike@theraft.ca) and shall be signed or otherwise authorized by a responsible official of the firm submitting. If a joint submission, it must be submitted by only one of the partners and signed or otherwise authorized by each bidder. If your submission document is too large of a file to email, please use [the City of St. Catharines Drop Box](#).

No part of the submission forms shall be altered or deleted. Respondents will be permitted to attach descriptive literature with the sole purpose of amplifying the submission.

To be considered in the RFP process, submissions must be received by the submission deadline and must be submitted as set out in this section. RFP submissions in any other manner will not be considered.

Hardcopy submissions will not be accepted.

Respondents to this RFP will receive a confirmation that their submission has been received.

Respondents should contact [Mike@theraft.ca](mailto:Mike@theraft.ca) at least twenty-four (24) hours prior to the closing time and date, if they encounter any problems.

The Niagara Resource Service for Youth or the Working Group will not be liable for any expenses incurred by a respondent, including the expenses associated with the cost of preparing responses to this RFP.

## Clarification of Proposal Documents

It is the responsibility of the Proponent to seek clarification of any matter that they consider unclear before submitting a proposal. The Working Group is not responsible for any misunderstanding of the proposal on the part of the Proponent. It is the Proponent's responsibility to verify the extent of work required under this Project. No allowances will be made for the Proponent failing to do so. Any item not specifically mentioned in the specifications but implied or required to complete the Project will be considered to be included in the total price.

Proponents may inquire into and clarify any requirements of this RFP. Inquiries must be sent by e-mail to [Mike@theraft.ca](mailto:Mike@theraft.ca) by **March 11, 2022**. These will be replied to by **March 15, 2022**.

Proposals submitted shall be final and may not be altered by subsequent offerings, discussions or commitments unless the proponent is requested to do so by the Working Group.

The Proponent shall carefully consider any and all work that may be necessary to complete this Assignment, including labour and materials and all other incidentals necessary to complete the work and all other charges of every kind attributable to the work, and shall allow for the cost of such work during preparation of their financial proposal. The Proponent is advised that the Working Group will not approve any payment beyond the upset limit unless the Proponent is required to do work which clearly could not have been anticipated during preparation of their proposal, which work is approved in writing by the Working Group.

The Proposal must confirm that the Proponent will not undertake any work, which they believe is beyond the terms of reference and their written proposal for the project without written authorization from the Working Group. The Proposal shall indicate the Proponent's staff identified in the proposal and their respective roles shall not be altered unless written authorization is obtained from the Working Group.

## **Addenda / Addendum**

The Working Group will not be responsible for any verbal (spoken) information from any Working Group staff or from any Consultant firms retained by the Working Group, or from any other person or persons who may have an interest in this RFP. Adjustments or changes to this RFP prior to the closing date and time stated herein will be by written addendum(s) only and said addendum(s) will be issued by the Working Group.

By submitting a proposal in response to this RFP, the Proponent acknowledges and agrees that addendums shall only be posted on the RAFT's website ([www.theraft.ca](http://www.theraft.ca)), and it is the sole responsibility of the proponent to check this website for said addendums. Failure to include signed copies of the addenda with the submitted proposal may result in a non-compliant proposal.

## **Errors & Omissions**

While the Working Group has used considerable efforts to ensure an accurate representation of information of this Request for Proposal, the information contained in this Request for Proposal is supplied solely as a guideline for proponents. The information is not guaranteed or warranted to be accurate, nor is it necessarily comprehensive or exhaustive. Nothing in this Request for Proposal is intended to relieve proponents from forming their own opinions and conclusion in respect of the matters addressed in this Request for Proposal.

## **Informal or Unbalanced Proposals**

Proposals which are incomplete, unconditional, illegible, or obscure, or contain reservations, erasures, alterations or irregularities of any kind, may be rejected as informal.

Proposals that contain prices which appear to be so unbalanced as likely to affect adversely the interests of the Working Group, may be rejected.

## **Conflict of Interest**

Proponents must disclose to the Working Group in their proposal any potential conflict of interest, including any which may involve Working Group employees who may have a financial interest in a

Proponent. If such conflict of interest does exist the Working Group may, at its discretion, refuse to consider the proposal.

## **Bribery/Fraud**

Should any prospective proponent or any of their agents give or offer any gratuity or attempt to bribe any member of the Working Group or attempt to commit fraud, the Working Group shall be at liberty to cancel the prospective submission or contract and to rely upon the surety submitted for compensation.

## **Processing of Proposals**

After the proposal has been opened, Working Group members may clarify any aspect of a proposal with the proponent; however, the Working Group is not required to clarify any part of a proposal. Any such clarification will not alter the proposal and will not be constituted as a negotiation or renegotiation of the proposal. Any clarification of a proposal by a proponent shall not be effective until confirmation has been delivered in writing.

The Working Group may make all necessary corrections to any proposal which is in error through addition or extension, the corrected value prevailing.

The Working Group retains the right to select any proposal for purposes that are in the best interests of and for the best value for the Working Group and/or to select parts of various proposals or to reject all proposals for budgetary or other reasons that are in the best interests of and for the best value for the Working Group. The Working Group reserves the right to award a contract to other than the proponent submitting the lowest costs.

## **Negotiations**

If a prepared proposal does not precisely and entirely meet the requirements of this RFP, the Working Group reserves the right to enter negotiations with the selected proponent(s) to arrive at a mutually satisfactory arrangement with respect to any modifications to the proposal.

## **Pricing and Terms of Payment**

Prices must be in Canadian funds, quoted separately for each item stipulated and all prices proposed are to be net of applicable taxes.

The successful proponent will be supplied with the correct billing address. Terms of Payment will be Net 30 days unless otherwise agreed upon by both parties.

## **General Conditions**

The form of proposal must be completed with all the information requested.

All pricing proposed must be in Canadian Funds and are to show all appropriate taxes extra. The prices will include all cost related to the work to be performed (i.e., vehicle, equipment, labour, material, etc.). This proposal submission is irrevocable and open for acceptance by the Working Group until sixty (60) days after the closing of this proposal.

The Working Group is not liable for any costs incurred by interested parties in the preparation of their response to this request or interviews. Furthermore, the Working Group shall not be responsible for any liabilities, cost, expenses, loss or damage incurred, sustained or suffered by any interested party, prior to, after, or by reason of the acceptance, or non-acceptance by the Working Group of any response, or by reason of any delay in the acceptance of the response.

## **Comply with Laws**

The successful bidder shall comply with all applicable statutes, laws, by-laws, regulations, ordinances, notices and orders whether Federal, Provincial, Municipal or otherwise, at any time in effect during the currency of this contract, and all rules and requirements of the Police and Fire departments, or other governmental authorities, and procure all C.S.A. approvals, if required. The successful bidder shall obtain and pay for all necessary permits and licenses and shall not do or suffer to be done anything in violation of any such laws, ordinances, rules or requirements. If the attention of the successful bidder is called to any such violation on the part of the successful bidder, or of any person employed or engaged by the successful bidder, the successful bidder shall immediately desist from and correct such violation.

## **Indemnification**

Without limiting any other obligation of the proponent under this contract or otherwise, the proponent hereby agrees to Indemnify and Save Harmless the Working Group and their employees, elected officials, officers and others for whom the Working Group is in law responsible, from and against any liability, loss, claims, demands, damages, fines and penalties, costs and expenses (including consulting fees), investigatory and legal expenses, and any other actions or causes of actions, suits, caused by or attributed to any wilful or negligent act, omission, delay, or allegations thereof on the part of the proponent, its officers, employees, subcontractors, agents, licensees, assignees, invites or other persons engaged in the performance, non-performance or attempted performance of the work pursuant to this contract or anyone else for whom the proponent is in law responsible.

Should the Working Group be made a part to any litigation commenced by or against the proponent, then the proponent will protect, indemnify, and hold the Working Group harmless and will promptly pay all costs, expenses, and legal fees (on a solicitor and own client basis) incurred or paid by the Working Group in connection with such litigation upon demand. The proponent will also promptly pay upon demand all costs, expenses and legal fees (on a solicitor and own client basis) that may be incurred or paid by the Working Group in enforcing the terms, covenants and conditions in this Contract.

## **Workplace Safety & Insurance Board Certificate**

The successful proponent will be required to submit an original Certificate of Good Standing from the Ontario Workplace Safety & Insurance Board on request by the Working Group and shall provide additional certificates as often as is deemed necessary by the Working Group during the term of the contract to ensure continued good standing with the Workplace Safety & Insurance Board.

-OR-

The successful proponent shall provide proof to the Working Group from the Workplace Safety & Insurance Board that the successful proponent does not require Workplace Safety & Insurance Board Insurance. If the successful proponent changes its status with the Workplace Safety & Insurance Board during the term of the contract such that coverage is required, the successful bidder shall immediately provide the Working Group with the W.S.I.B. Clearance Certificate.

## **Insurance**

The successful proponent shall, at its own cost and expense, obtain and maintain in full force and effect the following insurance coverage for the duration of the contract issued by a company duly registered and authorized to conduct insurance business in the Province of Ontario.

Prior to the award of a contract for this work, the successful proponent shall provide and deliver to the Working Group, Certificate(s) of Insurance or Certified copies of each such insurance policies as evidence of the proponent's insurance coverage signed by an authorized representative of the insurer together with true copies of any endorsements on terms satisfactory to the Working Group.

The Working Group shall be added as an additional insured with a cross liability clause on each policy of comprehensive liability insurance with an undertaking from the insurance company that such insurance will not be cancelled or reduced in coverage without thirty (30) days Notice of Cancellation or material change.

### **Commercial General Liability Insurance**

Broad form Commercial General Liability policy for a limit of not less than 2 Million (\$2,000,000.00) dollars on an occurrence basis with respect to third party liability claims for bodily injury, property damage, personal injury will be required. This policy shall include but not be limited to: Premises and Operation Liability, Blanket Contractual Liability, Products and Completed Operations, Tenant's Legal Liability, Non-Owned Automobile Liability, Owner's and Contractor's Protective Liability, Contingent Employers' Liability, Breach of Conditions clause.

The Working Group shall be added as an "Additional Insured" along with Cross-Liability and Severability of Interest clauses.

### **Owned Automobile Liability Insurance**

The successful proponent shall take out and keep in force Owned Automobile Insurance with a liability limit of not less than 2 Million (\$2,000,000.00) dollars on forms meeting statutory requirements covering all licensed vehicles owned or leased by the proponent used in any manner in connection with the performance of the terms of this Contract. The proponent shall provide the Working Group with confirmation of such automobile insurance.

## **Notice of Cancellation**

All such insurance policies shall stay in force and not be amended, cancelled or allowed to lapse and shall contain the necessary "Endorsements" to provide the Working Group with thirty (30) days prior written notice by registered mail to the attention of the Working Group.

## **Damage Claims**

The successful proponent shall protect the Work, the Owner's property, and any surrounding private property from damage, and shall be responsible for any damage that may arise as the result of his operations under the Contract.

## **Statutes and Regulations**

The successful proponent shall comply with all Federal, Provincial and Municipal laws and regulations, including but not limited to the Workplace Safety and Insurance Act, The Occupational Health and Safety Act and regulations including W.H.M.I.S. Any required permits or inspections shall be the complete responsibility of the proponent.

## **Environmental Concerns**

To contribute to waste reduction and to increase the development and awareness of environmentally sound purchasing, the successful proponent will ensure that wherever possible, terms of reference are amended to provide for expanded use of durable products, reusable products and products (including those used in services) that contain the maximum level of post-consumer waste and/or recyclable content, without significantly affecting the intended use of the products or services. It is recognized that cost analysis is required to ensure that the products are made available at competitive prices.

## **Licenses and Approvals (if required)**

The successful proponent shall at their own expense, be responsible for maintaining and keeping all licenses, or approvals, necessary to permit them, their employees or company, to carry out the requirements of the agreement.

## **Non-Performance**

The Working Group reserves the right to determine non-performance or poor quality of goods and/or services, and further reserves the right to cancel the contract. The opinion of the Working Group in this regard shall be final in all instances.

## **Warranty**

The successful proponent shall promptly repair or replace, at no cost to the Working Group, all defects in materials or workmanship of which the successful proponent has been properly notified within a period of one year from date of completion of the project, work or supply.

## **Accessibility**

The Working Group is committed to the accessibility principles of preventing and removing barriers in accessing goods and services for people with disabilities and is bound by the Standards under the Accessibility for Ontarians with Disabilities Act, 2005 as may be amended from time to time.

Regulations enacted under the Act apply to every designated public sector organization and other third parties that provide goods and services to the members of the public.

The consultant/contractor, and all sub-contractors hired by the consultant/contractor in the completion of its work, will meet or exceed compliance with all applicable regulations under the Accessibility for Ontarians with Disabilities Act, 2005 as may be amended from time to time.

It is the consultant/contractor's responsibility to ensure they are fully aware of and meet all requirements under the Act. A Declaration of Accessibility Compliance will be required by the successful proponent.

# Project Overview

## Project Description

Niagara is dealing with an opioid epidemic. It started before the pandemic and based on the number of overdoses and deaths by overdose over the past two years, the crisis has only grown and scale. In fact, Niagara has been one the hardest hit regions in Ontario. The impact of this epidemic has been felt across the region - across all age demographics - and by far too many families.

In June of 2021, Jacob Borisenko - 21 years of age - died of a suspected fentanyl overdose. Jacob battled depression for months during the pandemic and was self-medicating with drugs and alcohol. After Jacob's accidental overdose death, his father Steve started to look at what information and assistance was available for both youth using drugs and for parents who were looking for help for their children who were showing signs of using drugs. Unfortunately, Steve did not find these resources and services readily accessible during his time of need.

Steve reached out to St. Catharines Mayor Walter Sendzik to share his concerns as a grieving parent, wanting to do something so that other parents would not have to go through the pain that Steve is experiencing with the loss of his son to an accidental overdose.

As a result of the initial discussions, a Working Group was formed to specifically look at youth overdose prevention and awareness and begin to think about strategies and ways we can work together to prevent more of these untimely, tragic deaths in our community from the opioid epidemic. A list of the work group members is included in Appendix A.

After much discussion, the Working Group focused its intentions on developing a multi-faceted marketing campaign to provide education and information on resources available for both youth and parents as it relates to substance use in our community.

This marketing campaign will be designed with input by youth for youth, and with input from parents for parents as well. The plan will be designed in a way that provides access and use on multiple platforms across many digital channels and within physical spaces such as St. Catharines' arenas, libraries, community centres, bus shelters, First Ontario Performing Arts Centre and Meridian Centre (as examples). The campaign will include both digital and traditional marketing mediums.

The aim is to create a multi-dimensional campaign that reaches both youth and parents in different and unique ways. Through the utilization of St. Catharines city-owned properties (both physical and digital), the campaign will help youth and parents navigate through resources that are available and accessible during the unique times of need.

A target date for launch of the campaign would be June 2022.

#### **4. Information Requested**

The RFP submissions shall include:

- A) Introductory paragraph formally referencing the proponent's understanding of the project objectives and stating the firm's interest in undertaking the assignment;
- B) Highlighting, in narrative form, one or two especially qualified staff who would be involved in the project;
- C) Restating why the firm should be short listed and explicitly stating the firm's interest in being short listed;
- D) Estimated budget for this project;
- E) Demonstrate the firm's understanding and commitment to inclusivity and diversity;
- F) Experience with community engagement and focus groups with curating, designing and launching a marketing campaign;
- G) Illustrate the firm's knowledge in social media channels (ex. YouTube, Snapchat, TikTok, Twitter, Instagram, Meta (formerly Facebook) - include examples of marketing campaigns that included these channels;
- H) Provide examples of video productions for multi-media platforms;
- I) Capacity to produce a full-scale marketing campaign by end of June 2022

#### **Proposal Format**

Evaluation of proposals is made easier when proponents respond in a similar manner. The following format and sequence should be followed to provide consistency in Proponent response and ensure each proposal receives full consideration. All pages should be consecutively numbered.

- a) Title Page, Proponent's name, address, telephone number, email and contact person.
- b) One-page letter of introduction signed by the person or persons authorized to sign on behalf of, and bind the Proponent to, statements made in the proposal.
- c) Table of contents including page numbers
- d) A short summary of the key features of the proposal.
- e) The body of the proposal including the Form of Proposal, Timeline, Accessibility Declaration, and References.
- f) Any additional information.

## **Proposal Evaluation**

The Request for Proposal is intended to provide a framework for the Working Group to evaluate each proposal and determine which submission most closely addresses the Working Group's needs. All proponents are encouraged to provide any additional information or innovative approaches not specifically outlined in the context of this proposal.

Proposals will be evaluated based on information provided by the proponent at the time of the submission as well as by the Working Group reviewing samples of comparable projects completed by the proponent. Consultants are advised that only complete submissions will be reviewed and evaluated.

Proponents will be evaluated by an evaluation/selection team comprised of the members of the Working Group. The Working Group will review proposals against the established criteria, interview selected consultants, if required, and reach a consensus on the final rating results.

## **Qualification Criteria**

Proponents must have a proven record of success in providing public-awareness campaigns.

Proponents must also submit contact names including the contact information of the representative from the company who will be the main contact to the Working Group.

The Working Group will make choices for its public-awareness campaigns needs upon the best value, and the selection criteria outlined below. Working Group staff may visit the proponent's facility before making a final decision on a successful proponent.

Before preparing a proposal, candidates are advised to ensure that they meet the following:

- 1) demonstrate a clear understanding of the proposal and the requirements contained herein.
- 2) have proven experience with creating and implementing effective public-awareness campaigns.
- 3) have the capacity to meet the requirements of the proposal.

Proponents who cannot meet these minimum requirements should not submit a proposal.

## **Selection Criteria**

The following are the key criteria that will be used to evaluate the proposals. The list is not in any particular order of priority. The Working Group will base its selection on a combination of the following criteria as a minimum:

- a) proven successful experience in providing public-awareness campaigns of type and design consistent with intended use;
- b) the responsiveness of the proposal to all Request for Proposal requirements;
- c) anticipated schedule for completion and delivery of the finished product;

- d) history of your company;
- e) estimated cost for the services provided

While cost is clearly a very important factor, the Working Group will select a proponent using all of the criteria listed above.

## **Appendix A - List of Working Group Members**

The Niagara Resource Service for Youth (the RAFT)  
Pathstone Mental Health  
Community Addiction Support Services of Niagara (CASON)  
Steve Borisenko  
City of St. Catharines  
District School Board of Niagara  
Niagara Catholic District School Board  
Niagara College  
Niagara Regional Native Centre  
Niagara Health  
Niagara Region Public Health  
Positive Living Niagara  
Step Niagara  
Youth Wellness Hub Niagara

# Proponent's Declaration

We certify that:

1. The party executing this document is authorized to sign the same.
2. To the best of my/our knowledge and belief the information provided in our proposal submission is correct.
3. Except as expressly and specifically permitted within the instructions of the RFP, no Proponent shall have any claim for any compensation of any kind whatsoever, as a result of participating in this Proposal process, and by submitting a Proposal each Proponent shall be deemed to have agreed that it has no such claim.
4. To the best of my/our knowledge and belief our proposal submission is made without any connection, comparison of figures or arrangement with or knowledge of any other corporation, firm or person submitting a bid for the same work and is in all respects fair and without collusion or fraud.
5. To the best of my/our knowledge and belief no member of the Working Group, no elected official or officer or employee of the Working Group is, will be, or has, become interested, directly or indirectly, as a contracting party, partner, stockholder, surety or otherwise in, or in the performance of this agreement, or in the supplies, work, or business to which it relates, or in any portion of the profits thereof, or in any of the money to be derived there from.
6. My/Our proposal submission will remain open for acceptance for a period of Sixty (60) business days after opening of the Proposals and the Working Group may at any time within this period accept our proposal submission.
7. To the best of my/our knowledge and belief there is not nor was there any actual or perceived unfair advantage or conflict of interest in our bid submission or our performing of or observing the contractual obligations of the proponent as set out in the contract.
8. I/We agree if awarded the contract that I/we will supply at the time of issue or execution of the contract, at my/our expense, a copy of our letter of incorporation, certificate of corporate status, or business registration.

The Proponent must state whether the proponent is a corporation, person, partnership, consortium, sole proprietorship, or other legally recognized entity.

If the Proponent is a corporation, partnership, consortium, sole proprietorship, or joint venture, the Proponent must state the Proponent's legal name and any other names under which the Proponent carries on business.

Authorized Signature: \_\_\_\_\_

Dated: \_\_\_\_\_