



Canada
Green
Building
Council

Conseil du
Bâtiment
Durable du
Canada

February 29th, 2024

ADDENDUM NO. 3
REQUEST FOR STANDING OFFER
FOR MARKETING SERVICES

This Addendum forms part of the RFSO Documents.

Each addendum forms are a part of this RFSO and may contain important information, including changes to this RFSO. Respondents are responsible for obtaining all addenda issued by CAGBC.

Questions and Answers

Please refer to CAGBC's responses to questions 4, 7, 11 and 18 (highlighted in blue). All other responses were issued with Addendum No. 2.

Question #	Questions	Responses
1	What does a typical workflow look like for CAGBC and the agency?	<p>Please review Section 4.3 of the RFSO. Should CAGBC have a need for Services, CAGBC will identify and determine what specific Services are needed and are to be included in the particular Statement of Work for the Call-Up process. CAGBC will issue a Call-up and Statement of Work Form to assign SOW assignments to Qualified Respondents.</p> <p>Generally, when working with a vendor there is one internal "owner" that will engage with, assign and manage the vendor relationships and deliverables. Internally, there may be additional reviews for deliverables. We work with those stakeholders where possible to consolidate feedback to limit review cycles. For some tasks,</p>

		<p>like project briefings, or campaign concept presentations, a larger group may be brought together.</p> <p>While every assignment is different, once briefed, we anticipate seeing 2-3 concepts for consideration. One concept will be selected and refined. We usually see 2-3 review cycles for each deliverable. Likely the first cycle will be just with the main contact, once revised, the review process may include other stakeholders. Once approved, assets are likely to be translated and executed in French.</p> <p>We are open to working with vendors to develop an effective workflow.</p>
2	Is there a sole team which the agency will be communicating with?	For the most part, the team will deal directly with the Corporate Communications and Marketing team; however, the work may originate from other teams/executives and those stakeholders will be brought in at the appropriate point in the process.
3	<p>What are CAGBC's biggest challenges as an organization?</p> <p>What are your pain points?</p>	<p>CAGBC recently underwent a brand refresh, and needs to test and refine our messages, and build a catalogue of brand and marketing materials that can aid in the organization's mission. With a small communications team, we have not been able to maximize the potential of our brand, data, research and internal talent to extend our reach and deepen awareness of our offerings.</p> <p>Our pain points include the lack of marketing resources and also a lack of recognition for the work we are doing and the impact it is having.</p>
4	Do you have a monthly or yearly budget allocated to this contract? Or are services on a project by project basis?	<p>A yearly budget is allocated to support, but allocated on a project by project basis at this time.</p> <p>Budgets for specific projects vary depending on the scope and effort required. However, CAGBC anticipates our annual marketing spend to be in the range of \$65,000 to \$125,000, excluding funded projects.</p> <p>CAGBC encourages Respondents to consider the RFSO contract term of three (3) years, with one (1) optional additional two (2) year extension.</p>

5	What is the final number of agencies you hope to have on the final Standing Offer?	The top four (4) highest scoring Respondents will become a Qualified Respondent for Marketing Services at the end of the process. Please refer to Section 3.3.4 of the RFSO.
6	Would CAGBC consider a BC agency assuming that it will be a collaboration more so with the national office as opposed to the Vancouver office?	We would consider a BC-based agency.
7	Understanding that this will be a three-year SOA, what is the marketing budget allocated for each year?	Please refer to the response for question 4 above.
8	CAGBC Current Brand Marketing Activities: What type of marketing work is currently managed in-house and where are you looking for the most support from an agency in coming years? (e.g. messaging, organic social media, graphic design, event, media relations, paid media, stakeholder engagements, website content)?	We currently manage everything in house, although we do have some support for select events, graphic design, paid media, SEO; we have some discreet projects with external agencies. With this RFSO, we hope to build long-term relationships with trusted vendors so we enhance and expand our marketing activities.
9	CAGBC Current Brand Marketing Activities: Does CAGBC currently have a marketing agency of record to support CAGBC brand marketing needs? If so, what elements are currently being outsourced?	We do not currently have a marketing agency of record but have worked with several vendors for specific services.
10	Potential Scope of Services: Is the type of work limited to what is outlined in Appendix A? Are you looking for an agency to support brand strategy and tactics, or more focused just on tactics?	For the purposes of the RFSO, please focus on the services listed. We are looking for expertise in both strategy and tactics.
11	Potential Scope of Services: What do you anticipate an estimated annual marketing budget to be? Agency fees & Paid Media spend.	Please refer to the response for question 4 above.
12	Potential Scope of Services: What is the volume or cadence of work/number of projects anticipated in a year, or over the next few years?	Variable. There are ongoing and regular projects that are a matter of course for the organization, but we also frequently receive funding for projects, and that is harder to predict.
13	Potential Scope of Services: If CAGBC marketing needs are project based, how are projects assigned/distributed between qualified service providers on the approved list? Do you plan to hire one agency for everything, or will needs be split up between different agencies based on the requirements of the project?	Please review Section 4.3 of the RFSO. Should CAGBC have a need for Services, CAGBC will identify and determine what specific Services are needed and are to be included in the particular Statement of Work for the Call-Up process. CAGBC will issue a Call-up and Statement of Work Form to assign SOW assignments to Qualified Respondents on a rotational basis – please refer to Section 4.2 of the RFSO.

		As set out in Section 4.4 of the RFSO, Qualified Respondents will be ranked on the prequalified list, as determined by the rankings resulting from the RFSO process – the highest ranked Respondent under the RFSO evaluation will be assigned the first spot on the prequalified list, and so on. However, please note all provisions set out in the RFSO, including Sections 4.5 (Special Call-Up Process for Unique Statement of Work), and 4.7 (CAGBC’s Right to Skip a Qualified Respondent SOW Rotations).
14	Qualified Service Provider List: The RFSO appears to be requesting a dedicated team to be assigned to their business. Is there flexibility in reassigning other agency team resources based on actual project scope and requirements?	CAGBC will be evaluating the qualifications and experience of the resources being proposed by the service provider. As set out in the RFSO, Section 4.2, service providers, selected to be added to the prequalified list, should have the resources needed to deliver the services at any given time upon short notice during the term of the contract (including the extension periods). During the term of the contract, in the event that the proposed resources are not available, the service provider (Qualified Respondent) will be required to demonstrate that replacement resources have equal or better qualification and experience for the Call-up assignment. In addition, as set out in the RFSO, any proposed resources may be interviewed as part of the Call-up process, and CAGBC will confirm acceptance of the resources proposed in response to a Call-up.
15	Qualified Service Provider List: How many qualified service providers are currently on the roster?	This is a new RFSO. CAGBC does not currently have a roster.
16	Qualified Service Provider List: How many new suppliers are being pre-qualified?	Please refer to CAGBC’s response to question 5 above.
17	Qualified Service Provider List: What has triggered this RFSO?	Given CAGBC’s desire to streamline procurement processes and further given, CAGBC’s anticipated projects and initiatives to be undertaken in the coming years, CAGBC wishes to develop a prequalified list of qualified service providers, which will be used and leveraged.
18	For submission, it is noted in 2.2 Contents of the Proposal that “the Respondent is required to submit two (2) submission documents, one	The completed and signed RFSO Proposal Submission Form and Appendix B should be

	(1) for the Technical Proposal information... and one (1) for the Financial Proposal information.” However, under 3.1 Evaluation and Proposal Requirements, in the Stage 1A: Mandatory Submission Requirements table, the Respondent is also required to submit the RFSO Proposal Submission Form and Appendix B. Should we combine the Technical Proposal file with the RFSO Proposal Submission Form and Appendix B and submit as one file? Or can they be submitted as separate .pdf files?	included within the Technical Proposal file (i.e. one file).
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All other terms & conditions remain unchanged. If you have any questions, please do not hesitate to contact the RFSO Contact Person.

Respondents are required to acknowledge all Addenda.

RFSO Contact Person: rgm@cagbc.org