



## REQUEST FOR PROPOSAL

**NWRFP-19-29**

### Climate Emergency Communications And Engagement Strategic Plan

**Closing Time:**

Tuesday, December, 10, 2019  
3:00 PM, Local Time, Vancouver BC

**Closing Location:**

Email to  
[nwpurchasing@newwestcity.ca](mailto:nwpurchasing@newwestcity.ca)

**Further requests for information :**

**Purchasing: Patrick Shannon, SCMP**  
Purchasing Manager

Email: [nwpurchasing@newwestcity.ca](mailto:nwpurchasing@newwestcity.ca)

<b>PROPONENT NAME</b>		
Street Address:		
City Province Postal Code		
Contact Name:		
Telephone number:		Fax:
Email		Date:
Signature: by authorized signatory		

By my signature above, it shall be understood that I have read, understood and accept the requirements outlined in the Request for Proposal; we hereby propose to supply the Services in accordance with the Request for Proposal and as outlined in this Form of Proposal.

# CORPORATION OF THE CITY OF NEW WESTMINSTER

## PART 1

### RFP PROCESS & GENERAL REQUIREMENTS

#### **1.0 GENERAL INFORMATION**

- 1.1** The City of New Westminster is seeking a qualified supplier to develop a communications and engagement plan in support of the City's recently declared Climate Emergency. The City reserves the right to use the qualified supplier for similar work for a period of 5 years.
- 1.2** Refer to Part 2 – BUSINESS REQUIREMENTS for an in-depth scope of work.
- 1.3** This is a request for proposals, and not a call for tenders or request for offers and no contractual obligations shall arise between the City and a Proponent upon the Proponent's submission of a Proposal to the City.
- 1.4** The city, at its discretion, reserves the right to;
- a) select a Proposal that deviates from the requirements of this RFP;
  - b) modify this RFP at any time.
- 1.5** Proponents will be solely responsible for their own expenses incurred in connection with this RFP, including in preparing and submitting a Proposal and in any subsequent negotiations with the City.
- 1.6** This RFP shall be governed by and construed in accordance with the laws of the Province of British Columbia.
- 1.7** The City reserves the right to negotiate with the lead Proponent deemed to provide the best overall value and such negotiations may include, but are not limited to:
- a) Changes to the requirements or Scope of Work proposed by the Proponent;
  - b) Price; and
  - c) Specific contract details as deemed reasonable for negotiations by the City.

#### **2.0 PROPOSAL INSTRUCTIONS**

- 2.1** The City shall receive by email Proposals **prior to** the stated Closing Time. The City may not accept nor consider late submissions.
- 2.2** It is the Proponent's responsibility to ensure that the City receives its Proposal prior to the stated closing time.

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#### **Climate Emergency Communications and Engagement Strategic Plan**

Attention: Purchasing Manager

- 2.3** Requests for clarification or further information must be made in writing only to the individual identified on the first page of this RFP. The City intends to respond to enquiries that it, in its sole discretion, considers relevant to this RFP. The City intends to respond only to those relevant written enquiries received at least ninety-six (96) hours prior to the closing time. The City will record enquiries and post written responses on its website at <https://www.newwestcity.ca/business-and-economy/doing-business-with-the-city/request-for-bids-and-proposals-open>

## CORPORATION OF THE CITY OF NEW WESTMINSTER

### **3.0 CONTRACT REQUIREMENTS**

- 3.1** The City anticipates that any contract arising from this RFP will be based on the City's Consulting Services Agreement and Statement of Work provided by the consultant.
- 3.2** The City expects that any Agreement with the selected Proponent will be for an initial term of one (1) year with four (4) optional one (1) year renewal terms at the sole discretion of the City.

### **4.0 OWNERSHIP OF PROPOSALS AND FREEDOM OF INFORMATION**

- 4.1** All documents submitted with your Proposal will become the property of the City, and as such shall be subject to the disclosure provisions of the *BC Freedom of Information and Protection of Privacy Act (FOIPPA)* and *Community Charter*. A Proponent may stipulate in their Proposal that a portion(s) of their Proposal that contains confidential information and is supplied to the City in confidence. However, under FOIPPA, the City may nevertheless be obligated to disclose all or part of a Proposal in response to a request made under the Act, even if the Proponent has stipulated that part of their Proposal is supplied in confidence. The Proponent should review Section 21 and other provisions of FOIPPA in order to gain a better understanding of the City's disclosure responsibilities under the Act.

### **5.0 INSURANCE, PERMITS AND LICENSES**

- 5.1** The successful Proponent will, without limiting its obligations or liabilities and at its own expense, provide and maintain throughout the Contract term, the following insurance with insurers licensed in British Columbia in forms acceptable to the City:
- a) Commercial General Liability Insurance protecting the City, for an amount of one million dollars (\$1,000,000) naming the City as additional insured;
- 5.2** The successful Proponent may be required to obtain a City of New Westminster or MetroWest Inter-Municipal Business license prior to commencement of work.

### **6.0 LIVING WAGE EMPLOYER**

- 6.1** Effective January 1, 2011, the City of New Westminster became a "Living Wage Employer". As such, the City has established a [Living Wage Policy](#) that requires all firms that are contracted by the City to provide services on City premises, to pay their employees, who perform said service on City property, a Living Wage as calculated by the Living Wage for Families Campaign. The current living wage rate for Metro Vancouver is \$19.50 per hour, assuming the employer provides no benefits.
- 6.2** In order to determine an employee's hourly rate with benefits the Living Wage for Families has created a Living Wage Calculator to assist with this determination. Please access the following website to determine your compatibility.  
[http://www.livingwageforfamilies.ca/living\\_wage\\_calculator](http://www.livingwageforfamilies.ca/living_wage_calculator)
- 6.3** The City includes in all its competitive bid documents a Declaration referencing the City's expectations with regards to compliance of the Policy (attached as Appendix A). **Completion and submission of the Declaration is required prior to Contract award.**
- 6.4** In evaluating submissions, the City intends to rely on the Declaration provided by a Respondent and shall have no obligation or duty to investigate the truthfulness of the Declaration. Please review the City's [Living Wage Page](#) for further information.

## CORPORATION OF THE CITY OF NEW WESTMINSTER

### 7.0 EVALUATION AND SELECTION PROCESS

- 7.1** The City will evaluate all submitted valid Proposals. The City will not necessarily accept any or all Proposals. The object of the evaluation and selection process is to identify the Proposal that, in the City's opinion offers the best value for the services requested.
- 7.2** The City will evaluate the requirements and only those deemed by the City to have the right experience/capabilities/methodology etc. will have their price evaluated.
- 7.3** Proposals will be evaluated based on the following criteria:

<b>Evaluation Criteria</b>	<b>Weighting</b>
Executive Summary	5
Experience	20
Project Team Experience	20
Methodology	30
Cost/Schedule	20
Value Add	5
<b>Total</b>	<b>100</b>

- 7.4** The City, at its discretion, may request any or all of the Proponents to present their proposals and/or interview with the Selection Committee. Note that any information provided by Proponents in their proposals or discussed in presentations/interviews may be incorporated into any Contract with the Proponent.

### 8.0 NEGOTIATIONS

- 8.1** The award of a contract may be subject to negotiations with the lead Proponent that is deemed to provide the best value to the City. Such negotiations include, but not limited to, the following:
- a) Changes to the requirements or Scope of Work proposed by the Proponent
  - b) Price; and
  - c) Specific contract details as deemed reasonable for negotiations by the City
- 8.2** If a written contract cannot be negotiated within fourteen (14) days of notification with the lead Proponent, the City may, at its discretion at any time thereafter, terminate negotiations with the lead Proponent and either enter into negotiations with the next qualified Proponent or cancel the RFP or negotiate with another supplier.



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**PART 2**

**BUSINESS REQUIREMENTS AND SCOPE OF WORK**

## **CORPORATION OF THE CITY OF NEW WESTMINSTER**

### **1.0 BACKGROUND**

**1.1** The City of New Westminster is seeking a qualified consultant to develop a communications and engagement plan in support of the City's recently declared Climate Emergency. As a result of this declaration, the City has adopted a Climate Action Budgeting Framework to guide the 2020 budget process as well as established a series of "bold steps", each with 10-year targets and which include:

- A. Car Free Corporation
- B. Car Light Community
- C. Carbon Free Homes and Buildings
- D. Pollution Free Vehicles
- E. Carbon Free Energy
- F. Robust Urban Forest
- G. Quality People-Centre Public Realm

**1.2** The Climate Emergency is supported by the City's recently adopted 2019-2022 Strategic Plan which articulates Council's desire to take "bold action to address the Climate Emergency, and includes achieving greenhouse gas reductions required to keep global temperature increases 1.5°C" and which also highlights the need to "engage and involve the entire community, ensuring special consideration is given to those most vulnerable."

### **2.0 BUSINESS REQUIREMENTS & SCOPE OF WORK**

**2.1** The successful proponent will develop a strategic plan for communicating the City's efforts in addressing the Climate Emergency and related initiatives to residents and stakeholders, and outline a series of engagement tactics and opportunities for facilitating meaningful dialogue with the community on the targets, objectives and individual actions involved in significantly reducing New Westminster's carbon footprint by 2030.

**2.2** While it is envisioned that the execution of the communication and engagement plan will be primarily carried out by city staff, the successful proponent should also have the capacity to project manage and/or assist in the implementation of tactics and development of materials outlined as necessary.

**2.3** Development of the communications and engagement plan will incorporate input from City Council, staff, and identified partners and stakeholders. These include, but are not limited to, local First Nations, Residents' Associations, Business Associations, City Committees, environmental advocacy groups, and others to be identified at the project launch meeting. FP.

**2.4** The City is looking for a team with the following skills and experiences.

- Led by a seasoned communications and engagement professional with proven expertise in the development and execution of sustainability and climate change communications plans and programs, and supported by;
- Skilled communications and engagement capacity to support existing City staff resources;
- Subject matter expert with technical knowledge in climate science, current best practice and emergent trends;
- Expertise in graphic design and the creation of compelling communications and engagement materials for all media as required.

## **CORPORATION OF THE CITY OF NEW WESTMINSTER**

### **3.0 DELIVERABLES**

- 3.1** The following are a high-level overview of the deliverables expected to be completed by the Proponent.
- a. Facilitate internal and external meetings with staff, partners and stakeholders to develop a key messaging and engagement framework to support the City's current (e.g. parking rate increase, climate emergency levy, Corporate Energy and Emissions Reduction Strategy, etc.) climate related initiatives;
  - b. Coordinate and facilitate a workshop with Council, during the research phase, as well as a presentation of the completed Plan;
  - c. Identify the components of a comprehensive creative campaign that includes assets for all media formats, including print, digital and social;
  - d. Recommend both communication and engagement tactics for informing and engaging on each of the "seven bold steps" in addition to future initiatives (e.g. planning and delivery of greenways and other transportation infrastructure improvements, sustainable transportation awareness and social marketing to encourage mode shift to walk/bike/transit, Integrated Corporate and Community Electric Vehicle Strategy, etc.);
  - e. Identify innovative engagement opportunities to reach a broad cross section of our diverse community using appropriate methodology to involve and mobilize the community; and
  - f. A final report that incorporates the above and includes a short, medium and long term implementation schedule, as well as provide recommendations for climate emergency actions to be determined.
- 3.2** **Standards and Guidelines** – the final communications and engagement plan should follow current communication best practice as well as adhere to the core values and engagement spectrum as prescribed by the International Association of Public Participation (IAP2).

### **4.0 REFERENCE MATERIAL**

- 4.1** The following are reference material provided by the City and will form part of Agreement
- A. [November 7, 2019 media release announcing 2020 Climate Action Budgeting Framework](#)
  - B. [2019-2022 Strategic Plan](#)
  - C. [March 11, 2019 Climate Action Emergency council resolution](#)
  - D. [Environmental Strategy and Action Plan \(2018\)](#)
  - E. [Official Community Plan \(2017\)](#)
  - F. [Master Transportation Plan \(2015\)](#)
  - G. [Envision 2032 Sustainability Framework](#)
  - H. [Community Energy and Emissions Plan \(2011\)](#)
  - I. [Climate Emergency website link](#)
  - J. [Urban Forest Management Plan \(2015\)](#)

### **5.0 SCHEDULE**

- 5.1** The project will commence as early as possible, but no later than January 10th, with the final package of deliverables submitted no later than March 13th, 2020.
- 5.2** Proponents should allow for a project launch meeting with city staff, a facilitated meeting with key stakeholders as well as a bi-weekly check-in meetings to report on progress and gather pertinent information and feedback as the plan takes shape. All meeting dates and project milestones should be finalized at the project launch meeting.

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### 6.0 SUBMISSION REQUIREMENTS

- 6.1** Proposals should not exceed twenty (20) pages in length excluding attached appendices. Proposals should be provided double-sided on 8 ½” white paper, in a font colour of black and not less than 11 point. All proposals must include and clearly identify:
- a) **Cover Page:** Front page of this RFP with the required Proponent information filled out and signed.
  - b) **Executive Summary:** (1 page) Provide a brief history of your firm as it relates to this project.
  - c) **Experience:** Provide one (1) example of where you provided similar services as requested in this RFP. Include (at a minimum) the following:
    - 1) Overview of the project
    - 2) Your role
    - 3) Was the project a success
    - 4) What would you have done differently to improve the outcome
    - 5) Provide examples of previous reports (where you can)
    - 6) Other
  - d) **Project Team/Experience:** Provide a bio of the main team members you are proposing and describe each person’s role in this project, their qualifications and unique experiences that directly relate to this RFP. Include a resumes as an appendices for each member of the project team.
  - e) **Methodology:** Describe your methodology on how you would work with the City to successfully meet the deliverables. Include (at a minimum) the following:
    - 1) How do you engage community members and key stakeholders?
    - 2) How do you coordinate and facilitate workshops activities?
    - 3) How do you develop overall approach and tactics to meet the deliverables
    - 4) How do you ensure you have a clear understanding of what the expected final deliverables are?
    - 5) How do you develop original and innovative approaches to achieving the project deliverables?
    - 6) Other?
  - f) **Cost/Schedule:** Based upon the schedule as noted in this RFP, provide a schedule of activities from date of award to final submission, including a labour summary matrix that provides person-hour estimates for each of the work activities with a total at the bottom. Include all major milestones.
  - g) **Value Add:** Provide a description of your organization’s unique expertise and successes; what sets your firm and proposed team apart from other organizations with respect to this project
  - h) **Living Wage Declaration:** As per Part 1, section 6.
  - I) **References:** Complete the attached table of references below



## CORPORATION OF THE CITY OF NEW WESTMINSTER

### REFERENCES

Please provide three (3) references for companies in British Columbia for whom your organization has completed work of a similar magnitude and nature in the past five (5) years. The City of New Westminster may be used as a reference, if work of a similar nature has been provided to the City.

<b>Reference 1</b>	
Company Name and Address	
Contact Name	
Telephone Number	
Email address	
Brief Description of services provided	

<b>Reference 2</b>	
Company Name and Address	
Contact Name	
Telephone Number	
Email address	
Brief Description of services provided	

<b>Reference 3</b>	
Company Name and Address	
Contact Name	
Telephone Number	
Email address	
Brief Description of services provided	

- 1.1** The City reserves the right to contact the references to confirm the nature and performance of the work provided by the Proponent.



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**APPENDIX A**

**DECLARATION – LIVING WAGE EMPLOYER**

**CORPORATION OF THE CITY OF NEW WESTMINSTER**



**DECLARATION – LIVING WAGE EMPLOYER**

I, \_\_\_\_\_ as a duly authorized signing officer of

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_, confirm that all employees and sub-contractors under our contract with the City as outlined below, are paid not less than the “Living Wage” as calculated by the Living Wage for Families Campaign.

I understand that this requirement extends only to those employees and sub-contractors’ employees that perform work while on City premises and property for durations in excess of one continuous hour per occasion.

I understand that the City will conduct audits if and when notification of breach of this compliance is received by the City. I understand that in the event any breach of this declaration is found to be true, the City reserves the right to cancel its contract without penalty at any time once said authentication of the breach is made.

Contract Name: \_\_\_\_\_

Authorized Signatory:

Dated:

\_\_\_\_\_

\_\_\_\_\_