



Request for Proposals

For the Development of a Communication Management System

Issued by:

Resource Productivity and Recovery Authority

Feb 1, 2019

Proposal Deadline:

5 p.m. (EST) on Feb 21, 2019

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1.0 Introduction

The Resource Productivity and Recovery Authority is seeking proposals from qualified vendors to implement a communication management system to support direct interactions with the Authority's stakeholders.

2.0 Background

The Authority is a regulatory authority accountable to the Minister of the Environment, Conservation and Parks. It oversees Ontario's current waste diversion programs and supports the transition of the materials associated with those program and newly designated materials to individual producer responsibility (IPR) requirements for managing waste associated with products and packaging, including undertaking enforcement and compliance activities. The Authority's website (www.rpra.ca) is a key resource and source of information.

The Authority operates a regulatory program that utilizes a Registry that is built on the Salesforce Service Cloud Lightning platform to facilitate registration and reporting.

The two primary communications needs relating to the regulatory program's compliance function are:

1. The ability to communicate with non-registrants in advance of new regulatory requirements, as well as for general corporate communications purposes.
2. The ability to communicate with registrants utilizing data from the existing Salesforce Service Cloud Lightning platform.

Overall, the Authority needs the ability to run communication campaigns for registrants, non-registrants, as well as subsets of each group and combinations of both groups.

This RFP is for the selection and deployment of a Communications Management System that meets or exceeds the needs outlined in section 6 of this RFP and attached Communications Management Requirements spreadsheet. Additionally, the response should provide details for ongoing post-live support. All software licenses will be purchased directly by the Authority from the software vendor. The winning bidder will be responsible for the deployment of their recommended software.

3.0 Project Objective

The Authority is seeking qualified vendors to implement a solution that effectively facilitates the Authority's ability to conduct mass communication campaigns with registered and non-registered stakeholders. The solution needs to function with the existing Salesforce Service Cloud Lightning platform without disrupting the current operation.

4.0 Expected Deliverables

The capabilities and functionality the Authority is seeking from a Communication Management System is described by a set of requirements in the available Excel spreadsheet. The requirements outlined in this document and the attached spreadsheet are minimum requirements.

The vendor is expected to complete the attached spreadsheet and provide a completed version with their submission.

5.0 General Instructions to Proponents

5.1 General Invitation to Submit Proposals

The Authority is seeking proposals for the implementation of a Communication Management System.

Proposals specifically marked “Proposal for the Implementation of a Communication Management System” must be submitted by email to:

Kiara Barrett
Manager of Administration
procurement@rpra.ca

Proposals will be accepted until **5:00 p.m. on February 21, 2019**. Late proposals will not be accepted.

Prospective Vendors must provide their proposal electronically in 3 separate PDF files (project specific content, Communications Management Requirements spreadsheet and price proposal) on or before the specified submission deadline.

All proposal amounts shall be indicated in words and figures and shall include applicable taxes and any other associated costs the Vendor(s) will identify.

5.2 Complete Proposals

The requirements that each proponent must follow and include in its proposal submission are outlined in section 6 of this RFP and attached Communications Management Requirements spreadsheet. The Authority reserves the right to determine, in its sole and unfettered discretion, whether any proposal meets the mandatory requirements. Proposals shall address all the requirements as outlined in this RFP in addition to any perceived or anticipated requirements determined by the Vendor.

5.3 Negotiation

The Authority reserves the right to negotiate with any or all Vendors including those Vendors that have submitted a proposal that does not fully comply, either in material or non-material ways, with the RFP requirements.

5.4 Request for Information

Each Vendor is solely responsible for ensuring that it has all information necessary to prepare its proposal and for independently verifying and informing itself with respect to any terms or conditions that may affect this proposal. All inquiries related to the RFP shall be directed to Kiara Barrett, Manager of Administration, at procurement@rpra.ca

5.5 Acceptance of Proposals

The Authority reserves the right to reject any or all proposals or to accept the proposal deemed most favourable to the Authority. All proposals must include a statement of authorization to submit a proposal signed by a principal of the Vendor.

Following the evaluation of the submitted proposals, the Authority will consider entering into negotiations for a contract with a prospective Vendor(s) it believes best meets the needs and expectations and offers the best overall content and value. The solicitation of proposals does not in any way commit the Authority to accept any proposal or to commence negotiations with any Vendor.

6.0 Proposal Requirements

6.1 No Conflict of Interest

The Vendor must identify any real or apparent conflict of interest relating to working on this project.

6.2 Executive Summary

The Vendor shall provide an executive summary with its proposal in addition to the minimum requirements/expectations as outlined. The executive summary shall briefly summarize the key aspects of the proposal and the primary contact person for the prospective Vendor.

6.3 RFP Submissions

The RFP minimum requirements are listed below. Submissions shall:

- introduce the Vendor
- declare any conflict of interest
- demonstrate understanding of the scope and complexity of the required work
- provide a detailed description of implementation processes and deliverables
- provide a proposed timeline for each component of the project and assurance of the proponent's ability to meet their proposed timelines
- complete the Communications Management Requirements spreadsheet

Submissions must also include:

- Project specific content:
 - the proposed work plan and timeline
 - the methodology proposed to implement the communication management system
- Qualification & experience content:
 - Description of the Vendor's history, experience and recent relevant projects.
 - The person(s) who would be involved in the project, their proposed role on the project, their estimated time spent on the project and their experience and qualifications to fulfill that role. Clearly outline if any services will be outsourced or off-shored. Local resources preferred.
 - Professional and technical services that will be called upon to assist in the project.
 - CVs of person(s) who would be directly involved in the project.
 - Available references based on similar implementations.
- Pricing Proposal:
 - All costs excluding software and licensing costs and managed services costs are to be on a fixed price basis

- Pricing proposals to be broken out into the following categories:
 - implementation costs
 - software and licencing costs
 - documentation costs
 - training costs
 - post-launch support costs
 - managed services costs

The pricing proposal must be provided in a separate PDF.

7.0 Request for Proposal Process

7.1 General Information

The submission of a proposal does not constitute a legally binding agreement between the Authority and any Vendor. It is part of an overall selection process intended to enable the Authority to identify a potential successful Vendor for the provision of services described herein. The goal of this RFP process is to identify those Vendors who offer the best delivery of service and value and demonstrate the highest degree of capability for providing and implementing the functions and objectives of the project.

A contract will be entered into between the successful Vendor and the Authority. The Authority is not bound to negotiate with the lowest cost or any Vendor and may, in its sole discretion, discontinue the RFP process and/or cancel the initiatives as outlined prior to the execution of the contract.

7.2 Proposed Schedule & Submittal Information

Milestone	Scheduled Date
Release of Request for Proposal (RFP)	February 1, 2019
Deadline for questions	February 8, 2019, 5 p.m.
Deadline for RPRA to post response to questions	February 12, 2019
Proposals due	February 21, 2019, 5 p.m.
Selection of vendors for software demos*	February 26, 2019
Vendor demos	March 1, 2019 & March 4, 2019
Vendor selection	March 8, 2019
Project Start Up meeting	March 11, 2019

*The evaluation criteria outlined in section 9 of this RFP will be used to short list vendors to move forward into the demo phase of this process.

The Authority reserves the right to modify the schedule as circumstances may warrant.

Other Information

Confidentiality of Information

The Authority will require the successful Vendor(s) to enter into a confidentiality agreement with

the Authority that protects all information provided to the Vendor(s) by the Authority or by any party contacted by the Vendor(s) in order to complete this project.

Questions

Questions about proposal preparation should be forwarded by email to procurement@rpra.ca by the deadline referenced above.

Reporting

The successful respondent(s) will report to John Pinard, the Authority's Director of I&IT.

Support from the Authority for Successful Vendor(s)

The Authority will assign one or more staff to be an information resource to the Vendor on this project.

Project Schedule and Charge for Late Delivery

The Authority requires this project to be completed in accordance with the project timeline as accepted through the RFP process. Late fee penalties will apply for the project and will be outlined with the successful Vendor during the contract phase.

Vendor's Responsibilities

The Vendor will:

- Complete the scope of work in the agreed upon time and within the approved budget
- Schedule in-person meetings with the Authority
- Provide required reporting to the Authority (weekly updates, project milestone reports);
- Complete required deliverables

8.0 Duration of Offer

Proposals will be accepted up until February 21, 2019 at 5:00 pm. Late proposals will not be considered. The Authority also reserves the right to extend the RFP deadline.

9.0 Evaluation Criteria

9.1 Submission Evaluation

The evaluation process to determine the successful Vendor(s) will involve both qualitative and quantitative elements. As a general framework, each proposal presented by Vendors will be evaluated in the context of the overall value that it brings. While cost is a significant part of the evaluation criteria, it will not be the sole determinant. Proposals will be reviewed and ranked on the following criteria and scored out of a 100-point total, as follows:

Ranking Criteria	Percentage
Timely project delivery	15%
Understanding of project & appropriateness of software solution	25%
Implementation methodology	25%
Price	20%
Qualification & experience of project team	15%

The Authority reaffirms its right to make any selection it deems prudent and responding firms or individual participants acknowledge through their participation that such selection is not subject to protest or contest.

The Authority reserves the right to:

- not award a contract as a result of this RFP;
- award contracts to one or more respondents;
- modify the tasks based on negotiation with respondents and/or reduce scope based on proposed costs

10.0 Clarifications/ Interpretations

Each prospective Vendor shall be responsible for conducting its own due diligence on the data and information upon which their proposal is based. Prospective Vendors shall be deemed to have gathered all information necessary to perform their obligations under the RFP.

Information referenced in this RFP, or otherwise made available by the Authority as part of this RFP, is provided for the convenience of the prospective Vendor only and the Authority does not warrant the accuracy or completeness of this information. Prospective Vendors that find discrepancies or omissions in the information provided, or that have questions as to the meaning or intent of various aspects of the project, should notify Kiara Barrett (procurement@rpra.ca), who will, if necessary, send written instructions, clarifications, or explanations to all prospective Vendors who have responded to this RFP.

Project Billings

Respondents may propose to invoice on a milestone or hourly basis. Regardless of the method used, invoices must clearly identify the associated costs. The vendor preferred payment schedule must also be stated clearly in the response.