



## RFP for Design Services for “Community Resource Guide”

### Project Details:

Working closely with District of 100 Mile House staff, we are requesting proposals from designers to create:

- an estimated 20-25 page “Community Resource Guide”

### Our Purpose:

The “Community Resource Guide” (to be re-named) is a document which represents an overview of the agencies, resources, and supportive information that would assist forestry workers and their families during a time of transition. It is being developed in response to recent mill closures and curtailments but will have utility for other industry and economic disruptions, as well as other user groups.

It is important that the overall voice of the document reflects 100 Mile House and the South Cariboo. The workplan elements are described below. An in-person or electronic meeting prior to start of the contract will be scheduled to ensure the work tasks are clear.

### Our Project Vision, Attitude and Tone:

We envision a “path forward” concept to take the reader through a transition from a stressful job loss situation to recovery and prosperity.

- A creative balance of content, graphics and infographics
- A guide that does not resemble a telephone directory
- Engaging, approachable, and clear
- Development of a title/document name that describes the content and appeals to the reader
- Small town voice not an urban representation
- Professional voice with conversational tone
- Complementary style to Relocation Guide <http://www.100milehouse.com/our-community/moving-here> and Investment Profiles <http://www.100milehouse.com/investing-here/investment-opportunities>

## **Our Target Audience:**

- Forestry workers and their families

## **Content:**

The District will provide professionally written content for the “Community Resource Guide”. We are open to discussions if the designer offers professional input to meet the project objectives. Refinement of language or style enhancements to the portrayal of messages are anticipated.

While still subject to change, the anticipated content components include:

- Title page
- Table of Contents
- Preamble / Introduction
- 12-15 short text sections (ie: 1 page in length +/-)
- 2-4 Directory pages
- Est. 8-12 “Did you know” and / or “What to do if” segments (small 1 paragraph maximum segments either interspersed throughout the guide or in their own section of the guide)
- Page listing additional resources

## **Image Requirements:**

Upon the recommendation of the designer, the District of 100 Mile House can supply photos with photo credit requirements. Use of stock / generic photos may also be incorporated.

## **Design/Creative Elements:**

Generous use of graphics and infographics that are used to support and share the intended message is encouraged. The Community Resource Guide will follow the District’s brand guidelines and present a complementary design layout in a professional format.

This will be a relatively unique type of document, as there has not been much produced in terms of a directly comparable resource.

## **Format:**

The Community Resource Guide is intended to be used primarily in digital format. As a result, the final design will be provided in multiple digital file types, editable for future updates. We also expect the design to be readily suitable for print formats.



## **Messaging - Key Ideas to remember**

The “Community Resource Guide” is a resource tool created to provide information about the resources available in the community that would assist workers and families during a transition after job loss.

The guide should be prepared in an approachable format to deliver a practical message, using a combination of text, graphics, infographics, and descriptive content to easily share information with the reader. We do not want to lose our small-town voice and want to portray our community and resources realistically.

## **Proposals must include:**

- Demonstration of project understanding
- Proposed workplan
- Full job-price (not hourly rate), with taxes broken out.
- Samples of similar design work

## **Project Timeline:**

### **Proposals will be accepted until 2 pm, June 23, 2022.**

June 9<sup>th</sup> – RFP issued

June 23<sup>rd</sup> – RFP closes

June 24<sup>th</sup> - select designer

Aug. 31<sup>st</sup> – design complete & submitted to District

Frequent progress check-ins are required, with drafts available for review and comment.

## **Please send proposals to:**

District of 100 Mile House

Attn: Joanne Doddridge - Director of Economic Development & Planning

By Email: [jdoddridge@100milehouse.com](mailto:jdoddridge@100milehouse.com)

In person: 385 Birch Avenue, 100 Mile House, BC

Mail: Box 340, 100 Mile House, BC V0K 2E0



