

## **REQUEST FOR PROPOSALS RESPONSE REQUIREMENTS MESH THUNDER BAY – INITIAL DEVELOPMENT PROJECT**

### **What is MESH Thunder Bay? - <http://meshtbay.ca>**

MESH is a community engagement process. One that aims to unite all of Thunder Bay with a common cause and inspire people into committing to making our city a better place for everyone. It intends to accomplish this by implementing online surveying tools based upon the Gross National Happiness principles, social media tools to foster discussion and engagement, and managing activities intended to make change resulting in increased well being.

### **What does the MESH acronym stand for?**

Measure, Empower, and Strengthen Happiness

### **Who is actively involved?**

- SHIFT Network (YPN)
- NWO Innovation Centre
- Ambassadors Northwest
- Ohm Base - Thunder Bay's Hackerspace
- Leadership Thunder Bay
- City of Thunder Bay
- Volunteer Thunder Bay
- United Way of Thunder Bay
- Thunder Bay Ventures
- Net News Ledger
- High Productivity
- Eleven Seventeen

### **Outcomes**

A community where:

- we leverage our strengths to make everyone better off;
- people can connect to others who are passionate about their issue or initiative;
- citizens can propose solutions, gain support and take action;
- visitors to our community don't want to leave;
- youth are truly part of transforming the community;
- there is a diversified vibrant economy;
- new immigrants thrive;
- all people are able to reach their potential.

### **What is the Initial Development Project?**

In order to move the MESH Thunder Bay initiative forward we need to explore critical success factors, broaden community engagement/input and create a realistic implementation strategy. This work will be completed over the next few months and is an important step in building momentum and refining the concept.

## Method

1. NWO Innovation Centre to contract with the appropriate individual to lead the project development.
2. A small working group will oversee and assist with the project. The broader steering committee and list of supporters will be kept informed and provide feedback.
3. Leverage volunteers through working groups. Host a project kick-off meeting (including those previously involved and referrals) to build working groups and support the development.

## Deliverables

1. Research
  - i. Best Practices and other Community's Experiences
  - ii. Development of strategies for surveying, statistical analysis..
  - iii. Assessment of Community Support
  - iv. Understanding why MESH would make a difference to groups or individuals
    1. Key motivators
    2. Key messages
    3. Key criteria for involvement
  - v. Identification of key barriers and challenges for adoption and success
  - vi. Identification of groups and individuals committed to MESH
  - vii. Definition of levels of involvement and roles
  - viii. Development of prototype process model with players and roles identified – case study on how it works
2. Technology Model
  - i. Evaluate existing tools
  - ii. Architecture and design
  - iii. Data management
  - iv. Connecting the components
3. Financial Model
  - i. Initial Launch Requirements
  - ii. Technology Costs
  - iii. Human Resources Requirements
  - iv. Marketing Costs
  - v. Engagement Costs – Community Building
  - vi. Ongoing Operational Financial Model
  - vii. Operational Costs

## RESPONSE REQUIREMENTS

Indication of Interest: If you are planning to submit a Proposal you must indicate, via email the appropriate contact person and their email address (send to [judy@nwoinnovation.ca](mailto:judy@nwoinnovation.ca)) address **prior to July 7<sup>th</sup>, 2011.**

Questions: If you have any questions regarding the RFP please email [judy@nwoinnovation.ca](mailto:judy@nwoinnovation.ca) **prior to July 12<sup>th</sup>, 2011** and an email response will be provided to all parties who have indicated that they plan to submit a Proposal.

Due Date: Responses to the RFP must be received **by July 18<sup>th</sup>, 2011 at 12:00 noon.**

Please respond to all questions and provide any other relevant information. This RFP is non-binding. The Innovation Centre does not make any representations or provide any undertakings to suppliers other than to invite them to submit the RFP.

### **Questions**

1. Company or Individual Info
  - a. Contact information (seeking a company headquartered in NWO)
  - b. Name and title of lead contact
  - c. Description of business or background of the individual
2. Outline your approach to meeting the Deliverables outlined above for the Initial Development Project.
3. Outline your knowledge and experience in leveraging online tools and social media to communicate and build community.
4. Describe your awareness or experience with surveying and data collection, collaboration with multiple stakeholders, and engaging, supporting and empowering people.
5. Detail your experience with coordination of volunteers to achieve outcomes.