



**Canadian Mental
Health Association**
Ontario

**Association canadienne
pour la santé mentale**
Ontario

Request for Proposal

Special Projects Management Consultant/Firm

Monday November 21, 2022

Canadian Mental Health Association, Ontario
180 Dundas Street West, Suite 2301
Toronto, ON, M5G 1Z8



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Overview

Statement of Need

The Canadian Mental Health Association (CMHA), Ontario Division is seeking proposals from qualified individuals/organizations to carry out a series of special projects related to community-based mental health and addiction programs. **Specifically, we are seeking qualified individuals/firms to provide special project management on projects involving (1) curriculum development, (2) event management, (3) resources development, and (4) stakeholder engagement.**

This RFP is meant to provide a fair evaluation for all candidates and to provide candidates with the evaluation criteria against which their proposal will be evaluated.

About CMHA Ontario

The **Canadian Mental Health Association (CMHA), Ontario Division** is a provincial association, supporting 28 branches across Ontario that provide mental health and addictions services in community-based settings. CMHA Ontario is part of a nation-wide organization, which is Canada's oldest health charity.

We work to improve the lives of all Ontarians through leadership, collaboration, and the continual pursuit of excellence in community-based mental health and addiction services. Our goal is for fewer barriers and simpler access to mental health and addictions services for all Ontarians. We are proud of our dedication to high-quality programs delivered provincially and locally with our branches that are highly accountable and data-driven.

Proposal Details

Proposal Requirements

The proposal should not exceed ten pages and should include an appendix (not included in the 10 pages) with resume(s) that outlines relevant qualifications and professional experiences. The proposal should include, but not be limited to, the following:

- A cover letter outlining:
 - Your personal or organizational qualifications for this contract
 - Indicate which of the special projects you are proposing to support
 - City and country in which consultant(s) is/are based
 - Names of staff to be assigned to this project (copy of resume(s) in an Appendix)
 - Summary of proposed budget
- A work plan draft that presents proposed stages and deliverables
- A description of your experience in special project management in areas of one of all: (1) curriculum development; (2) events management; (3) resource development; and/or (4) stakeholder engagement.
- A description of any related special projects you have managed
- A description on how Equity, Diversity, Inclusion and Accessibility (EDIA) will be considered in your work



- A proposed budget in Canadian funds for the scope of work for this project as detailed in this request for proposals, in addition to an estimation of the number of hours required to complete the project
- (optional) Consultants' proven track record/examples of prior work similar in scope and context

If selected, you will also need to provide:

- Two references (including agency or business name of client, contact person, email address, and telephone number)
- Detailed workplan, including implementation timelines (developed with CMHA Ontario)
- Risk/mitigation framework (developed with CMHA Ontario)

The proposal must contain the signature of either (1) the individual or (2) an authorized representative of the organization submitting the proposal.

Submission Details

Proposals will be reviewed on an ongoing basis, with reviews starting **on Wednesday December 7th, 2022**. The proposal should be emailed to Becky Laufer, rlaufer@ontario.cmha.ca with the subject line "Special Project Management RFP – Last Name/Organization Name."

Inquiries

All inquiries regarding this RFP, including requests for information, questions, and clarifications, must be provided in writing only, via email, to Kevin McGregor at kmcgregor@ontario.cmha.ca.

Timeline of RFP Events

CMHA Ontario has established the following approximate timeframes for the RFP process for of special project delivery (ending June 2023):

1. RFP Issue Date: Monday November 21st, 2022
2. Selection Progress Begins: Wednesday December 3rd, 2022 (will continued until filled)
3. Commencement of Project: January 2023
4. End of Project: June 2023

Project Goals and Scope

Scope of Services

Special Project 1: Curriculum Development

The curriculum development project involves overseeing and managing a complex delivery schedule for one curriculum for a professional association, related to mental health and addictions. This curriculum will be focused on continuous education accreditation, so experience with curriculum development in this area is a strong asset. This special project will include extensive stakeholder engagement and consultation, with government relations and vendor management. The timeline for this project is between Jan 2023 – June 2023 to deliver the final outputs (see Project Outputs section). The project budget to be managed is between \$500,000 - \$1,000,000.



Special Project 2: Event Management

The events management project involves overseeing and managing a complex delivery schedule for several stakeholder engagement events with separate organizations, to be completed prior to March 2023. This will involve active coordination with external organizations as well as vendor management. In addition to the events, this project will include the production of reports, which will involve stakeholder engagement and vendor management. The timeline for this project for the events is to be completed by March 2023, with the report production to be completed by June 2023 (see Project Outputs section). The project budget to be managed is between \$2,500,000 - \$3,000,000.

Special Project 3: Resource Development

The resource development project involves overseeing and managing a complex delivery schedule for up to 10 resources, related to mental health and addictions. These resources will be focused on two areas: (1) mental health clinicians, and (2) public-facing health promotion. Experience in developing resources in either of these areas is a strong asset. This special project will include some stakeholder engagement and consultation, with vendor management. The timeline for this project is between Jan 2023 – June 2023 to deliver the final outputs (see Project Outputs section). The project budget to be managed is between \$100,000 - \$500,000. NOTE: This consultant/firm must be able to travel to Windsor/Essex.

Special Project 4: Stakeholder Engagement

The stakeholder engagement project involves overseeing and managing a complex delivery schedule for specialist consultations with several external organizations. These consultations will focus on equity, diversity, inclusion, and accessibility, so experience in this area is a strong asset. NOTE: the special project individual/firm will not be conducting the EDIA consultations themselves, this will be done by an EDIA consultant/firm. The individual/firm will oversee the project in terms of milestones, budget, and outputs. The timeline for this project is between Jan 2023 – June 2023 to deliver the final outputs (see Project Outputs section). The project budget to be managed is between \$100,000 - \$500,000.

CMHA Ontario Responsibilities

CMHA Ontario will work with the consultant/firm to support the implementation of the special projects. For all special projects, CMHA Ontario will be responsible for:

- Providing all current project management materials
- Convening relevant stakeholders on the consultants' behalf for any needs assessments, project scoping, etc., as needed
- Provide clear direction on deliverables, including outputs, and timelines for projects
- Provide CMHA Ontario branding guidelines for producing materials
- Convening relevant stakeholders on the consultants' behalf for special project management (to be determined during work planning)
- Leading the copyright and intellectual property rights protection of new curriculum/materials



Guiding Principles: Equity, Diversity, Inclusion & Accessibility (EDIA)

CMHA Ontario is committed to EDIA across all programs. The consultant/firm will ensure the special projects will reflect the communities we serve, address social inequities, and will be inclusive of project beneficiaries. In addition, all materials developed (curriculum, resources, etc.) will need to be fully accessible in accordance with AODA and other best practices within accessibility.

Intellectual Property and Confidentiality

All consultants/firms will waive the rights to any intellectual property developed during the duration of the projects. Additionally, all consultants/firms will hold confidential any information they are privy to throughout work on any of these projects.

Project Outputs/Deliverables

What follows are the project outputs (subject to be changed/adjusted by CMHA Ontario):

Special Project 1: Curriculum Development

- Clearly outlined workplan & budget
- Stakeholder engagement plan & tracking
- Risk & mitigation plan
- One curriculum completed, formatted, translated (FR/EN), compliant with AODA requirements, and either accredited or eligible to be accredited by professional association on various digital platforms (TBD with curriculum vendor), which will include, but is not limited to:
 - Curriculum overview
 - Curriculum materials developed
 - Multiple modalities developed by vendor
 - Train-the-trainer (master trainer) resources
 - Referenced materials
- Comprehensive handover at end of project to CMHA Ontario

Special Project 2: Event Management

- Clearly outlined workplan & budget
- Stakeholder engagement plan & tracking
- Government relations plan & vendor management
- Risk & mitigation plan
- Work with external organizations to plan and host three stakeholder events on time, within budget, and with completed deliverables (NOTE: budget is available for event planners, but the management of timelines and budget is the responsibility of the consultant/firm)
 - Includes the submission of evaluation reports for each event
- Produce three reports, tied to each of the stakeholder events (NOTE: scope of work include the management of timelines and budgets, including event planning vendor management, NOT direct event planning)
- Comprehensive handover at end of project to CMHA Ontario



Special Project 3: Resource Development

- Clearly outlined workplan & budget
- Stakeholder engagement plan & tracking
- Risk & mitigation plan
- Up to 10 resources completed, formatted, translated (FR/EN), and compliant with AODA requirements on various digital platforms (TBD with resource development vendor).
- Comprehensive handover at end of project to CMHA Ontario

Special Project 4: Stakeholder Engagement

- Clearly outlined workplan & budget
- Stakeholder engagement plan & tracking
- Risk & mitigation plan
- Ensure up to 5 organizations receive EDIA consultation (NOTE: scope of work include the management of timelines and budgets, including EDIA vendor management NOT EDIA consultations)
 - Includes the submission of evaluation reports for each consultation
- Comprehensive handover at end of project to CMHA Ontario

Project Monitoring and Evaluation

The successful candidate will agree to provide regular project updates to the Director, Programs, and other key stakeholders to ensure the project is within scope, on time, and on budget. These meetings will be used to discuss outcomes to the project, including risks associated with key deliverables, budget, and timeline.

While CMHA Ontario thanks all candidates for their proposals, only successful candidates will be contacted for further discussion and/or proposal approval.

Resources to Assist Applicants

More information about CMHA Ontario can be found on our website: <https://ontario.cmha.ca/>

Appendix A: Proposal Evaluation Criteria

See next page.



Evaluation Criterion 1: Special project management experience (within areas of: curriculum development, event management, resource development, stakeholder engagement)						
Incomplete 0 pts	Below Standard 1 pt	Meets Standard 3 pts	Exceeds Standard 5 pts	Weight	Points Awarded	Max Points Available
No demonstrated experience in special project management in desired area(s), do not meet the requirements of RFP.	Minimal demonstrated experience in special project management in desired area(s) (<1 year or 1-3 examples of successful projects). Special project management approach meets the minimum requirements.	Moderate level of demonstrated experience in special project management in desired area(s) (2-4 years or 3+ examples of successful curriculum development). Special project management approach meets all requirements & demonstrate an understanding within context of community-based mental health and addictions sector.	Extensive experience in special project management in desired area(s) (5+ years or 3+ examples of successful curriculum development similar in scope to the project described in RFP). E-learning modules demonstrate excellent consideration of unique needs of health care workforce.	10		50
Evaluation Criterion 2: Community-based mental health and addictions sector knowledge						
Incomplete 0 pts	Below Standard 1 pt	Meets Standard 3 pts	Exceeds Standard 5 pts	Weight	Points Awarded	Max Points Available
No demonstrated knowledge of Ontario's community-based mental health and addiction sector.	Demonstrates working knowledge of Ontario's community-based mental health and addiction sector.	Demonstrates good level of knowledge and understanding of Ontario's community-based mental health and addiction sector and the current opportunities and challenges.	Demonstrates excellent/intimate knowledge and thoughtful understanding of Ontario's community-based mental health and addiction sector and their current and future opportunities and challenges.	4		20
Evaluation Criterion 3: Workplan						
Incomplete 0 pts	Below Standard 1 pt	Meets Standard 3 pts	Exceeds Standard 5 pts	Weight	Points Awarded	Max Points Available
No workplan provided.	Workplan does not consider all proposed deliverables and the planned implementation timelines.	Workplan considers all proposed deliverables and the planned implementation timelines.	Workplan provides detailed outline for proposed and supplementary deliverables with realistic implementation timelines.	8		40
Evaluation Criterion 4: Proposed Budget						
Incomplete 0 pts	Below Standard 1 pt	Meets Standard 3 pts	Exceeds Standard 5 pts	Weight	Points Awarded	Max Points Available
No budget information provided, and no estimation of	Some budget information provided, and/or estimation of	Complete basic budget information and estimation of	Detailed budget breakdown provided with estimation of	6		30



hours required to complete the project provided. Proposed budget is unrealistic.	hours required to complete the project provided. Proposed budget is high compared to market value.	hours required to complete the project provided. Proposed budget is in line with market value.	hours required to complete the project provided. Proposed budget is in line with market value.			
Evaluation Criterion 5: Equity, Diversity, Inclusion, and Accessibility (EDIA)						
Incomplete 0 pts	Below Standard 1 pt	Meets Standard 3 pts	Exceeds Standard 5 pts	Weight	Points Awarded	Max Points Available
No mention of EDIA policies, principles, or experience.	Brief mention of EDIA policies, principles, or experience provided.	Statement on vendor's EDIA policies, principles, and experience provided and incorporated into proposal	Detailed explanation of the importance of EDIA to the vendor's work and their EDIA policies and experience provided and incorporated into proposal.	8		40
Total Points:						180