



REQUEST FOR PROPOSAL

NWRFP-22-10

Energy Save New West (ESNW) Multi-lingual Outreach

Closing Time:

Tuesday, May 10, 2022
3:00 PM, Local Time, Vancouver BC

Closing Location:

upload to https://fileshare.newwestcity.ca/filedrop/purchasing_submissions

Further requests for information :
Purchasing: Monique Ferbey, CSCP
Intermediate Buyer

Email: nwpurchasing@newwestcity.ca

PROPONENT NAME		
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 in collaboration with the City's Electric Utility, is seeking an enthusiastic proponent to collaborate with the Energy Save New West (ESNW) team to increase community outreach. The purpose of the outreach is to increase awareness of the types of programs offered and the benefits (e.g. reducing energy bills), with the ultimate goal of increasing program participation. Refer to Part 2 – BUSINESS REQUIREMENTS for an in-depth scope of work.
- 1.2** The City is specifically seeking a proponent that would focus on outreach to communities whose primary spoken language is not English.
- 1.3** The City reserves the right to use the qualified supplier for a period of five (5) years for work as outlined in this RFP.
- 1.4** The City of New Westminster is the first city in Western Canada and is located at the centre of Metro Vancouver. Just 20 km from downtown Vancouver, the City has both major transportation routes and railways running through its boundaries.
- 1.5** 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.
- 1.6** 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.
- 1.7** 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.
- 1.8** This RFP shall be governed by and construed in accordance with the laws of the Province of British Columbia.
- 1.9** 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 COVID-19 GLOBAL PANDEMIC**
- 2.1** Due to the COVID 19 global pandemic, the City may be required or decide not to proceed with the Work or to terminate any contract prior to the Work commencing. If this occurs, the City will only pay for actual costs incurred by the Proponent.

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2.2 In submitting a Proposal, the Proponent acknowledges the presence of the COVID-19 virus in Canada and other jurisdictions. The Proponent also acknowledges the consequences and impacts “Known Impacts” of the COVID-19 Pandemic existing as of the date of this Request for Proposal, and said “Known Impacts” have been accounted for by the Proponent within the schedule and pricing.

3.0 **PROPOSAL INSTRUCTIONS**

3.1 Proposals should be submitted electronically in one (1) Adobe (PDF) file with Subject “NWRFP-22-10 Submission” in the Subject to https://fileshare.newwestcity.ca/filedrop/purchasing_submissions

3.2 The City will receive Proposals at the location and time indicated on the title page of this Request for Proposal.

3.3 It is the Proponent's responsibility to ensure that the City receives its Proposal prior to the closing time indicated on the title page of this Request for Proposal. The City does not accept facsimile or other unsealed Proposals.

3.4 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>

4.0 **CONTRACT REQUIREMENTS**

4.1 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.

4.2 The City expects that any Agreement with the selected Proponent will be for an initial term of one (1) year with optional four (4) one (1) year renewal terms at the sole discretion of the City. The scope may be refined as required by the City each year.

4.3 The City reserves the right to use the selected proponent for a period of five (5) years for work as it relates to the City’s ESNW & Utility Teams programs.

5.0 **OWNERSHIP OF PROPOSALS AND FREEDOM OF INFORMATION**

5.1 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.

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6.0 INSURANCE, PERMITS AND LICENSES

- 6.1** 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 five million dollars (\$5,000,000) naming the City as additional insured;
 - b) Professional Liability Insurance of one million dollars (\$2,000,000)
- 6.2** The successful Proponent may be required to obtain a City of New Westminster or MetroWest Inter-Municipal Business license prior to commencement of work.

7.0 LIVING WAGE EMPLOYER

- 7.1** 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 \$20.52 per hour, assuming the employer provides no benefits.
- 7.2** 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
- 7.3** 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.**
- 7.4** 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.

8.0 EVALUATION AND SELECTION PROCESS

- 8.1** 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.
- 8.2** 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.

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8.3 Proposals will be evaluated based on the following criteria:

Evaluation Criteria	Weighting
Methodology	25%
Project Team	20%
Project Experience	15%
Translation Services	20%
Pricing	10%
Social Impact & Sustainability	5%
Value Add	5%
Total	100

8.4 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.

8.5 The City advises all Proponents that the process for evaluation/interview and finalizing the lead/winning proponent may take 2 – 3 months.

9.0 **NEGOTIATIONS**

9.1 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

9.2 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

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1.0 **BACKGROUND**

- 1.1 The City is seeking an enthusiastic proponent to collaborate with the ESNW team to increase community outreach. ESNW is a high-impact initiative targeting energy efficiency and energy conservation in residential buildings and commercial properties in New Westminster. The program employs a variety of approaches that encourage owners to make energy efficiency improvements to their homes and businesses.
- 1.2 It is an objective of the City to make its marketing and programing more inclusive to all New Westminster community members. Specifically, the Proponent will work with ESNW to increase awareness by communities whose primary spoken language is not English. The outreach should highlight the types of programs offered and their benefits (e.g. reducing energy bills), with the ultimate goal of increasing program participation.
- 1.3 Work is anticipated to commence in June 2022.
- 1.4 See Appendix B for more Background Details.

2.0 **BUSINESS REQUIREMENTS & SCOPE OF WORK**

- 2.1 The core mandate of ESNW is to provide community members and businesses access to energy assessments, technical support, energy upgrades, and utility and government incentives. The focus is on delivering a better experience that makes it easier to improve the energy performance of homes and businesses. It is an objective of the City to make its marketing and programs more inclusive to all New Westminster community members, including those whose primary spoken language is not English.
- 2.2 Over the course of each year of the program, the selected Proponent may perform and be responsible for the services and duties outlined in Appendix C “Scope of Work”.

3.0 **SUBMISSION REQUIREMENTS**

- 3.1 Proposals should be concise and directed to the requirements of this RFP. Proposals should be a maximum of 10 (ten) pages, 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. (not included in page count)
 - b) **Executive Summary:** Provide a brief history of the firm, overview of overall ability and expertise, and experience and competencies in providing deliverables similar in nature to those identified for this project
 - c) **Methodology (25%):** Provide an overview of the methodology and approach that will be used to achieve the expected deliverables as noted in this RFP, expanding on the key points from Appendix C - Scope of Work.
 - d) **Project Team Experience (20%):** Please provide a summary of the proposed project team, including a description of people’s role and their relevant qualifications and experience. Brief project team resumes may be included as an attachment.

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- e) **Project Experience (15%):** Provide three (3) examples where similar services were provided. For each example expand on the following:
- 1) Project overview;
 - 2) Your organization's role in the project;
 - 3) Indicate which project team member(s) participated and what their role was;
 - 4) High level budget for the project;
 - 5) What were the expected deliverables;
 - 6) What worked and what did not?
 - 7) Describe any relevant consultation/engagement for the project, including specific experience working with vulnerable or marginalized populations.
- f) **Translation Services (20%):** Provide an overview of ability and experience, including:
- 1) Demonstrating skill in providing translated material that is accurate, grammatically correct, and well written, which may be more nuanced than direct translation.
 - 2) A list of the languages supported. At a minimum this should include Mandarin, Punjabi, Tagalog, Cantonese, and Korean (languages spoken most regularly at home)
 - 3) Outline of how translated materials will be provided to the City (e.g. text in an InDesign document with appropriate fonts)
- g) **Cost/Schedule (10%):** Please provide a cost breakdown for each component outlined in Appendix C - Scope of Work, approximate hours for each team member, and work effort. All other types of associated costs should also be identified (e.g. costs associated with consultation events).
- h) **Value Add (5%):** 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
- i) **Social and Sustainability (5%):** Explain your social and sustainability policy and process. Explain how your company addresses anti-racism, diversity, inclusion, and equity. Explain how your company promotes sustainability (locally and in your operations), i.e. do you have a carbon footprint reduction plan? How do you manage waste in your facility or on a job-site?
- j) **Living Wage Declaration:** As per Part 1, section 7.
- k) **References:** Complete the attached table of references below

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REFERENCES

Please provide three (3) references for companies 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.

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

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

Reference 3	
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. The City reserves the right to seek a reference from sources other than those provided by the Proponent.



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APPENDIX A

DECLARATION – LIVING WAGE EMPLOYER

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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:



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APPENDIX B

BACKGROUND DETAILS

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BACKGROUND DETAILS

Energy Save New West (ESNW)

Energy Save New West is a community energy program designed to improve the energy efficiency and reduce greenhouse gas emissions in homes and businesses in New Westminster. The program provides local residents and businesses access to energy assessments, energy upgrades and utility/government incentives. A core objective of ESNW is to deliver a better experience that makes it easier for community members to improve the energy performance of their home or business.

The program includes the following components:

- a) **Existing Homes** – For local residents thinking of starting a home renovation project, enrolling in the program will provide low-cost energy assessments, technical support and access to the latest government and utility rebates to save energy and money.
- b) **High Performance New Homes** – Before the design and construction of a new home, ESNW offers a suite of Energy Advisor-led services, including design stage assessments, whole-building energy modelling and air tightness testing, that can enhance the performance and comfort of the new home.
- c) **Multi-Unit Residential Buildings** – For residents of a rental or strata apartment building, ESNW can help access programs and incentive offers specifically tailored for multi-unit buildings.
- d) **Business** – If a business is interested in reducing energy use, ESNW will assist in finding programs and rebates supporting businesses.
- e) **Urban Solar Garden** – The Urban Solar Garden is a community-owned, rooftop solar photovoltaic array that provides local residents, businesses and non-profit organizations access to renewable energy “Made in New West for New West”.

See www.energysavenewwest.ca for more information on the program.

Climate Emergency

In 2019, Council declared a climate emergency, essentially taking on the greenhouse gas (GHG) reduction targets set out by the Intergovernmental Panel on Climate Change, thus working with others in achieving the GHG reductions required to keep global temperature increases below 1.5 degrees Celsius.

In addition, Council endorsed seven bold steps to guide the process with the goal of moving New Westminster towards a zero carbon future by 2050. Bold Step Three is focused on Carbon Free Homes and Buildings. For this bold step, the City has set the target of significantly reducing community carbon emissions for all homes and buildings. By 2030, all new, and replacement heating and hot water systems will be zero emissions.

With the climate emergency declaration and seven bold steps, the City is committed to taking bold action to address the Climate Emergency.

As part of the City’s ongoing efforts to reduce its impact on climate change, the City has launched an update to the Community Energy and Emissions Plan (CEEP). The document will include strategies and actions to create energy efficient buildings and help reduce emissions from existing buildings. This document will replace the City’s current CEEP (2011) – the Plan that led to the launch of Energy Save New West.

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Demographic and Land Use Context

Key Characteristics of New Westminster's Population

- New Westminster is a growing city. Expected to increase in population from 68,000 in 2013 to over 103,000 in 2041.
- The population grew faster than the regional rate from 2006 to 2016 and is expected to grow by 9.1% over the next five years.
- Seniors aged 65 to 84 years were the fastest growing age group since 2006 and are expected to grow rapidly over five years, by 2,800 persons or 27%.
- There is a larger share of renters than elsewhere in the region (44% of New Westminster households). In 2016, 12% of renters received a housing subsidy.
- Median before tax household income was 11% lower than elsewhere in Metro Vancouver, and renter household income is about half that of homeowners.
- One-quarter of New Westminster residents' language most often spoken at home (either alone or in combination with another language) was a non-official language (25.3%).
- In 2016, the following languages were most regularly spoken at home (other than English): Mandarin, Punjabi, Tagalog, Cantonese, and Korean.
- There are close to 3,000 Aboriginal Identity residents in New Westminster, composing 3.3% of New Westminster residents.
- Over one in three New Westminster residents (34.9%) are immigrants.
- Almost two in five New Westminster residents (38.9%) were visible minorities.

Key Housing Stock Characteristics

- An estimated 14,500 new housing units will be built in the city between 2013 and 2041.
- Two thirds of dwellings are in apartment buildings. The share of apartment units will increase by 2041.
- Single detached dwellings make up 15% of the housing stock. The share of single detached houses is expected to decline gradually, as houses are replaced by other forms.
- The remainder of units (e.g. townhouses, duplexes) make up the remainder of housing stock. Increasing the number of ground-oriented units is a priority for the City.
- Purpose-built rental housing is the largest component of the private rental supply, and it has grown significantly since 2017.
- An older rental supply has meant some renovictions, although recent measures have helped.

Retail and Service Commercial Characteristics

- 3,523 business licences were issued in the city in 2020.
- The City is focused on ensuring that existing commercial nodes are vibrant and successful. This includes focusing on the City's "Great Streets", which are envisioned by the City as providing characteristics that make streets destinations – places for people to be, instead of places to move through. The Great Streets are Columbia Street, East Columbia Street, Twelfth Street, Sixth Street, Sixth Avenue and Ewen Avenue.
- BIAs are hearing from their members that it is increasingly difficult to maintain a viable small retail/commercial business due to a range of factors such as:
 - increasing rents, property taxes and assessments
 - issues related to zoning, community plans, development potential, and land speculation
 - expense and complexity of permitting processes for commercial renovations
 - pace of development; diminished supply of affordable space due to redevelopment of older stock in which existing independent small retail/commercial businesses are located, and its replacement with new, more expensive space with large floorplates, and competitive advantages exercised by large chains and franchises leasing new commercial space, including pre-leasing practices



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APPENDIX C

SCOPE OF WORK

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SCOPE OF WORK

1. **Coordination of Targeted Outreach** – Increasing awareness of and participation in existing ESNW programs (each program is summarized in the Background section Appendix B). Specifically, the Proponent would assist with outreach to communities whose primary spoken language is not English.

In addition, the Proponent may be responsible for:

- Setting annual targets to enable measurement of program success.
 - Supporting ESNW in maintaining a registration and monitoring system for participating community members and business owners.
 - Supporting ESNW in providing customer service and assisting community members and business owners in identifying energy improvements, in alignment with concierge service model used by ESNW.
2. **Marketing and Promotion Collaboration** – Work with ESNW to increase program awareness to the diverse New Westminister community through the ESNW website, newsletters, social media and other advertising options. The Proponent will also organize and host in person and virtual workshops. Promotion could also include hosting open houses or display booths at local community festivals.

ESNW will coordinate elements of marketing and promotion (e.g. planning marketing campaigns, drafting content, creating images and infographics). The Proponent will work with ESNW to identify what marketing materials should be translated, and to what languages, and will provide the translated material.

3. **Education, Awareness, and Training** – An objective of ESNW is to build capacity of the New Westminister community, industry professionals, and City staff. The Proponent will lead awareness and training targeted at a more diverse community than those that traditionally participate in ESNW programs.

In addition, the Proponent will be responsible for:

- Working with City and ESNW teams to identify web content, marketing materials and technical bulletins to be translated, and to what language. The Proponent will translate content. Some materials have already been translated to Mandarin, Cantonese and Punjabi.
- Working with ESNW to build community literacy around energy efficiency, conservation, and climate action through energy literacy programs and campaigns such as public workshops and information sessions, and energy conservation contests / draws.
- Conducting or facilitating appropriate training as identified to meet program objectives.
- Identifying other opportunities suitable for New Westminister.

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SCOPE OF WORK CONT'D – APPENDIX C

4. **Provision and Distribution of Energy Saving Kits** – An outreach opportunity the City is considering is the provision of Energy Saving Kits that include energy conservation devices and materials (e.g. LED lighting, water conservation, DIY draft proofing). The successful Proponent will outline the scope of a potential program, including determination of what to include in the kits, who should receive them, how to dispute them, and the overall project cost. The Proponent would work with ESNW to determine whether the value of the program justifies the cost.

Based on the findings from this work, the City will decide whether to move forward with the Energy Saving Kits program. The scope of work and budget for this program would be considered an extension of the original contract (outside of the scope and budget of the original contract).

An example of a similar program provided by BC Hydro can be see here:

<https://www.bchydro.com/powersmart/residential/rebates-programs/savings-based-on-income/free-energy-savings-kit.html>

5. **Reporting** – Provide project updates (e.g. status reports) that outline the approach, learnings and success of initiatives, including the level of impact.
6. **Council and City Committee Updates** – Working with ESNW to provide annual updates to the Environment and Climate Advisory Committee, Environment and Climate Task Force, and Council.