

Peterborough County-City Health Unit

Request for Proposals

REBRANDING PROJECT

2015

Peterborough County-City
HEALTH UNIT
...because health matters!

REQUEST FOR PROPOSALS

Rebranding the Peterborough County-City Health Unit

BACKGROUND:

The Peterborough County-City Health Unit (PCCHU) is the leading community organization for the promotion and protection of public health. As one of Ontario's 36 public health agencies, we are mandated by the Ontario Public Health Standards to provide a wide range of programs and services designed to help all residents live healthier lives. These include vaccination programs, food premises inspections, family home visits, parenting groups, tobacco-free living support, nutrition workshops, poverty reduction initiatives, and clinic services for dental health, travel health, and sexual health. In addition, our staff are at the ready 24/7 to respond to disease outbreaks, environmental hazards and other public health emergencies to keep our community safe.

Our work is based on scientific evidence that shows good health is determined by our social, economic and physical environments, as well as by our personal choices. Through targeted programs and by developing better health policies, PCCHU works to improve the living conditions of vulnerable populations for the benefit of all. We collect population health data, conduct research and evaluate programs to provide a clear picture of the unique health status of our community to inform the strategic development of future initiatives. PCCHU makes credible health information widely available to support everyone's healthy lifestyle choices.

PCCHU is governed by an autonomous Board of Health and remains unique in Ontario as the local public health agency with the longest standing formal relationship with First Nations – Curve Lake and Hiawatha. Much of PCCHU's work is carried out in partnership with other agencies and community groups, such as schools, the hospital, clinics, labs, non-profit agencies, businesses, all levels of government and other healthcare and community development professionals.

In November 2015 PCCHU will move to a new location at 185 King St. in downtown Peterborough. This new site will unite staff from two other offices and bring our operations closer to the PCCHU's dental clinic which is already based downtown. This central location not only makes public health services and programs more accessible but establishes the PCCHU as an important community presence and agent for change in the heart of the city.

In preparation for these changes, the PCCHU is also planning to embark on an internal process with staff to define its core values as a public health agency. This exercise will be led by the Medical Officer of Health and is anticipated to be completed by mid-September. The articulation of these chosen values will drive the creation of the new brand for the organization.

SCOPE OF WORK:

PCCHU seeks proposals for the creation of a new operational name and new visual identity (logo/tagline/related graphic elements) for use by the organization that is representative of the agency, the public health field and the communities served by the PCCHU. This process will involve creating the terms of reference and work plan for an internal Branding Project Steering Committee comprised of five to six employees and Board of Health members who will guide both the renaming and visual identity work. Recommendations from this group will be presented to the PCCHU's Executive Committee for final approval.

Phase 1: New operational name

The proposal will include a detailed description of the community engagement process to be undertaken in selecting a new name for PCCHU. It is important to note that according to PCCHU's governing legislation, the *Health Promotion and Protection Act*, the term "health unit" refers to the geographical area served by the agency, not the organization itself. Therefore devising a name that appropriately conveys the agency, the people and its work is critical. This new name will be used for all public-facing purposes and activities; the organization's legal name will remain the Peterborough County-City Health Unit. The new name will be considered successful if it clearly reflects the organization's public health role, core values, and is strongly embraced by staff and the community alike.

Phase 2: New visual identity

The proposal will also include the development of three logo designs (once the new name is confirmed) for presentation to our employee group and Board of Health for feedback and final selection. A minimum of three tag lines are also to be developed, with one being selected by PCCHU. They may be used with the logo or on its own.

The logo designs will include both a graphic and textual design (text to reflect the new name and a tag line), as well as provide a secondary option for the graphic element only and tag line only.

The logo will be used on print media (business cards, letterhead, posters, print ads, reports, etc.), digital media (website, social media platforms, online ads, etc.), signage, banners, and fabric applications. The logo must be contemporary in nature – one that will be representative of the Health Unit for the next 5-10 years and project the inclusive nature of public health work and the communities we serve. It will also differentiate the Health Unit from the local hospital, the public health lab, and primary care, and convey the broader population-based approach to our work.

The successful proponent will be required to conduct three consultations involving the employees and Board of Health, at which the three draft logo designs and draft tag lines will be shared and the opportunity for feedback provided. These consultations will be held at the Health Unit's new location at 185 King St., Peterborough. Additionally, the successful

proponent may be required to attend two Board of Health meetings for final presentation of the end products (new name and new logo/tagline).

The logo will be provided to PCCHU in the following file formats: .jpg, .png, .eps and vector versions, in colour, black & white, and in reversal. PCCHU shall be the sole proprietor of the logo design at the end of the project period. The proponent will also provide the PCCHU with an electronic handbook of identity standards detailing proper use and placement of the logo, tag line in various formats and indicating a pantone colour palette.

The proponent will also be responsible for developing an implementation plan for the new name and visual identity in consultation with the Communications Supervisor.

QUALIFICATIONS:

The preferred candidate will have experience in community and staff engagement, graphic design, logo development and brand marketing and will demonstrate the capacity and interest needed to be involved in a community-based organization. Knowledge and experience in cultural diversity, specifically First Nations/Indigenous Peoples, will also be considered an asset.

SCHEDULE:

This schedule is intended to serve as a guideline and will be adjusted once the successful consultant is selected. The timelines have been developed to accommodate other PCCHU-wide initiatives (e.g. core values exercise, the move in November, etc.) in order to maximize staff engagement opportunities.

Proposed timeline:

Date		Activity
Secure consultant	July 27, 2015	Issuance of RFP
	August 10, 2015	Deadline for enquiries on RFP / Logo project
	August 12, 2015	Deadline for submission of RFP document
	August 14, 2015	Award contract
PHASE 1: New name	Week of September 8, 2015	Kick off of Branding Project Steering Committee to oversee renaming and new logo/tagline projects
	October 31, 2015	Deadline for approval of new operating name by Executive Committee
	November 12, 2015	Present new name to Board of Health

Date	Activity	
PHASE 2: New visual identity	November 30, 2015	Submission by Designer of first draft of logo designs and tag lines for testing with staff and community
	January 15, 2016	Deadline for community feedback
	January 18 - 29, 2016	Proponent-led consultation sessions (3) with staff and BOH members
	February 5, 2016	Deadline for feedback by PCCHU
	February 19, 2016	Submission by Designer of second draft of logo designs and tag lines for.
	February 29, 2016	Deadline for feedback by PCCHU
	March 4, 2016	Selection of final logo/tag line for approval by Executive Committee
	March 9, 2016	Present new logo/ tag line to BOH
Project Closure / Wrap up	March 31, 2016	Submission of final design files, identity guidelines and implementation plan and invoicing

SELECTION CRITERIA/EVALUATION:

Responses to the RFP will be rated utilizing the following minimum criteria:

Criteria	Description	Percentage
Company Profile	Information provided that describes the Vendor's number of years in business, number of employees.	10 points
Experience	Details of previous experience with projects similar to the project components identified in this RFP. Identify the Team Leaders you would propose for this RFP and provide their relevant experience.	20 points
Work Plan/ Timeliness	Acceptable detailed work plan and timeline.	10 points
Price	Based on the lowest price quotation received.	40 points
References	Positive references that vouch for the quality of Vendor's work and experience completing similar project in a professional, timely and cost effective fashion.	20 points
TOTAL		100 points

CLARIFICATION & QUESTIONS:

Requests for clarification and questions must be forwarded by 4:00 p.m. Eastern on Monday, August 10, 2015 to:

Brittany Cadence, Communications Supervisor
bcadence@pcchu.ca

CLOSING DATE & TIME:

This RFP closes on **Wednesday, August 12, 2015 at 4:00 p.m. Eastern**

PROPOSAL SUBMISSION:

Documents submitted should include but are not limited to:

1. Company profile
2. Qualifications of the design team
3. A minimum of three examples of logos and any examples of brand marketing completed for other clients, preferably clients from a health or social service sector.
4. Detailed work plan with timelines
5. Two professional references with contact information listed.
6. Breakdown of price quotation, inclusive of taxes

Submissions may be emailed to bcadence@pcchu.ca. Include in the subject line: "Response to Rebranding RFP"

or

Submissions may be mailed or delivered in a sealed envelope marked "RFP – REBRANDING PROJECT" to:

Peterborough County-City Health Unit
Attn: Brittany Cadence, Communications Supervisor
10 Hospital Drive, Peterborough, ON, K9J 8M1

CONTACT:

For further information, please contact:

Brittany Cadence
Communications Supervisor
Peterborough County-City Health Unit
Email: bcadence@pcchu.ca
Tel: 705-743-1000, ext. 391