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**To:** CONSULTING SERVICES

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**Release Date:** January 19, 2021

**Subject:** Request for a proposal for the development of an action plan for a new online-based service for the French-speaking community of the Halifax Regional Municipality.

**Conditions:** Proposal to be submitted in PDF format by February 10, 2021.  
A French-speaking consultant would be considered an asset.

**Sub: Request for proposal for the development of an action plan for a new online-based service for the French-speaking community of the Halifax Regional Municipality.**

### **1. Abstract**

The Franco 3.0 Agenda is a two-year project (2020-2022) led by the Conseil Communautaire du Grand-Havre (CCGH), the only Acadian and francophone community center in the Regional Municipality of Halifax (HRM). In collaboration with the members of the Acadian and Francophone Partnership, which is a gathering of organizations and stakeholders in the local francophone network, CCGH is leading the development of a new service for the French-speaking community. The objective is to develop a website and mobile application that will centralize existing data-bases of services offered in French, in HRM, as well as a live cultural calendar.

According to the 2016 federal census, the total population of Halifax is 403,131. Among these residents, 11,975 people (2.97%) have declared French as their first language (mother tongue). Furthermore, 49,575 people (12.2%) in Halifax declare themselves bilingual and able to conduct a conversation in French. This new service will be serve members of the Acadian, Francophone, bilingual and Francophile community and will be particularly useful for newcomers and French-second-language learners who seek opportunities to receive services or socialize in French.

CCGH is seeking a consultant that can build an action-plan which will favour the success and vitality of this project. Through their knowledge of digital strategies and a market analysis, the consultant should have the ability to help define the content of the website/application, identify the needs of the essential stakeholders, determine the key performance indicators of the project as well as provide ressources for the website and application development.

### **2. Who We Are**

Established in 1991, the Conseil Communautaire du Grand-Havre (CCGH) is a registered non-profit organization which promotes the overall development of the Acadian and Francophone community. CCGH has a business model based on diversified income, including Federal and Provincial funding as well as revenue from facility rentals and cultural programming.

Located in 3 French High Schools (École du Carrefour, École du Sommet and École Mosaïque), CCGH operates with 4 full-time permanent employees, a voluntary Board of Directors and up to 50 seasonal employees.

### **3. Community Impact**

CCGH offers a diverse range of activities and services to the community.

- Summer camps: Seasonal programming offered in French with an attendance rate of 350+ participants per year
- Cultural programming: Stand-up comedy, concerts and social events
- Francofest: Annual French cultural festival which celebrates the diversity of the community through arts
- Facility rentals: Community-driven rental agreements in Dartmouth and Bedford
- Community lottery: 50/50 draw that supports community members and projects
- Community Support: Support for local Francophone organizations and representation of the community to public authorities

Community collaboration is a corp value at our organization, which is why we will be collaborating with 9 other french organizations for this project.

### **4. Expected Outcomes**

The hired consultant should be able to commit to the following tasks:

- 4.1 Market Analysis : Market research to determine the strategic directions associated with the app/website.
- 4.2 Identify the needs of the essential stakeholders
- 4.3 Strategic Enablement : Analysis of the total impact of a digital strategy on the organizations involved as well as the development of operational guidelines for deployment and use of the tool.
- 4.4 Identifying Key Performance Indicators : Identification of measurable outcomes to determine the success of the project.
- 4.5 Providing Ressources and helping with professional recruitment: List of companies to work with for website and/or application development as well as contacts for marketing strategist. Note: CCGH is open to working with the same company for both the strategy and web development portions of this project.

The consultant as a trusted advisor to CCGH is welcome to comment and/or modify the above as deemed necessary from their professional point of view. References of passed projects are welcomed. Proposals will be reviewed by a jury.