



Portugal Cove St. Philip's

Town of Portugal Cove - St. Philip's

Request for Proposals

Preparation of Communications Plan

RFP# PCSP-EDMC-2023-22

Issue Date: August 31, 2023

Deadline for proposal submissions is
Thursday, September 14, 2023

This page intentionally left blank.

INTRODUCTION

The Town of Portugal Cove-St. Philip's is issuing a request for proposals (RFP) from qualified, professional and experienced consultants or consultant firms, for the preparation of a Communications Plan the Town of Portugal Cove – St. Philip's. The consultant should provide a clear document that outlines the timing, anticipated costs, and plans for their process.

Proposals must be emailed to: procurement@pcsp.ca

Subject: PCSP-EDMC-2023-22 Proposal

All bid proposals must be received by 2:00 p.m. NDT on Thursday, September 14, 2023. After the deadline no further proposals will be accepted. Please submit two emailed files – one with qualifications and a second with pricing information. Name the files "*Proponent Name – Qualifications – PCSP– EDMC–2023–22*" and "*Proponent Name – Cost– PCSP– EDMC–2023–22*".

If you have any questions regarding the RFP please email procurement@pcsp.ca.

BACKGROUND

Portugal Cove – St. Philip's is one of the oldest communities in Newfoundland and Labrador. The first Europeans, mostly from England and Ireland, arrived in the 17th century. Since then, a rich heritage has been sculpted and molded by friendly people living closely with each other and the rhythms and bounties of nature. Today, this place provides residents the opportunity to live in a modern, yet traditional community in a rural, coastal setting close to the amenities of the province's capital city.

The Town of Portugal Cove - St. Philip's aspires to work with residents to help build a sustainable and complete community, offering residents and visitors access to connected and safe neighbourhoods, natural open spaces, agricultural lands and soaring coastlines. A rich natural and cultural heritage combined with increasing economic opportunities have created a preferred place for people to live and grow, to be close to family and work, to pursue recreation, to visit, and to invest. Unlike many rural communities in the province, the population of Portugal Cove - St. Philip's has been growing since 2011.

The Council for the Town of Portugal Cove-St. Philip's has been elected to deliver identified municipal services to the residents of the Town in the most efficient and effective manner. This Council is comprised of seven individuals: a Mayor, Deputy Mayor, and five Councilors. The

Town's administration is under the direction of a Chief Administrative Officer (CAO) and a team of dedicated staff. There are six departments, each led by their respective directors:

1. Administration and Finance
2. Economic Development, Marketing and Communications
3. Fire Department/Protective Services
4. Planning and Development
5. Public Works
6. Recreation and Community Services

To ensure that the goals and objectives of Council are being achieved in delivering these services, the Town has developed a strategic plan to ensure the Town continues to be a safe and sustainable community in which to live, work and recreate. The Portugal Cove – St. Philip's Strategic Plan 2023-2028 communicates the goals and objectives of Council and serves as the means by which Council measures its accomplishments.

The development of a Communications Plan is considered a critical component for successful implementation of the Strategic Plan. Among other benefits, a communications plan will provide for clarity and alignment, engagement and buy-in, and transparency and trust.

The Department of Economic Development, Marketing & Communications, including a Director and a Communications Coordinator, oversees external communications for the Town.

Current communication assets and channels used include:

- Website
- Social media – Facebook, X (Twitter), Instagram and LinkedIn
- The Tickle - bi-monthly newsletter
- iCompass – local government meeting software
- TownSuite – municipal information management software (Please note there will be no changes to the use of TownSuite.)
- Voyant Alert - mass notification service
- ArcGIS interactive mapping
- Community mailouts
- Digital road signs

Recently, the Town has been investigating the possibility of using an all-in-one municipal digital platform such as the bciti+ smart city platform and Granicus digital civic engagement software. It is highly likely that the Town will decide to use such a platform.

SCOPE OF WORK

The development of a Communications Plan is considered a critical component for successful implementation of the Town's Strategic Plan. Among other benefits, a communications plan will provide for clarity and alignment, engagement and buy-in, and transparency and trust.

The proponent will be tasked with the following:

i) Review and Analysis

- Evaluate current in-house communication practices, assets, and channels.
- Research and summarize the communications plans/activities of comparable municipalities for benchmarking purposes.
- Conduct an assessment of existing accessibility features and identify areas for improvement.

ii) Strategy Development

- Develop a strategic plan to enhance communications with key stakeholders, most importantly residents (including the local business community), but also local and regional groups and institutions, and local media.
- Propose strategies to strengthen community engagement and foster two-way communication.
- Outline approaches to promote transparency and information dissemination.
- Review existing brand assets (digital and print) and provide recommendations to further enhance the assets to ensure impact, clarity, consistency that will provide a sense of confidence to our stakeholders.
- Suggest ways to leverage digital platforms including but not necessarily limited to the website, social media, municipal-centric software and mobile apps.
- Provide recommendations for using traditional channels such as newsletters, mailouts and printed materials.
- Provide recommendations to enhance accessibility across all communication channels, ensuring compliance with relevant accessibility standards and guidelines including the Newfoundland and Labrador Accessibility Act.

PROJECT COST & FUNDING

The maximum value of the contract is set at \$15,000.

Once a proponent is selected, the Town will apply to the Community Business Development Corporation's Consulting Advisory Services to fund a percentage of the contract.

([Consulting Advisory Services | CBDC](#))

The funding application will require forwarding the consultant's proposal to CBDC. Turn-around time for Consulting Advisory Services funding approval is quite short.

SCHEDULE AND REQUIRED DEADLINES

While there is some flexibility in the project timeline which may be impacted by the funding application process, the following is a general guide:

- Contract Start Date: October 16, 2023
- Submission of Draft Plan: November 30, 2023
- Submission of Final Plan: December 15, 2023

Please consider your availability to meet these (or similar) dates before deciding to bid.

FORM OF PROPOSALS

All bid proposals must be received by 2:00 p.m. NDT on Thursday, September 14, 2023. After the deadline no further proposals will be accepted. Please submit two emailed files – one with qualifications and a second with pricing information. Name the files "*Proponent Name – Qualifications – PCSP– EDMC–2023–22*" and "*Proponent Name – Cost– PCSP– EDMC–2023–22*".

Proposals must be emailed to: procurement@pcsp.ca

Subject: PCSP-EDMC-2023-22 Proposal

All responses to inquiries will be shared with all proponents who have previously obtained the RFP information. It is the proponent's responsibility to clarify any details prior to submitting a proposal. It is also the proponent's responsibility to check for any RFP amendments or addendums on the Town's website at pcsp.ca/local-government/bids-and-tenders. The Town of

Portugal Cove – St. Philip’s will assume no responsibility for any oral instruction or suggestion. Any additional information pertinent to the proposal should be included.

OMISSIONS AND DISCREPANCIES

If the proponent finds discrepancies in, or omissions from, the proposal documents or is in doubt of their meaning, they should advise the Town immediately. Responses, if not already addressed in the RFP, will be addressed in the form of an addendum if required. No oral interpretations will be effective to modify any provisions of the Proposal, unless an addendum has been issued by the Town Clerk, prior to the advertised close date and time.

It is also the proponent’s responsibility to check for any RFP amendments or addendums on the Town’s website at pcsp.ca/local-government/bids-and-tenders.

PROCESSING OF PROPOSALS

On receipt by the Town of the properly submitted proposals, email files will identify the time and date of receipt and will be retained unopened until the public opening of all proposals 30 minutes after the submission deadline.

The Town will have a digital public opening on Thursday, September 14, 2023, at 2:00 p.m. NDT via Zoom software at Meeting ID #678-000-1119 (<https://us02web.zoom.us/j/6780001119>). You do not need a Zoom account to access the opening.

Town staff may clarify any aspect of a proposal with the proponent at any time after the proposal has been opened. Any such clarification will not alter the proposal or constitute as a negotiation or renegotiation of the proposal. The Town of Portugal Cove – St. Philip’s is not required to clarify any part of a proposal.

Proposals must contain sufficient detail to support the project being proposed. Incomplete submissions may not be considered. Any clarification of a proposal by a proponent shall not be effective until confirmation has been delivered in writing. In conducting clarification/discussion with proponents, there shall be no disclosure of any information derived from proposals from competing proponents.

The selection committee will first review the qualifications document to determine which proponents meet the qualification requirements. All proponents who are deemed qualified will

have their cost document opened and reviewed prior to selection. Any proponents who do not meet the outlined qualification requirements will not have their cost document opened.

Following the selection committees review the selected proposal will be submitted to Council for their review and approval. The successful proponent will be notified after Council awards the contract via a motion of council. The issuance of this RFP in no way implies the Town will proceed with an order or contract. The Town will not reimburse any proponent for any costs incurred in preparing, submitting and presenting a proposal.

The successful proponent shall be required to enter into an agreement with the Town, the execution of which shall be a condition of final and binding acceptance of the preferred proposal, and such agreement shall incorporate the proponent's proposal as performance and implementation criteria.

The proposal submission is irrevocable and open for acceptance by the Town of Portugal Cove – St. Philip's until sixty (60) days after the closing of the proposal.

PROPOSAL RESPONSE FORMAT

In order to facilitate the analysis of response to this RFP proponents are required to prepare their proposals in accordance with the instructions outlined in this document.

Proponents whose proposals deviate from these instructions may be considered non-responsive and may be disqualified at the discretion of the Town.

Proposals should be prepared as simply as possible and provide a straightforward, concise description of the proponent's capabilities to satisfy the requirements of the RFP. All parts, pages, figures, and tables must be numbered and labeled clearly. The proposal should be organized into the following major parts:

DOCUMENT ONE: QUALIFICATION SUBMITTAL

- i. **Cover Letter** – The proposal must contain a cover letter which provides an executive summary of the project.
- ii. **Company Identification** – The following information will be required,
 - Name and address, phone number, fax number and email address.
 - The name, title, email and all contact information for the consultant's main representative working on the project.

- Description of the Business including the type of services provided, total number of employees and head office/branch locations.
- iii. **Project Manager** – This section shall identify the project manager, and any other personnel that will be involved in the project. It shall describe their roles, skills and qualifications.
 - iv. **Comprehension** – This section will outline the consultant’s understanding of the work being requested and the consultant’s vision for the project.
 - v. **Methodology** – The proposal must include a section explaining the consultant’s planned approach to the project, the specific tasks and deliverables, how stakeholders will be engaged and the project’s time frame and milestones.
 - vi. **Schedule** – Time management is a critical aspect of this project, the proposal shall outline the activities that will be undertaken in chronological order, outlining each activity, the time frame dedicated to it and the personnel that are assigned to it.
 - vii. **Client References** - Include in your proposal a list of three or more customers for whom the proponent has provided similar projects. Information must include the following:
 - Name of client, including contact person with phone and email address
 - Description and date of service that the proponent provided
 - Any photos of work provided

DOCUMENT TWO: COST SUBMITTAL

- i. **Project Cost** – The proposal must include a detailed project cost summary and development plan outlining the timing and anticipated costs. The cost should be based on the services required in the Scope of Work which are itemized, with sub-tasks included where necessary.

NOT A TENDER

This is a Request for Proposal and not an invitation to tender. No contractual, tort or other legal obligations are created or imposed on the Town of Portugal Cove – St. Philip's, or any other individual, officer or employee of the Town by the Request for Proposal documentation or by submission or consideration on any proposal by the Town.

EVALUATION MATRIX

Experience and Qualifications		32
Competitive Advantage		8
2	Experience in the preparation of communications plans for municipalities of comparable size and complexity	
2	Demonstrated ability to provide a full range of professional services in all areas outlined in the Scope of Work.	
2	Demonstrated project completion records for similar organizational reviews	
1	Notable awards and or recognition	
1	Number of years in operation and a description of company	
Resumes		8
2	Communication, data collection and presentation skills	
2	Clarity of roles and contribution of each proposed team member	
2	Depth, experience, qualifications, and availability of all project team members	
2	Experience of the project manager – demonstrated leadership on projects of similar scope	
Quality of Work Examples and References		16
6	Relevance of references to at least three (3) similar projects for municipalities of similar size and scale	
6	Overall endorsement quality provided by listed references	
4	Quality of submitted work examples to demonstrate capability to meet the organizational review analytical and graphical requirements of the project	
Approach, Methodology and Schedules		35
7	Approach to management of the work to achieve milestones according to schedule, quality control and timing of deliverables	
7	Completeness of proponent's work plan	
7	Demonstration of creative and value-added approaches to staff engagement	
7	Project implementation plan	
7	Proposed frameworks and methodologies	

Understanding of the Project		15
4	Ability to develop core themes and action plans based on analysis	
4	Demonstration of understanding the objectives, deliverables, and scope of the project	
4	Recognition of challenges and opportunities associated with the project and strategies to overcome challenges	
3	Clear understanding of municipal government structure	
Completeness of the Submission		8
4	Demonstration of understanding key stakeholders	
Y/N	All components required in RFP provided	
4	Overall quality of the proposal	
MINIMUM SCORE REQUIRED TO OPEN COST DOCUMENT: 69		
Cost Proposal		10
Y/N	Clarity of cost proposal	
Y/N	Detailed budget that includes an estimate of all associated costs per line item outlined in scope of work	
30	Costs relative to stated scope of work (See Financial Evaluation)	
Best Value Evaluation		
	Technical Evaluation (Out of 90)	
	Financial Evaluation (Out of 10)	
	Combined Score (Out of 100)	
		100

TECHNICAL EVALUATION

The content of proposals submitted must achieve from the evaluation committee a minimum score of 69 of the 90 points available in order to be considered further.

FINANCIAL EVALUATION

The Proponents whose proposals meet the technical evaluation will be given a value relative to the lowest cost of services, which will be assigned a maximum value of 10. The cost of evaluation is as follows:

$$\text{Points Awarded} = \frac{\text{Lowest Proposal Cost}}{\text{Proposal Cost Being Evaluated}} \times \text{Total Points Available for Cost}$$

Note that a review of a cost proposal may result in the rejection of a bid at the discretion of the evaluation committee in any of the following circumstances:

- There are tabulation errors or unclear descriptions of costs in the cost proposal.
- The cost proposal fails to include a detailed budget that includes an estimate of all associated costs attributed to line items outlined in the scope of work.
- The total cost exceeds the estimated cost allocated by the Town for this work.

COMBINED SCORE OF TECHNICAL AND FINANCIAL EVALUATION

The preferred proponent will be selected on the basis of the highest overall score achieved by totaling the technical score with the financial evaluation score.

The owner is not bound to accept the lowest cost or any proposal.

CONTRACT AWARDING

Contract awarding is dependent on the decision of the Portugal Cove-St. Philip's Town Council. The selection committee will make their recommendation to Council for approval.

It is expected that the contract will be awarded at the October 3, 2023 Public Council Meeting.

INDEMNITY

You warrant and agree to indemnify and hold harmless the Town, its officials, officers, employees, agents and authorized representatives from any and all liability, injuries, physical injuries (including those resulting in death), damages, losses, demands, costs, expenses and claims of any kind, including but not limited to legal fees and disbursements, resulting from or relating in any way to the development of this plan and evaluation.

SUBMISSION

By submitting comments, suggestions, ideas, questions, or other information you irrevocably waive all rights, whether legal or moral, thereto and further grant the Town rights in and to such submissions, which include an unlimited, non-exclusive, irrevocable, royalty-free, right to use, modify, adapt, publish, reproduce, translate, or create derivative works there from.

PROVINCIAL SUPPLIER PREFERENCE

As required by the Public Procurement Regulations under the Newfoundland and Labrador *Public Procurement Act* (the “Procurement Regulations”), a ten percent (10%) reduction will be **temporarily** applied to the pricing submitted by provincial suppliers **only** for the purposes of evaluating pricing.

A “provincial supplier” is defined in the Procurement Regulations as a supplier of goods, services or public works that has a place of business in the province of Newfoundland and Labrador.

A “place of business” is defined in the Procurement Regulations as an establishment where a supplier regularly conducts its activities on a permanent basis.

Please indicate if you are a Provincial Supplier:

YES

NO

The Town may require a bidder to provide information and/or documentation to confirm they are a “provincial supplier”, as defined above.

DISCLOSURE OF INFORMATION

This procurement process is subject to the Access to Information and Protection of Privacy Act, 2015.

The financial value of a contract resulting from this procurement process will be publicly released as part of the award notification process.

The bidder agrees that any specific information in its bid that may qualify for an exemption from disclosure under subsection 39(1) of the Access to Information and Protection of Privacy Act, 2015 has been identified. If no specific information has been identified it is assumed that, in the opinion of the bidder, there is no specific information that qualifies for an exemption under subsection 39(1) of the Access to Information and Protection of Privacy Act, 2015.

By submitting a Proposal, the Proponent represents and warrants to the Owner that the Proponent has complied with applicable Laws, including by obtaining from each person any required consents and authorizations to the collection of information relating to such individual and to the submission of such information to the Owner, and the use, distribution and disclosure of such information as part of the Proposal for the purposes of, or in connection with, this RFP and the Competitive Selection Process.

For further clarification on Access to Information and Protection of Privacy disclosure requirements for Public Procurement, see the guidance document from the Office of the Information and Privacy Commissioner at the following link:
<http://www.oipc.nl.ca/pdfs/PublicProcurementActAndATIPPA2015.pdf>

CODE OF CONDUCT

Please note that all Contractors and third parties under contract/agreement with the Town of Portugal Cove-St. Philip's are responsible to read, understand and adhere to the Town's [Municipal Official Code of Conduct](#). This includes ensuring compliance by subcontractors.

RIGHT TO CANCEL

The Town of Portugal Cove – St. Philip's in its sole discretion reserves the right to cancel this RFP at any point in time until a signed agreement is executed between a successful proponent

and the Town of Portugal Cove – St. Philip’s. The Town and its agents will not be held liable for any expenses that may have been incurred by the contractor or its agents or affiliates for this RFP should an agreement not occur.

