

REQUEST FOR PROPOSALS

Branding and Key Messaging

Issue Date: December 13, 2024

CLOSING DATE AND TIME

Monday, January 15, 2025, at 12:00 pm

Submit Responses by email to:

Co-operative Housing Federation of BC
220-1651 Commercial Drive
Vancouver, BC V5L 3Y3

c/o Elizabeth Moffat, Director of Communications
emoffat@chf.bc.ca

CONTACT PERSON

Elizabeth Moffat, Director of Communications

E-mail: emoffat@chf.bc.ca

RFP-2024-12-A

REQUEST FOR PROPOSALS BRANDING CENTRE FOR CO-OPERATIVE LEARNING

Organization Overview

At the **Co-operative Housing Federation of BC (CHF BC)**, we work to ensure that housing coops are viable, sustainable communities for future generations-

CHF BC is a membership association representing almost 15,000 co-op homes in British Columbia. It is also an umbrella organization for a group of related entities (subsidiaries) including COHO Management Services Society, and the Community Land Trust group of non-profits societies.

Collectively, CHF BC's vision is to grow a community of permanently affordable co-operative housing.

CHF BC is a federation of housing co-operatives that represents the interests of its members and inspires them to foster a thriving co-operative housing movement.

COHO Management Services is a professional management company specializing in property management services for housing co-ops and other rental properties. COHO currently manages a portfolio of almost 6,000 homes over the Lower Mainland and over 200 on Vancouver Island. [[COHO](#)]

The **Community Land Trust (CLT)** is a social purpose real estate developer creating permanently affordable housing solutions for people, with a focus on co-operative housing. They currently hold a portfolio of 2,100 homes and commercial spaces across Metro Vancouver, the Fraser Valley, and Vancouver Island, with another 1,482 homes under various stages of development and construction. [[CLT](#)]

Reflecting the common origins and shared goals of the three organizations, the existing branding is complementary. Blue is the dominant colour.

Background

CHF BC's education program is BC's leading educator of co-operative management and governance for housing providers who are incorporated under the *Cooperative Association Act*. Its program aims to develop the capacity of housing co-op boards of directors and co-op residents through applied education and training, customized training, case-studies and applying best practices in all elements of the running of housing co-operative. The education program includes various regular events (Spring Forum, Fall Education Conference, Island Education Day), webinars, and in-person workshops and information sessions held at the CHF BC offices and at co-ops throughout the province. We are expanding our education services to include on-demand

learning through a learning management system. Staff and external consultants act as workshop leaders.

The education of CHF BC's members is further supported by CHF BC's Co-op Services Team which develops resources, templates and tool kits appropriate for a wide range of housing co-ops and circumstances.

In 2025, CHF BC will introduce **The Centre for Co-operative Learning**. The aim is to elevate the current delivery of the education and co-op services programs while continuing to build knowledge and capacity among CHF BC's members to support their day-to-day needs connected to running a housing co-operative.

The Centre will see

- (1) the development of a **new website** (possibly <https://cooplearning.ca>) and
- (2) the development of an online **learning portal** (LMS).

The Centre is part of CHF BC but will have its own distinct personality and (sub-)branding. This branding will be shared across both the new Centre website and the Centre's LMS.

The projected launch date for both the Centre website and the LMS is May 21, 2025, with a formal launch to members on May 25 at the CHF BC Spring Forum.

Request for Proposals: Scope and Deliverables

The creation of the Centre for Co-operative Learning represents a significant change in how CHF BC provides education and resources to housing co-operatives and their members. The Centre will, however, remain part of CHF BC – a sub-brand, rather than an independent organization. Retaining ties to CHF BC is important for members to be able to trust the new and expanded educational offerings.

CHF BC is seeking an experienced consultant to develop branding for the Centre undertaking.

Scope

This support will include in its scope:

1. Preparing a written **Brand Strategy**, based on an understanding of core and peripheral audiences, including key messaging. The core audience will be the members and boards of (non-profit) housing co-operatives who have little or no experience governing and managing housing operations. Other audiences include staff and the general public.
2. Development of a **Visual Brand Identity**
 - a. Create an appropriate wordmark/logo or variation of the existing CHF BC marks
 - b. Visual identity to be informed by existing branding of the related organizations and the Brand Strategy (up to including direct incorporation of existing elements) [See CHF BC [design standard document](#).]

- c. Create a Visual Brand Identity guide, including brand colours, styling, and typography
 - d. Consider suitability for a broad audience with varying accessibility needs
3. Creation of **templates**:
 - a. PowerPoint presentation(s)
 - b. Letterhead
 - c. Resource document (which could be used for template policies)
 - d. Design for a portable roll-up banner
 - e. *(optional)* brochure template (no content)
4. **Copyright** for all creative concepts to be held by/transferred to CHF BC

CHF BC will issue a second Request for Proposals for the development of a website for the Centre for Co-operative Learning that will employ the branding hoped to be developed from the current process.

Terms and Conditions

The terms and conditions application to the RFP are contained within this document. Submission of a proposal in response to this RFP indicates acceptance of all terms and conditions contained herein.

Evaluation

Proposals will be evaluated by CHF BC based on the criteria identified herein. The intent is to enter into a contract with the proponents whose proposal represents the best value for the CHF BC Group and its subsidiaries based on the evaluation of the proposals received.

Proponents Expenses

Proponents are solely responsible for their own expenses in preparing and submitting their proposals. CHF BC will not be liable for any claims for costs or damages incurred by a proponent in preparing a proposal, loss of anticipated profit in connection with a final contract or any other matter whatsoever.

Currency

Prices must be quoted in Canadian dollars and exclusive of taxes.

Sub-Contractors and Partnerships

If sub-contractors are to be used, they must be clearly identified in the proposal. Joint submissions in the form of a partnership are acceptable including joint submissions by proponents having no formal corporate links. Each proposal must identify the legal entity which is responsible for the overall performance of the work which constitutes the projects and the responsibility for ensuring that all the requirements of the contract are fulfilled.

Conflict of Interest

Contracting or sub-contracting with a firm whose corporate interests could give rise to a conflict of interest in connection with the services will not be permitted.

Acceptance of Proposals

The RFP should not be construed as an agreement to purchase goods and services. Formal acceptance of the proposal and confirmation of the project award should not be construed as authority for the proponent to proceed. This will be dependent on the execution of a contract.

Confidentiality of Information

Information pertaining to CHF BC obtained by a proponent as a result of participation in this RFP process, other than information that is generally available as part of the public record, is to be treated as confidential and must not be disclosed without prior written authorization from CHF BC.

Submission Requirements

Proposals must include:

- Letter of introduction
- Organizational qualifications and experience
- Team qualifications and experience
Experience to be demonstrated through examples of past work
- Earliest possible start date
- Commitment to complete the project by March 14, 2025
- Tentative schedule with identification of project guide points/checkpoints
- Any interest in participating in the second, simultaneously released, RFP
- Fee schedule
- References

Evaluation Criteria

- Compliance with submission requirements
- Overall quality of the submission
- Relevance of past work experience and composition of team
- Ability to complete the branding work on or before the deadline
- Ability to carry out the work identified in both RFPs
- Cost