

Edmonton Seniors Coordinating Council (ESCC)



**Design and Development of Branding and Public Education Plan  
Seniors Coordinated Outreach Program  
Request for Proposal**

This RFP is for design and development services for branding and developing a Public Education Plan for the Seniors Coordinated Outreach Program.

RFP Sent: January 15, 2024

Responses Due: February 7, 2024

Send any questions on the RFP to:

Asheika Sood, Program Manager – Seniors Coordinated Outreach

[asheika@seniorscouncil.net](mailto:asheika@seniorscouncil.net)

780-809-0890

Send proposals to:

Asheika Sood, Program Manager – Seniors Coordinated Outreach

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Budget: \$50,000

Delivery Deadline: June 2024

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**What is Seniors Coordinated Outreach?**

Seniors Coordinated Outreach is a partnership of 12 organizations across Edmonton that provide Seniors aged 55+ with support. Outreach workers (registered Social Workers) and Support workers (short-term connectors) connect seniors with programs and services in the community that help them to live a good quality of life.

We aim to create an environment where Seniors feel welcome and safe to call for support for any range of problems. We hope that by creating a space where Seniors feel comfortable to ask the small questions, that we can build trust to connect them to the support they need. Through

this proactive approach, we aim to prevent future difficulties or in the very least build trust with the individual so they feel comfortable accessing supports if an major issue arises.

For more details on Seniors Coordinated Outreach and the process that brought it to fruition please see: <https://seniorscouncil.net/our-work-2/coordinated-seniors-outreach/>

### How do Seniors Access Support?

Seniors can access support by calling 211 and being connected to one of the service provider organizations, or they can contact/directly visit one of the 10 organizations providing service listed below.

Within a few months, our program will have a calendaring system in place. This means that when a senior calls for support from 211, the person on the phone would have access to our worker's availability and skillsets based on language, geography, and cultural needs. The 211 workers can match the senior to the appropriate Outreach or Support worker in our system and book time directly into their calendars, ensuring the senior has a time booked in where they know they will receive support.

### Service Provider Partners



### Our Audience

Our audience is seniors across Edmonton aged 55+, particularly those who may not typically be accessing services. It also includes friends, family and community members who have relationships with seniors. We know from previous public education work, that a big part of connecting to seniors is being able to get the important information on support available to their loved ones and community so they receive the information from those they trust.

### New Brand Objectives

Our number one objective is to create a welcoming, warm, and clear brand that helps articulate what Seniors Coordinated Outreach is and what it can do for Seniors across Edmonton. This

includes the creation of a name, logos, and imagery that help to solidify this image in the community.

Further to this primary aim, we would like to work with the successful party to develop a strategy for reaching the community. This includes Seniors who would typically not hear about this type of program and their friends, family, and community, as well as organizations and institutions that work with seniors. These groups could use this referral source as an important access point for seniors they interact with in their service delivery. We would use this strategy as the basis to seek additional funding sources for implementing the public education campaign.

It is important to our work and our values that this process includes components that directly involve the engagement of seniors and their communities. We want to make sure what we do is as accessible as possible and that requires engaging with diverse communities of seniors to see if the information is accessible and welcoming for the full diversity of seniors in our community.

### **New Brand Deliverables**

Our new brand will need:

- Definition of the key audience
- Integration of information gathered from the target audience (ex. Surveys, interviews, focus groups).\*
- Engagement of partners through leadership committee in design process.
- Development of a name, logo, and colour scheme for the new brand
- Creation of branding design materials that can be used in Canva
- Creation of guidelines for online branding
- Development of a Public Education Strategy regarding the Seniors Coordinated Outreach Program including low/no cost approaches that can be implemented before securing additional resources for campaign strategy execution

*\* Contractor will work with staff to determine what information/feedback staff will need to obtain.*

### **Budget Details**

As listed in the summary, our budget for this project is \$50,000. While we of course prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered and weighed based on their merits.

All invoices for this project must be billed by the end of June 2024.

### **Proposal Requirements**

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Outline of your branding design & development approach and strategy
- Proposed timeline from kickoff to launch

- Details about your team
- Recent design & development examples
- References
- Any key differentiators about you? What makes you unique?
- Pricing with optional elements line-items
- Terms & conditions

Applications will be reviewed based on:

1. Level of Consideration of the Topic Material
2. Cost
3. Timeline

### **RFP & Project Timeline Details**

RFP Sent: Monday, January 15, 2024

Responses Due: Wednesday, February 7, 2024

Finalists Selected & Contacted: Wednesday, February 14, 2023

Winner Selected & Contacted: Monday, February 19, 2023

Project Kick-off: Monday February 22, 2023

New Brand Launch Target Date: Early June

If you have any questions, please contact Asheika at [asheika@seniorscouncil.net](mailto:asheika@seniorscouncil.net) or 780-809-0890.