



OAK RIDGES MORaine FOUNDATION

STRATEGIC COMMUNICATIONS CONSULTANT

REQUEST FOR PROPOSALS

August 26, 2014

1.0 Introduction

The Oak Ridges Moraine Foundation (ORMF) was established in 2002 to provide support and encouragement for activities that preserve, protect, and restore the environmental integrity of the Oak Ridges Moraine, and support a trail along it. At that time, it received a grant of \$15 million from the Province of Ontario. From 2002 to 2009, the ORMF acted primarily as a grantor by funding the work of others.

Since 2002, more than \$14.1 million of the original provincial investment, as well as an additional \$35.8 million leveraged through the ORMF's partners, has been allocated to 177 projects in the areas of land securement, land stewardship, education, research, and support for the Oak Ridges Moraine Trail.

The ORMF continues to play a critical role in the protection of the Moraine. Recently, the ORMF's key focus has been to:

- Coordinate and ensure effective preparation for the 2015 Oak Ridges Moraine Conservation Plan (ORMCP) review;
- Continue its cross-Moraine coordination and facilitation role for the protection and stewardship of water and natural resources;
- Continue to seek re-investment from the Provincial and Federal Governments; and
- Explore and implement legacy projects to celebrate the Moraine.

One of the ORMF's Charter mandates is to help raise public awareness levels about the environmental importance of the Moraine. While there was significant awareness of the Oak Ridges Moraine in 2001, with the development of the provincial legislation and on the heels of the Walkerton tragedy, there remains the ongoing challenge to maintain and enhance that public awareness and build greater understanding of the Moraine's importance as we approach the 2015 ORMCP review.

One recent effort to profile the Moraine, and particularly the state of the Moraine's health, was through a monitoring project undertaken by the ORMF, called "Measuring Success on the Oak Ridges Moraine". This series of reports revealed that the Moraine's health is still in jeopardy and there are several areas require urgent attention and further work. The ORMF launched a successful communications effort to roll out this information, and again profile to the province, municipalities, stakeholders and the public the critical issues impacting the Moraine and the challenges ahead in protecting this vital landscape feature.

In preparing for the 2015 ORMCP review, the ORMF undertook a comprehensive consultation to provide a detailed analysis of the effectiveness of the ORMCP in the protecting the Moraine. Out of this consultation, the Foundation produced a report which presents a set of key recommendations and critical strategic messages. The goal of the Foundation is to present the province and other key audiences a broad collective view on how the ORMCP needs to be enhanced to protect the integrity of the Oak Ridges Moraine. Through strategic communication, the ORMF is seeking engagement with moraine stakeholders, including moraine landowners and residents, municipalities, MPPs, conservation authorities and ENGOs, to advance the recommendations.

2.0 Purpose of the Project

The purpose of this Request for Proposal is to solicit a strategic communications expert to develop and help implement a comprehensive strategic communications plan focused on advancing the ORMF's key recommendations and messaging prior to and during the 2015 ORMCP review.

3.0 Objectives of the Project

The strategic communications expert will be instrumental in assisting the ORMF to develop a strategy to rally support for strengthening the ORMCP and communicating this support to key decision makers. The strategy will position the Moraine as a vital, unique and fascinating asset essential to the well-being of a vast population in southern Ontario's most developed landscape. It will provide the ORMF with the enhanced visibility, positive media coverage, and increased awareness that will leverage support for improvements to the ORMCP from its stakeholders, government decision makers and citizens on and off the Moraine.

The consultant will identify an overall strategy, tactics, avenues of dissemination, and success metrics. The strategy should be guided by the ORMF's mission to "Champion the Oak Ridges Moraine. Empower Communities."

Specifically the ORMF is seeking a consultant who will work with ORMF board of directors and an advisory committee to:

- Build and communicate support from a wide range of stakeholders for strengthening the ORMCP, based on the recommendations from the ORMF.
- Engage various groups, MPPs, Councils in supporting a campaign to strengthen the plan
- Draw linkages to important ongoing provincial priorities (e.g. source water protection, smart growth, healthy communities, the linkage between human health and environmental health) and demonstrate critical connections between protecting the integrity of the ORMCP and existing provincial planning priorities.
- Demonstrate that the ORMF has helped make a difference, and that the funds it has distributed has had a recognizable impact.
- Promote the Oak Ridges Moraine as a continuous, unique geological, ecological, and socio-economic feature.

4.0 Advisory Committee

The successful proponent will have the knowledge, support, and direction of an advisory committee made up of ORMF board members and various Oak Ridges Moraine stakeholders.

5.0 Timing

The following is the schedule for this RFP.

- Issue Date of RFP – August 26, 2014
- Proponent’s Deadline for Questions – September 12, 2014
- Proposal Submission Deadline – September 19, 2014
- Contract awarded – September 26, 2014

The following is the schedule for the development and implementation.

- Draft communications plan to be complete – October 13, 2014
- Final communications plan to be complete – October 31, 2014
- Implementation – six months commencing October 13, 2014 (some elements may move forward while the plan is finalized).

The consultant will work closely with the ORMF chair and vice-chair to monitor implementation of the project and adjust any tactics as necessary.

6.0 Cost and Budget

The fee and payment schedule shall be negotiated with the successful proponent. A full cost proposal, including a per diem rate, is required as part of the submission. Submissions should provide a full breakdown of costs, aligned with the project objectives and deliverables. The ORMF will discuss available project funds and a firm scope of work that will obtain the ORMF’s objectives within the funds available.

The proponent shall bear all costs associated with the preparation and submission of the Request for Proposal. The ORMF in no case will be responsible or liable for those costs, regardless of the conduct or outcome of the solicitation.

The Oak Ridges Moraine Foundation is a not-for-profit charitable organization.

7.0 Proposal Preparation/Submission

Proponents should answer the following questions in their Proposal:

1. What experience have you/ your agency had working with not-for-profit environmental organizations?
2. Could you provide us with a case study that closely resembles the scope and nature of this project?
3. Who are the people who would work on this project and what is their experience? What resources would they be drawing on?
4. Could you please describe the approach you would take to this project?
5. Could you please provide some budget parameters for implementation of a project of this nature?
6. What would be your fee/compensation requirements for this project?
7. Given the short deadline for submission, proposals need be no longer than 4-5 pages in length.

8.0 Award of Contract

The Request for Proposal will be evaluated by a committee of the Board of Directors which will make the decision on consultant selection.

9.0 Questions to the Oak Ridges Moraine Foundation

Proponents should direct all communications to the ORMF's Senior Administrative Assistant referenced below. The ORMF shall not be responsible for information proponents receive from any other source. Questions will be received via phone or e-mail.

10.0 Selected Background Resources

Measuring Success Reports (8)

<http://www.moraineforlife.org/resources/measuringsuccess.php>

Oak Ridges Moraine Foundation Annual Reports

<http://moraineforlife.org/about/accomplishments.php>

ORMF Projects Funded Fact Sheet

http://www.moraineforlife.org/about/documents/ORMFFactSheet_001.pdf

ORM Fact Sheet

<http://www.moraineforlife.org/living/documents/ORMFactSheet.pdf>

Campaign Leaflet

<http://www.moraineforlife.org/resources/documents/ORMFREVISIED7x10.pdf>

Please submit your proposal by email no later than September 12, 2014 to Michele Donnelly, Senior Administrative Assistant (support@ormf.com)

Thank you. We look forward to hearing from you soon.

Oak Ridges Moraine Foundation

120 Bayview Parkway

Newmarket, Ontario

L3Y 4X1

Phone: (289) 279-5733 ext.

E-Mail: support@ormf.com

www.ormf.com