

REQUEST FOR PROPOSAL

REF #08-[11]-2022

SOFT SKILLS DEVELOPMENT TRAINING VIDEOS

Issue Date: **August 11, 2022**

Final Date for Proposal Submission: August 26, 2022, at 4 p.m., ADT

REQUEST FOR PROPOSAL

Soft Skills Development Training Videos

August 11, 2022

You are invited to review and respond to this Request for Proposal (RFP), entitled **Soft Skills Development Training Videos**. In submitting your proposal, you shall comply with instructions in this document.

In the opinion of the New Brunswick Association of Community Business Development Corporations (NBACBDC), this RFP is complete and without need of explanation. However, if you have enquiries, or should you need any clarifying information, the Contracting Authority for this requirement is:

Scott Tidd

Senior Project Manager, NBACBDC

Telephone: (506) 543-3663

Fax: (506) 548-5008

scott.tidd@cbdc.ca

Please note that no *verbal* information given will be binding unless such information is issued in writing as an official addendum. All enquiries regarding the bid solicitation shall be submitted in writing to the Contracting Authority named herein as early as possible within the bidding period. **Enquiries shall be received no later than 48 hours prior to the bid closing date to allow sufficient time to provide a response. Enquiries received after that time may not be addressed prior to the bid closing date.**

To ensure consistency and quality of information provided to Proponents, the Contracting Authority will provide, simultaneously to all companies to which this solicitation would have been sent, or to tenderers who have already expressed an interest in bidding, any information with respect to significant enquiries received and the replies to such enquiries without revealing the source.

All enquiries and other communications throughout the solicitation period are to be directed **ONLY** to the Contracting Authority named herein. Non-compliance with this condition during the bid solicitation period may (for that reason alone) result in disqualification of your bid.

The NBACBDC reserves the right to terminate the scope of work outlined in this RFP at any time and has the right to not accept the lowest bid submitted.

Proposals should be submitted by email to Scott Tidd no later than 4 p.m. on Friday August 26, 2022, Atlantic Daylight Time (ADT).

Table of Contents

Background and Context	0
Purpose.....	0
Objectives	0
Minimum Qualifications for Proponents.....	1
Proposal Requirements and Information.....	1
Key Action Dates.....	1
Work Plan and Schedule Requirements	2
Proposed Budget and incurring of costs	2
Submission of Proposal	3
Evaluation Process	4
Resources and Bios	5
Workplan/Methodology	5
Award	5
Disposition of Proposals.....	5
Applicable Laws	5
Agreement Execution and Performance	5
Disclosure of Information	5
Work Location	5
Intellectual Property	6
Annex A: Proposal/Proponent Certification Sheet.....	7
Annex B: Statement of Work and Deliverables	8
Annex C: Evaluation Grid	10
Annex D: Checklist.....	11

A. Background and Context

Established in 1996, the New Brunswick Association of Community Business Development Corporations (NBACBDC) is a non-profit organization representing ten (10) CBDCs across New Brunswick's rural regions (excluding the urban areas of Moncton, Saint John, and Fredericton). The NBACBDC acts as a liaison between the various levels of government and the individual member CBDCs with respect to the development and delivery of small business support programs and services throughout the territory.

B. Purpose

The purpose of this project is to provide on-demand soft skills development training to students employed by NBACBDC which are working with entrepreneurs to digitize segments of their business and operations. As such, the project entails developing content on three topics (with the third topic split into two parts) and producing videos between 50–90 minutes in length, in English and French (total of eight videos). The soft skill training topics include:

1. Atlantic Canada's economic landscape and entrepreneurial challenges (in English and French)
2. Working remotely best practices (in English and French)
3. Customer service: Part 1 (in English and French)
4. Customer service: Part 2 (in English and French)

The Contracting Authority expects the content to be well researched, feature relevant up-to-date information, and reference credible sources. The content should also be written in a clear and concise manner, using plain language, and edited to ensure correct grammar, punctuation, etc. The Proponent should also create a syllabus for approval which should include an overview of the content, learning objectives, and key questions answered.

The Contracting Authority expects the final videos to have professional-grade features including, but not limited to the following:

1. Voice-over/narration throughout the video;
2. Additional photographs/graphics to make the video more engaging;
3. Still/animated screen graphics and text; and
4. Background music/SFX when appropriate.

C. Objectives

The objectives of the project are to:

1. **Develop soft skills content suitable for students of the NBACBDC SME digitization programs**, including in-depth research and writing on the specific topics outlined above.

2. **Produce eight videos (four videos in both English and French)**, including a proposed storyboard with the finalized and approved content for each 50–90-minute video.

For a full description of the project requirements, see the Statement of Work and Deliverables in Annex B.

During the assessment life cycle, the Proponent shall work with Scott Tidd (Contracting Authority), Senior Project Manager at NBACBDC. For some matters, the Contracting Authority may refer the Proponent to André Leclair, Marketing Coordinator and Communications for the NBACBDC (andre.leclair@cbdc.ca).

D. Minimum Qualifications for Proponents

The NBACBDC is seeking a qualified consultant with experience in program design, development, implementation, coordination, and facilitation, with specialized knowledge in soft skill development training. The Proponent's qualifications should include but are not limited to:

- Expertise in completing similar projects;
- Broad knowledge in soft skills development, Atlantic Canada's economic landscape and entrepreneurial challenges, working remotely best practices, and/or customer service;
- Expertise in producing high quality and high-definition video content and developing insightful, interactive training videos;
- Bilingual proficiency in English and French. Note: NBACBDC is open to the Proponent using a translation service if needed, but this must be included in the estimated pricing. NBACBDC will not be responsible for additional translation costs beyond the project budget maximum.

E. Proposal Requirements and Information

KEY ACTION DATES

<u>Milestone</u>	<u>Date</u>	<u>Time (ADT)</u>
Final date for proposal submission	August 26	4 p.m. ADT
Proposal opening	August 29	4 p.m. ADT
Proposal award date	September 2nd	4 p.m. ADT
Project start	September 12	N/A
Project completion	December 31	4 p.m. ADT

WORK PLAN AND SCHEDULE REQUIREMENTS

The Proponent shall develop a work plan and timelines (shall not exceed three months) for task completion. The Proponent shall identify each major task, necessary subtask, and/or specific milestones by which progress can be measured and payments made.

a) Project Personnel

List all personnel who will be working on the project and their titles, job descriptions, and profiles/biographies (200-250 each) that note language proficiency in English and French. Include copies of resumes in the proposal appendix.

b) Certifications, Experience, and References

Proponents are to provide a declaration of experience including the profile of their organization, previous experience in performing environmental scans, program development and implementation, and three (3) references of clients for whom the Proponent has completed a project of similar scope and nature, and who may be contacted to verify experience of project delivery.

c) Facilities and Resources

Explain where the services will be provided and what type of equipment is needed to perform the services.

d) Previous Example/Sample

Proponents shall provide as part of their proposal a sample of writing and an example of a video from previous relevant completed work from other institutions, with permission to break confidentiality agreements (if applicable). Note: A redacted version of work produced for clients will be accepted.

PROPOSED BUDGET AND INCURRING OF COSTS

The Proponent shall provide a firm price, inclusive of all expenses relevant to the project (professional fees shown as a per diem rate, administrative expenses, travel costs, and applicable taxes), to carry out the work detailed in the Statement of Work attached hereto as Annex B.

The project budget is capped at \$75,000 CDN inclusive of HST and bids shall not exceed this amount. No costs incurred before receipt of a signed contract (Memorandum of Understanding) or before specified written authorization from the Contracting Authority can be charged to any resulting contract. Your attention is drawn to the fact that the NBACBDC is the only authority that can legally commit to the expenditure of these funds.

Invoices and supporting material are due on or before 30 days following that in which work has been completed in whole or in part. These documents as well as any change of address shall be sent to the attention of the Contracting Authority as detailed in the contract.

The NBACBDC reserves the right to pay a monthly fee for the provision of services outlined in this RFP and to apply a 10% hold back in payment for 30 days following completion of the project.

SUBMISSION OF PROPOSAL

- a) Proposals shall provide straightforward and concise descriptions of the Proponent's ability to satisfy the requirements of this RFP. The proposal should be complete and accurate. Omissions, inaccuracies, or misstatements may be cause for rejection of a proposal.
- b) NBACBDC will accept proposals finalized and received on or before the closing date and time of August 26, 2022, 4 p.m. ADT.**
- c) Proposals will be accepted in PDF format via email ONLY, addressed to the Contracting Authority, Scott Tidd.**

Proposal hardcopies will not be accepted.

- d) Proposals shall be submitted for the performance of all the services described herein. Any deviation from the work specifications may cause the proposal to be rejected.
- e) A proposal may be rejected if it is conditional or incomplete, or if it contains any alterations or other irregularities of any kind. The NBACBDC may reject any or all proposals and may waive an immaterial deviation in a proposal. The NBACBDC's waiver of an immaterial deviation shall in no way modify the RFP document or excuse the Proponent from full compliance with all requirements if awarded the agreement.
- f) Costs incurred for developing proposals and in anticipation of award of the agreement are entirely the responsibility of the Proponent.
- g) A Proponent may modify a proposal after its submission by withdrawing its original proposal and resubmitting a new proposal prior to the proposal submission deadline as set forth in the Key Action Dates. Proposal modifications offered in any other manner, oral or written, will not be considered.
- h) A Proponent may withdraw its proposal by submitting a written withdrawal request to the NBACBDC, signed by the Proponent or an authorized agent. A Proponent may thereafter submit a new proposal prior to the proposal submission deadline.
- i) The NBACBDC may modify the RFP prior to the date fixed for submission of proposals by the issuance of an addendum to all parties who would have received a proposal package.

- j) The NBACBDC reserves the right to reject all proposals.
- k) More than one proposal from an individual, firm, partnership, corporation, or association under the same or different names, will not be considered.
- l) The NBACBDC does not accept alternate contract language (other than both official languages) from a prospective Proponent. A proposal with such language will be considered a counter proposal and will be rejected.
- m) No oral understanding or agreement shall be binding on either party.

EVALUATION PROCESS

- a) At the time of proposal opening, each proposal will be checked for the presence or absence of required information in conformance with the submission requirements of this RFP.
- b) Proposals that contain false or misleading statements, or that provide references that do not support an attribute or condition claimed by the Proponent may be rejected.
- c) The proposals that meet the minimum qualifications will be evaluated and scored according to the criteria established. A decision will be made based on the following criteria:
 - Experience with similar undertakings;
 - Knowledge in the field of soft skills, Atlantic Canada's economic landscape and entrepreneurial challenges, working remotely best practices, and/or customer service;
 - Appropriate timeline (three-month period);
 - Skills and experience of the lead Proponent and team;
 - Language proficiency in both English and French;
 - Budget (note: the lowest bid will not necessarily be awarded the contract).

All bids received will be evaluated. It is essential that the elements contained in your bid be stated in a clear and concise manner. Failure to provide complete information as requested will be to your disadvantage. Bids shall be submitted in the format requested. The Contracting Authority reserves the right to accept any bid as submitted without prior negotiations, not to accept any proposals received, and to contact any or all Proponents to ask clarifying questions prior to the award of a contract and to negotiate with Proponents/suppliers. It is the responsibility of the Proponent to obtain clarification of the requirements contained herein, if necessary, prior to submitting a bid. An example of the Evaluation Grid is shown in Annex C.

RESOURCES AND BIOS

Proponents are to indicate the availability of proposed resources, as well as back-up resources proposed and include resumes for those resources with language proficiency skills indicated.

WORKPLAN/METHODOLOGY

The Proponent to share a workplan/methodology defining its approach for the project.

AWARD

Notice of the award shall be communicated by email to the awarded Proponent only and can be divulged by the NBACBDC on request at the proposed award date and hour.

DISPOSITION OF PROPOSALS

- a) NBACBDC will not return the Proposal or any accompanying documentation submitted by a Proponent.

APPLICABLE LAWS

The contract shall be interpreted and governed, and the relations between the parties, determined by laws in force in New Brunswick.

AGREEMENT EXECUTION AND PERFORMANCE

- a) Performance shall start not later than five (5) days after all approvals have been obtained and the agreement is fully executed (Memorandum of Understanding) or on the express date set by the NBACBDC and the Proponent. Should the Proponent fail to commence work at the agreed upon time, the NBACBDC, upon five (5) days written notice to the Proponent, reserves the right to terminate the agreement.
- b) All performance under the agreement shall be completed on or before the termination date of the agreement.

DISCLOSURE OF INFORMATION

It is understood and agreed that the contractor shall, during and after the effective period of the contract, treat as confidential and not divulge, unless authorized in writing by the Contracting Authority, any information obtained during the performance of the contract.

WORK LOCATION

The work is expected to be conducted at the Proponent site.

INTELLECTUAL PROPERTY

NBCBDC is sole owner of all the content and the material developed under this RFP. It retains the distribution rights to any materials or contents to exercise as it deems appropriate. the selected Proponent/consultant will not use, reuse, distribute, publish, or base derivative works upon such material without the prior written consent of NBCBDC.

F. Annex A: Proposal/Proponent Certification Sheet

The proposal must be submitted electronically to the Contracting Authority **by Friday, August 26 at 4 p.m. ADT.**

- A. I have read and understood the requirements and have included documentation demonstrating that I have met the participation goals or have made a good faith effort.
- B. The signature affixed hereon and dated certifies compliance with all the requirements of this proposal document. The signature below authorizes the verification of this certification.

An Unsigned Proposal/Proponent Certification Sheet May Be Cause for Rejection

1. Company name	2. Telephone number ()	3. Fax number ()
4. Address		
Indicate your organization type:		
5. Sole Proprietorship	6. Partnership	7. Corporation
Indicate the business number and/or corporation number:		
8. Business no.:		9. Corporation no.:
10. Indicate applicable license and/or certification information:		
11. Proponent's name (Print):		12. Title:
13. Signature:		14. Date:

G. Annex B: Statement of Work and Deliverables

The Proponent will be responsible for providing expert advice throughout a three-month period, and submitting the following deliverables (note that Proponents are not limited by the deliverables outlined below and may wish to expand on them):

- 1) **Scheduling meetings:** The Proponent shall anticipate meetings with the Contracting Authority and consider meeting in-person or online. For instance, meetings may be scheduled to
 - Kick off the project (including a discussion of syllabus, content, video requirements, script writing, pre-shoot requirements, etc.);
 - Confirm research requirements and finalize content;
 - Provide production updates during video creation;
 - Confirm post-production requirements (e.g., editing requirements, graphics inclusion).
- 2) **Work Plan:** The awarded Proponent shall provide the Contracting Authority with a Draft Work Plan as soon as a Letter of Agreement (Memorandum of Understanding) is signed with the Contracting Authority, and commit to a first meeting with their members in order to clarify specific project objectives and requirements, review the proposed syllabus, discuss topics to be covered and content to be developed per topic, storyboards for the videos, requirements for each of the video, expected results, timeframes, and further guidance to be added, if required, to that proposed draft work plan.

The Proponent will include the following in the work plan and will be responsible for:

- Creating a syllabus for NBACBDC approval, which should include an overview of the content, learning objectives, and key questions answered.
- Researching and developing content, including relevant, credible, and up-to-date references. Draft content on each topic will be shared with the Contracting Authority for review and input before finalizing.
- Developing storyboards for each video with detailed descriptions including, but not limited to, graphics, visuals, sound elements, photographs, voiceovers, to be used to make the videos engaging.
- Conducting project management tasks at all the stages of content development and video creation; including providing routine status updates.
- Providing original content for each topic and video in both English and French.
- Identifying and incorporating creative elements (music, images, etc.) for inclusion in the videos and ensuring that the use of these elements complies with any applicable copyright and licensing requirements.
- Proactively identifying and communicating challenges to the Contracting Authority.
- Coordinating quality control of all development work and deliverables.
- Providing a single contact person to oversee the project.
- Managing costs of time and material to remain within budget.
- Ensuring fidelity to discussed and established branding and design throughout the entire video creation/production process.

- Finalizing the mode of delivery (video formats) and high definition resolution.
 - Developing the production or shoot schedule with key dates including rough cut delivery, second cut, and the final edited videos.
- 3) **Draft Content:** Once the syllabus is approved, the Proponent will undertake extensive research on the identified topics and prepare draft content to be shared with the Contracting Authority for review and input.
 - 4) **Final Content:** The Proponent will incorporate the feedback into a final version for approval and sign off.
 - 5) **Draft Videos:** After completion of the shoot or video within the agreed timeline, the Proponent will organize a meeting with the Contracting Authority to discuss/showcase the raw videos and discuss editing requirements. The Proponent will share the weblinks/files with the Contracting Authority and discuss the requirements before final editing. The Contracting Authority will provide requirements for graphical or other changes/updates.

The Proponent will provide the second draft of the videos after incorporating the suggested changes and edits as described. The Proponent will organize a meeting to discuss the final requirements or changes.
 - 6) **Final Videos:** The Proponent will provide final draft of the fully edited high-definition videos to the Contracting Authority after incorporating all the requirements.

DELIVERABLES

- 1) Content and video production of four videos in English and French (eight videos total). Each video (50–90 minutes in length) will address a different soft skill development topic:
 - Atlantic Canada's economic landscape and entrepreneurial challenges;
 - Working remotely best practices; and
 - Customer service (in two parts).
- 2) The Contracting Authority expects that all video modules will have professional-grade features including, not limited to:
 - Voice-over/narration throughout the video;
 - Additional photographs/graphics to make the video more engaging;
 - Still/animated screen graphics and text; and
 - Background music/SFX when appropriate.

H. Annex C: Evaluation Grid

Soft Skills Development Training Videos	
CRITERION	POINTS
1. Qualification	
A) Company background: Summary of company history; experience in video production; specialized knowledge of soft skills, Atlantic Canada's economic landscape and entrepreneurial challenges, working remotely, and customer service	/ 15
B) Company management and references: Resumes of company resources, and skills of the lead Proponent and team, including bilingual language proficiency	/ 15
TOTAL	/ 30
2. Merits of the proposal	
C) Timeline displayed in the approach: Regarding the Proponent's availability and ability to conduct the project in accordance with the Contracting Authority's timeframe	/ 15
D) Quality of proposed approach in conducting the project	/ 25
E) Quality and completeness of the proposal and adherence to requested requirements as outlined in the RFP	/ 10
F) Previous example / sample	/ 10
TOTAL	/ 60
3. Costs	
F) Total budget or fee for service	/ 10
TOTAL	/ 10
GRAND TOTAL	/ 100

I. Annex D: Checklist

Below is a checklist to help you gather documentation and information to include in your proposal; however, this checklist is not necessarily exhaustive, and all items mentioned previously in this RFP shall be considered.

Items	✓
Complete and sign Proposal/Proponent Certificate Sheet (Annex A)	
Submitted one (1) electronic copy emailed prior to the deadline for submission	
Attached bios for resources	
Attached three (3) references	
Attached one (1) writing sample and one (1) example of video	
Methodology	
Work plan	
Included information about language proficiency in English and French	