

REQUEST FOR PROPOSALS

CPSA's Path to Truth and Reconciliation:

Project and Communications Planning Services

April 2024

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Purpose

The College of Physicians & Surgeons of Alberta (CPSA) is seeking proposals for a consultant or firm to develop a detailed, multi-year project plan and provide communications planning services for CPSA's Path to Truth and Reconciliation. The intent is for a six-month contract, with the firm providing support with analysis, project scheduling and budgeting, key contact identification, frequent touchpoints, communications support and key message development.

Deadline for proposals is **May 13, 2024 at 12:00 noon**. Please send submissions in PDF format by email to:

Michael Neth, Chief of Staff
College of Physicians & Surgeons of Alberta
Michael.Neth@cpsa.ab.ca

About CPSA

CPSA is Alberta's medical regulator and responsible for overseeing the practice of medicine in Alberta. [Alberta's Health Professions Act \(HPA\)](#) grants physicians and physician assistants the privilege of profession-led regulation, which is carried out by CPSA.

Our work to guide the medical profession is for the protection of patients in Alberta. This work includes:

- Registering physicians, surgeons, osteopaths, and physician assistants
- Supporting continuing competence and performance in practice
- Investigating and resolving complaints related to physicians and physician assistants
- Contributing to public policy affecting health care delivery
- Accrediting health facilities
- Engaging in evidence-based medical regulation, research, and program evaluation
- Guiding professional conduct and ethical behaviour

CPSA is governed by a Council that includes physicians, public members and representatives from Alberta's medical schools. Public members are appointed by Alberta's Lieutenant Governor, while regulated members are elected by their professional peers.

To learn more about CPSA, please visit cpsa.ca.

Our vision

Professional, ethical, and competent regulated members providing the highest quality care for all Albertans.

Our mission

To serve and protect all Albertans, contributing to their health and wellness, by supporting and guiding regulated members to proudly provide high-quality care together with healthcare partners and patients.

Our strategic directions

- Highest Quality, Compassionate and Ethical Care – Towards increasing the provision of excellent, regulated member care for all Albertans
- Enhanced Partnerships – Towards informed, engaged partners who help us provide quality care with Albertans
- Proactive and Innovative Approach – Towards being recognized as a leader and innovator in self-regulated professions who always strive for excellence
- Anti-Racism and Anti-Discriminatory – Towards becoming an anti-racism and anti-discrimination organization
- Authentic Indigenous Connections – Towards substantive and authentic connections and relationships that help us provide quality care in partnership with Indigenous Peoples

Project definition

Introduction

Under the guidance of the Indigenous Advisory Circle (the Circle), CPSA has developed an outline of actions we refer to as CPSA's Path to Truth and Reconciliation plan. This is a significant, multi-year plan that involves all areas of CPSA towards healthcare equity for Indigenous Peoples within our scope as Alberta's medical regulator. Interested firms may reach out to CPSA to request a copy of the draft plan outline to aid in developing their proposals.

While CPSA is in the early days of our reconciliation journey, we are committed to fulfilling our mandate of protecting patients, and to taking action to address the healthcare inequities Indigenous people continue to face. The Path to Truth and Reconciliation demonstrates the steps we must take on the journey towards culturally safe, high-quality, and equitable health care for Indigenous patients across the traditional territories known as Alberta.

Taking the steps outlined on CPSA's Path to Truth and Reconciliation is essential for us to make progress towards two of our strategic directions: Authentic Indigenous Connections, and Anti-Racism Anti-Discrimination. To ensure this important work is achievable, sustainable, and culturally appropriate, we are seeking a consultant or firm with expertise and connections to provide strategic planning and project management services. The successful firm will help CPSA build a project plan that includes:

- the timing of each step on the Path to Truth and Reconciliation
- budget requirements for implementation
- identified communications and engagement requirements, including recommendations for unique and distinct audiences
- identified additional resources and/or partners

In addition to developing the project plan, CPSA is seeking guidance from the successful firm on finalizing the Path to Truth and Reconciliation plan for our audiences and the public, and advice on communicating about the Path to First Nations, Métis and Inuit communities as well as CPSA's regulated members and partners in the health system.

Project Sponsor

Michael Neth, CPSA Chief of Staff

Business Sponsor

Dr. Scott McLeod, CPSA Registrar & CEO

Project team

- Senior Advisor, Community Engagement
- Advisor, Standards of Practice
- Executive Assistant, Office of the Registrar
- Additional team members, as appointed by Chief of Staff

Other resources and contacts

Additional resources and contacts will be available to assist with this project as needed including time and expertise from:

- Director, Communications
- Members of the Indigenous Advisory Circle

Deliverables

Key deliverables of the plan are:

- Assessment of the outlined Path to Truth and Reconciliation plan and identification of potential gaps
- Development of a detailed project plan, including:
 - Scope statement
 - Detailed actions and corresponding timelines
 - Budget
 - Identified additional resources and/or partners (such as experts, consultants, or firms) to carry out specific steps on the Path
- Support for launching the plan, including:
 - Advising on culturally safe language, design, and presentation of the final version of the Path to Truth and Reconciliation plan
 - Communications support, including:
 - Communications planning
 - Considerations for unique and distinct audiences
 - Key message development and material preparation

Major phases of project

Analysis and assessment (May-Jun 2024)

- Review and provide recommendations on the outlined Path to Truth and Reconciliation plan
- Identify gaps, missed opportunities, unintended consequences and other considerations for CPSA
- Bi-weekly meetings with Project Sponsor and project team (in-person and/or virtual)
- Regular communications with Project Sponsor project team (e.g., text, email, phone calls)

Project planning (Jun-Aug 2024)

- Develop outline of project plan for CPSA feedback
- Develop first draft of project plan, and present it to Project Sponsor and project team
- Identify potential resources and/or partners (experts, consultants or firms) to assist with community-based engagement efforts
- Finalize project plan and advise on presentation materials for CPSA Council's approval

Design and communication (Sept-Nov 2024)

- Co-develop (with project team) public-facing Path to Truth and Reconciliation plan, including advising on language, design, and presentation

- Advise on communications efforts, including communications planning, audience considerations and key message development

Proposals

To be considered, the proposal must contain:

- A business case that outlines in sufficient detail the project management approach, methodologies or tactics to be considered for completing the deliverables and activities
- Demonstrated experience working and engaging with Indigenous communities and familiarity with OCAP® principles
- Timelines to complete each phase of the project
- Key contacts throughout the project
- Flexibility to expand or remove scope as required
- A budget including all associated costs per each phase of the work
 - Subcontracted costs, if required, must be included

The chosen consultant will work closely with the Project Sponsor and project team to confirm specific details, elements and processes within each phase of the project.

Success will be a plan that:

- Supports CPSA in implementing the Path to Truth and Reconciliation plan
- Supports regulated members in understanding the role they play in improving healthcare equity for Indigenous people in the province
- Identifies ways for CPSA to earn and maintain authentic Indigenous connections
- Identifies key measurable outcomes that will achieve CPSA's deliverables for the project

The budget for this contract is \$40,000, which must include all professional fees, subcontract fees (if applicable), expenses and taxes. CPSA is not exempt from GST.

Project completion must be no later than November 30, 2024. There is a possibility for a contract extension and/or additional work relating to the implementation phases of CPSA's Path to Truth and Reconciliation.

Required bidder information

The following information should be included in the proposal submitted to CPSA:

Firm expertise

Describe the firm's expertise, qualifications, and experience with respect to each aspect of the deliverables and activities described in the Project definition.

Firm resources

Describe the expertise, qualifications, and experience of each person who would be providing services to CPSA, including the proposed role of each individual.

Please include the biographies of all individuals who would be assigned to work on the project.

Describe any project management or administrative support that would be part of the firm’s services to CPSA. If any portion of the project is to be done by subcontractors, please include in the pricing information.

Pricing information

Proposals must include a detailed description of the basis for the charging of fees and expenses associated with the project.

Conflict of interest

Proposals must identify any potential conflicts of interest known to the firm that may affect the provision of services to CPSA.

References

Please include three references. References for similar projects and/or organizations similar to CPSA are preferred.

Proposal process

Schedule

April 15, 2024	RFP will be made available to invited firms.
May 13, 2024	All proposals must be submitted to CPSA by 12:00 noon on this day.
May 14-17, 2024	Internal screening of proposals. CPSA will develop a short list of at least two firms whose references will then be contacted.
May 24 – 28, 2024	Short-listed firms will present their proposal to CPSA either virtually or in-person.

May 29, 2024	Selection of the successful firm will be made and negotiation of terms of engagement undertaken. Other short-listed firms will be notified.
June 3, 2024	The successful firm will start the project.

Proposal requirements

Proposals must not exceed 15 pages in length, including all attachments and appendices. Proposals are to be submitted in PDF format directly to CPSA via email, addressed to Michael Neth, Chief of Staff at Michael.Neth@cpsa.ab.ca.

Selection criteria

Proposals will be evaluated against the following criteria:

- Demonstrated expertise, qualifications and experience to meet the requirements set out in the project definition.
- Demonstrated understanding of the opportunities and considerations facing CPSA and the environment in which it operates.
- Demonstrated ability to work collaboratively with diverse groups and individuals.

Criteria	Weighting
Firm’s qualifications and experience in similar work	20%
Fees and pricing for implementation and on-going fees	30%
Quality of the proposal, including approach, timeframes and work plan	50%

Proposal conditions

Contingencies

This Request for Proposals (RFP) does not commit CPSA to award a contract. CPSA reserves the right to accept or reject any or all proposals or waive irregularities if CPSA determines it is in the best interest of CPSA to do so.

Acceptance or Rejection of Proposals

Proposals shall remain open, valid and subject to acceptance anytime up to three months after the proposal opening date and time. CPSA realizes that conditions

other than lowest cost are important and will award contract(s) based on the proposal(s) that best meet the needs of CPSA.

Modifications

CPSA reserves the right to issue addenda or amendments to this RFP.

Proposal Submission

To be considered, all proposals must be submitted in the manner set forth in this proposal. It is the Proposer's responsibility to ensure that its proposal arrives on or before the specified time.

Incurred costs

This RFP does not commit CPSA to pay any costs incurred in the preparation of a proposal in response to this request and Proposer agrees that all costs incurred in developing its proposal are the Proposer's responsibility.

Negotiations

CPSA may require the firms selected to participate in negotiations, and to submit cost, technical, or other revisions of their proposals as may result from negotiations. Final Authority The final authority to award contracts as a result of this RFP rests solely with CPSA.

Contact information

All inquiries should be directed to:

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