

Request for Proposal to Provide Services Municipal Careers Advertising Campaign

**PROPOSAL SUBMISSION DEADLINE @ 2:00 P.M. ET
ON WEDNESDAY, APRIL 30, 2025**

1. Background

1.1 About AMO

The Association of Municipalities of Ontario (AMO) helps Ontario's 444 municipalities work together to achieve shared goals and meet common challenges. AMO engages in a variety of activities to support its mandate: develop policy positions and reports on issues of general interest to municipal governments; conduct ongoing liaison and advocacy with the provincial government (both elected officials and public administrators); inform and educate governments, the media, and the public on municipal issues; market innovative and beneficial services to the municipal sectors; and maintain a resource centre on issues of municipal interest.

1.2 Ontario's municipal sector

There are 444 municipalities in Ontario. They can be villages, cities, towns, regions, and counties. Each municipality is governed by a local council. As a sector, municipal governments invest over \$65 billion in important public services and infrastructure each year.

Municipal governments touch the day-to-day life of every Ontario resident. Municipal governments provide essential services like ambulances, roads and utilities infrastructure, parks and recreation, public transit, garbage and recycling collection, libraries, and affordable housing. Each of Ontario's municipalities are also employers, with staff who provide services and support the governance and administration functions. Collectively, Ontario's municipalities employ over 235,000 people in dozens of job roles such as: paramedics, personal support workers, social workers, nurses, librarians, childcare workers, maintenance workers, engineers, planners, accountants, and legislative and elections administrators.

1.3 AMO's Municipal Workforce Development Project

While Ontario's municipal governments offer good jobs with competitive compensation and benefits and the opportunity to make a positive difference in local communities, many municipalities are struggling to attract and retain the workforce they need. In 2022, AMO launched its [Municipal Workforce Development Project](#) to identify and implement actions it can take alongside its partners to support municipalities with their workforce challenges. Municipal governments care deeply about their communities and know they need the human resources to deliver services for their residents.

Over the course of 2023 and 2024, AMO conducted research and engagement to develop a roadmap of actions it will take to support municipalities with employee attraction and retention. This work was guided by an Advisory Group comprised of senior municipal administrators, municipal staff associations, post-secondary associations, and representatives from OMERS (the municipal defined benefit pension plan administrator) and CUPE (the labour union representing the largest number of municipal workers).

2. Purpose and project objectives

2.1 Purpose

The purpose of this invitation is to solicit proposals for the development of a public advertising campaign promoting municipal careers in Ontario. The advertising campaign is intended to improve public awareness of what local government does and municipal career opportunities primarily amongst secondary and post-secondary youth and new Canadians. Fundamentally, the goal is to reach audiences that represent the next generation of community builders.

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AMO anticipates that the campaign will focus primarily digital advertising (web, social media, and podcasts), and may also include physical placement in select Ontario regional markets through transit advertising, post-secondary campuses, and multicultural/ethnic media. The full campaign plan and exact composition of advertising tactics and assets will be developed through market research, the advice of the selected firm, and final budget.

3. Scope of services required

Planning and project management:

- Audience research to understand demographics and interests of target audience
- Develop plan for effective advertising placement and optimize budget
- Plan logistics and creative direction for content creation

Content creation and production

- Develop the campaign look and feel
- Develop graphic assets for advertising, social media, and campaign toolkits for municipal members, post-secondary institutions, and other project partners as determined by AMO
- Photography, voice recording, and videography, if needed
- Develop campaign microsite/landing page
- Coordinate translation to additional languages, as directed by AMO staff

Deployment and campaign management

- Manage deployment of digital ads, monitor performance, and adjust strategies (includes placement, optimization, cancellations, auditing, payment to vendors, and billing)

Timeframe

The work should begin as soon as is practical. Ideal campaign roll-out is Fall 2025, with the potential to develop a recurring campaign schedule.

Budget

AMO has an initial budget allocation set for \$400,000.00 for planning and project management, content creation and production, and an initial social media roll out. Upon the advice of the selected firm, additional budget can be requested and may be provided to achieve campaign goals. Proposals should clearly provide the methodology for calculation of fees to provide the services, including a breakdown of content creation, production, and campaign deployment by the advertising channel/platform. AMO may modify the total advertising budget, subject to internal approvals.

4. Proposal submission requirements and selection criteria

4.1 General

Any questions and responses to this invitation should be addressed to Adam Garcia, Manager, Executive Office and submitted to AGarcia@amo.on.ca. The deadline for submission of proposal is **Wednesday, April 30, 2024, 2:00 p.m. ET**. Proposals received after the deadline will not be considered. All proposals should be submitted in PDF format only. All inquiries and proposals must be in English.

Questions regarding this RFP may be directed to Adam Garcia (AGarcia@amo.on.ca). Questions received by April 15, 2025 4:00 p.m. ET and their answers will be posted to: <https://www.amo.on.ca/about-us/request-proposals-rfp> by April 16, 2025.

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The firm is required to treat this selection process in the strictest of confidence. Except for use in the preparation of proposals, information concerning AMO cannot be used or disclosed in any way without prior written approval. If, in the submission of proposals, the proposing firm specifies that certain information is proprietary, AMO will use its best efforts to keep such information confidential.

AMO is not liable for any costs incurred by any firm that responds to the invitation in the design, preparation, or submission of a proposal or any aspect of the selection process.

AMO reserves the right to contact any person or organization cited in a proposal and to take any steps necessary to fully assess the reputation and credibility of the proposing firm, without seeking the authorization of the proposing firm.

4.2 Proposal content and selection criteria

The proposal should include the following:

- An overview your firm's expertise in planning, producing, and executing large-scale public advertising campaigns, with Ontario examples provided, if possible
- Identify the individuals to be assigned to provide the services, including the primary point of contact (i.e. account manager)
- Provide details of past/current clients and managed campaigns in the required service areas and provide at least two references
- Proposals should clearly provide the methodology for calculation of fees to provide the services, including a breakdown of content creation, production, and campaign deployment by channel/platform

Selection of a firm will be based on, but not necessarily limited to, the following:

- The firm's ability to provide the services specified above through an effective and efficient project approach, with regard to budget and timeframe.
- The project team's experience and demonstrated ability to provide expert advice and quality service throughout a project, and to be responsive in liaising with AMO staff.
- Relevant experience and expertise with similar projects for non-profit advocacy/government relations associations or public-sector entities.
- Ability to provide competitive fees for the type of services required.

Submissions will be scored according to below point system:

Selection Criteria	Points
Company profile, project team experience and qualifications in providing services required with past/current clients and managed campaigns (references)	25
Demonstrated internal capacity to manage the full scope of services required (please note where your firm may use contracted services for content creation, deployment, and campaign management)	15
Proposed approach to campaign planning and project management and to provide strategic advice develop campaign assets and manage deployment	30
Understanding of Ontario's media market as it relates to the campaign audiences and objectives to engage in campaign planning and deployment	10
Fees/cost structure, including meeting budget for content creation, production, and providing campaign deployment estimates by the advertising channel/platform.	20

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Key Dates

- RFP issued: March 25, 2025
- Questions/clarifications due for response: April 15, 2025, 4:00 p.m. ET
- Responses to questions posted: April 16, 2025 4:00 p.m. ET
- Full RFP submissions due: April 30, 2025, 2:00 p.m. ET
- Evaluation and interviews (if necessary) to be scheduled

Rights Reserved by AMO

- Accept or reject any proposal in whole or in part.
- Request supplementary written information or in-person meeting in relation to the proposal.
- Waive formalities and accept proposals which substantially comply with the requirements of this RFP.
- Verify with any Proponent or third party any information set out in a Proposal.
- Disqualify any Proponent whose Proposal contains misrepresentations or any other inaccurate or misleading information.
- Select any proponent other than the proponent whose proposal reflects the lowest cost to AMO or the highest overall score.
- Cancel this RFP process at any stage without award and issue a new RFP for the same or similar goods and services.
- Discuss with any Proponent different or additional terms to those contemplated in this RFP or in any proponent's proposal.
- Negotiate in respect of any term or condition proposed by the Proponent in its Proposal, whether a business or legal term or condition or otherwise
- And these reserved rights are in addition to any other express rights or any other rights which may be implied in the circumstances.

Other Terms and Conditions

- Any contracts with a successful proponent will be governed by the laws of Ontario
- AMO is not to be considered an employer to the successful proponent nor to such proponent's personnel or staff for any work or services
- The proponent agrees to avoid any conflict of interest in the performance of its contractual obligations, disclose to AMO without delay any actual or potential conflict of interest that may arise, and comply with the requirements imposed by AMO to resolve the conflict of interest. AMO organizations may immediately terminate the agreement, upon giving written notice to the proponent, if in the reasonable opinion of AMO organizations; it is not possible to resolve the proponent's conflict of interest.
- No act or omission by AMO organizations will be construed by the Successful Proponent as a renunciation or waiver of any rights or recourses for any breach by the successful proponent of its obligations set out in this RFP and in the Contract, unless the AMO organization provided the successful proponent with an express waiver in writing.