

REQUEST FOR PROPOSAL #2021-11-09

PROPOSAL: **Flood Mitigation – Communications and Public Engagement**

DATE: **November 9, 2021**

INITIATOR: **Deighen Blakely, P.Eng., Project Director**

DATE PROPOSAL REQUIRED:

YEAR: **2021** MONTH: **November** DAY: **29** TIME: **2:00 PM Local Time**

Submit Proposal via email to the attention of:

Procurement Department:
Town of Drumheller
224 Centre Street
Drumheller, Alberta T0J0Y4

Email submission: purchasing@drumheller.ca

“RFP - Flood Mitigation – Communication and Public Engagement RFP 2021-11-09”

This Request for Proposal document is comprised of:

- RFP General Instructions
- Schedule A – Proposal Submission Form

If you do not have all of these components the RFP package is incomplete - please contact the Initiator.

Your firm is invited to submit a Proposal, pursuant to the general conditions for the scope of work as described. This Proposal shall not be considered authorization to proceed with work herein described. All Procurement processes must comply with Town of Drumheller Purchasing Policy C-09-20.

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1. INVITATION

Project Overview

The Town of Drumheller, recognized as the “Dinosaur Capital of the World”, is rich in geological and paleontological history. The breathtaking landscapes surrounding Drumheller are unique in Canada and draw hundreds of thousands of visitors every year.

The Town of Drumheller is a flood community and major floods have occurred in 1902, 1915, 1932, 1954, 1991, 2005, 2013, and 2018. While some areas in Drumheller have existing flood mitigation infrastructure, additional work is needed to improve upon Drumheller’s level of flood mitigation and resiliency. The Town of Drumheller has chosen to make significant investments to mitigate flooding throughout the valley.

Council’s Vision is:

Through a proactive flood-mitigation strategy, we are committed to changing the channel on flood readiness with a sustainable plan to protect Drumheller from future flooding. Together, we will shape the future of our community by protecting our people, our property, our economic growth, our environment and our cultural heritage.

In 2019 the Town was approved for \$55M in funding through the Government of Canada’s Disaster Mitigation and Adaptation Fund, the Government of Alberta’s Community Resiliency Program, and from the Town of Drumheller. In 2020 preliminary design work commenced to identify areas requiring additional flood mitigation works and to identify property acquisition requirements. During 2020, the Flood Office engaged a multi-discipline Design Team to undertake the project.

The primary Engineering Design teams include:

- Klohn Crippen Berger (KCB)
- Kerr Wood Leidal Associates Ltd. (KWL)
- Sweet Tech Engineering Consultants (SWT)
- Wood Environment & Infrastructure Solutions (Wood)

The Flood Mitigation Program consist of twelve (12) major projects; additional projects may be added depending on funding availability. Provided below is a list of each of the major projects, engineering design firms and anticipated construction schedule.

Project	Consultant	Construction Schedule
Midland	KCB	Q3 2022
Newcastle	KCB	Q3 2022
Drumheller (Dike D)	SWT	Q2 2022
Drumheller Willow Estates	Wood	Q4 2022
North Drumheller (Dike A, B ,& C)	KWL	2023
Nacmine	Wood	2023
East Rosedale	Wood	2023
East Coulee	Wood	2024
Rosedale Highway 10X	KWL	To Be Confirmed
Rosedale Scarlett	KWL	To Be Confirmed
Cambria	KWL	To Be Confirmed
Lehigh	Wood	To Be Confirmed

The success or failure of any project is based on strong communication and the public perception. This statement is especially true on projects such as the Drumheller Flood Resiliency Program, which requires timely, effective and consistent public communication. Due to public concerns, in June 2021 Council decided to make a change in management to rebuild the trust between the community and the flood management office. This facilitated the need for a new Communications and Project Management team. In June 2021, Alchemy Communications was engaged. At the end of September, Kerr Wood Leidal was hired by the Town to take on overall project management of the program.

The Team continually makes great efforts to rebuild the community's trust in the program. Recently, a Community Advisory Committee was created. The Community Advisory Committee has been established to assist with implementation and act as a bridge between the community and the Flood Management Team. The Advisory Committee is comprised of seven (7) volunteer residents and one (1) representative from Council.

The Town invites organizations to submit a formal Proposal to provide Communications and Public Engagement (the "Services") with the intent to negotiate and enter into a contract with the with the Town to be provided on a contracted basis. The individual or organization proposing to provide the Services is referred to in this request as the "Proponent."

The Scope of Services sets out the detailed tasks, duties, expectations and responsibilities. Also provided is the approach that could be considered in the provision of the Services. It is not necessarily expected that you or your organization would deliver the Services in the same manner. Your Proposal may include an alternative or varied approach to the delivery of the Services with various duties and responsibilities allocated among a number of different individuals. As well you may wish to propose different arrangements for financial services and a different administrative center from that which would be provided by the Town.

Your submission should address the following:

- Relevant Capabilities and Experience that would demonstrate the ability of you or your organization to effectively provide the services required;
- Bring a strong, diverse team with experienced subject matter experts that can bring innovative, out of the box strategies to effectively communicate and engage Town residents to meet the desired outcomes;
- Individuals who would be involved in the delivery of Services to the Town, their intended role and their experience and qualifications;
- Length of Term of Contract – The contract period will be for one (1) calendar year period commencing on January 1, 2022. The Town reserves the right to extend the contract for a maximum of one (1) additional calendar year;
- Approach to the delivery of the Services;
- The basis for determining Fees and Charges to the Town for providing the Services.

You are asked to identify:

- Project Lead and Team;
- Project Management experience on similar municipal and local government projects in particular with projects overseeing a number of engineering consultants and disciplines;
- The charge out rates for specific people based on time or other units that you would propose through the term of the contract;
- If not prescribed specifically, how future increases in fees and variable charges would be determined.

2. PROPOSAL MANDATORY REQUIREMENTS

Proposals must comply with the following requirements in order to be considered by the Town. It will be at the Town's sole discretion to determine if a Proposal shall be disqualified due to insufficient or incomplete information.

Rejection of Proposals

The Town shall not be obligated to accept Proposals that are unsigned, incomplete, conditional, illegal, or contain irregularities of any kind or if the Proponent fails to meet all of the requirements stated in this Request. The Town also reserves the right to disqualify any Proponent's submission whose credentials or performance have been unsatisfactory in the past.

Town's Discretion

Funding contribution agreements require, insofar as practicable, that public solicitation be made for contracts carried out under this funding arrangement. The Town reserves the right to accept any Proposal, and not necessarily the lowest cost Proposal.

Proposal Format Requirements

Proposals shall not exceed **twenty (20) single sided pages, 8 1/2 X 11, 11 pt. font**. Cover letters, table of contents, organizational charts, personnel resumes, and appendices will not be considered in the number of pages.

Submissions

Proposals are to be **submitted via email** to the email address provided clearly marked "**TOD RFP #2021-11-09 Flood Mitigation Communication and Public Engagement**". The body of the Proposal is to be provided in single pdf maximum 10Mb file size. Appendices and supporting documentation are to be provide in separate pdf attachment(s)

Proposal Requirements

- **Project Understanding** – Proposals shall provide a clear understanding of the objectives and critical issues that could affect the outcome of the project. The Proponent should include a clear explanation of their proposed approach and may include any innovative ideas pertaining to delivery of the project.
- **Key Staff and Qualification** - A resume shall be provided for each staff member that includes, but is not limited to, qualifications, education, experience, capability and current workloads. The Project Manger shall have at least ten (10) years management experience in delivery of municipal multi-discipline project team. Two (2) client references and relevant projects shall be provided.

The Proposal shall include:

- Organizational chart identifying key personnel, roles and responsibilities;
 - Supporting personnel;
 - Location of key personnel. While it is envisioned that most of the work can be done remotely, travel to Drumheller may be required from time to time to facilitate Town Hall meetings, Council presentations, or meet with residents.
 - AV and IT support for website management and Town Hall presentations.
- **Relevant Project Experience** - The Proponent must identify past project experience on similar projects which showcase the team's qualifications and capabilities. Emphasis should be given to projects completed within the five (5) past years undertaken within a municipal government environment. The Proponent is to provide a minimum of three (3) Client references which should include the following:
 - The Client name, address, and telephone number;

- The name, title, and contact information for the Primary Contact;
 - The title, date, description, and relevancy of the work performed;
 - Length and value of the Contract.
- **Budget** – It is understood that costs and labour requirements will vary throughout the life of the project. For the purpose of evaluating the Proposals, Proponents are to identify personnel, time commitment and monthly budgets **based on a 160hrs/month** time commitment. Proposals are to include hourly rate schedule, disbursements, and estimation of annual rate increases for key project personnel. Direct costs associated for advertising, venue rental, technical support, and other indirect cost are not to be included.
 - **Additional Content** – Proponents may at their discretion include additional information which they consider relevant to ensure a full and proper evaluation, provided that the specified maximum twenty (20) page limit is not exceeded.

RFP Clarifications/Addenda

Proponents shall carefully examine the Request for Proposal Documents and report any errors, omissions, discrepancies or clauses requiring clarification. When deemed necessary, the Town shall respond to questions and clarifications by way of Addenda to report any changes to the Request for Proposal Documents. Any Addenda issued prior to the closing date will form part of the Request for Proposal Documents.

Question or Inquiries

Questions may be submitted via email and directed to the contact person listed below:

Deighen Blakely, P.Eng.
Flood Resiliency Project Director
dblakely@drumheller.ca
 Phone (403) 823-0382

Proposal Review

The Proposals will be reviewed by Selection Committee on a confidential basis on Tuesday November 30, 2021 at which time the Selection Committee will shortlist those Proponents that they wish to interview. If necessary, interviews will be scheduled for December 1 and 2, 2021. Please keep those days tentatively open for an interview with the Selection Committee, should your Proposal be selected for continued consideration.

Recommendations for appointment of the successful Proponent will be made for Council approval at the December 6, 2021 Regular Council Meeting.

RFP Cancellation

The Town reserves the right to cancel this Request for Proposal for any reason without any liability to any Proponent or to waive irregularities and informalities at their own discretion. No payment will be made by the Town for costs incurred in the preparation or submission of this document.

Insurance

The successful Proponent must be able to provide proof of the following insurance:

General Liability Insurance in an amount not less than Two Million Dollars (\$2,000,000) per occurrence for personal injury and/or property damage. Automobile Liability Coverage in an amount not less than Two Million Dollars (\$2,000,000) per accident for bodily injury and/or property damage.

Conflict of Interest

The Proponent shall have no pecuniary interest in the business of any third party that would cause, or seem to cause, a conflict of interest in carrying out any Services for the Town. Should such an interest be acquired during the Proposal process, the Proponent shall immediately declare it to the Town. The Town will, immediately upon notification, take action as it deems appropriate. This may include rejection of the submitted Proposal.

Proposal Confidentiality

All documents submitted to the Town will be subject to the protection and disclosure of the Alberta Freedom of Information and Protection of Privacy Act (FOIP ACT).

3. SCOPE OF SERVICES

The Proponent will manage and coordinate the communications of the Flood Mitigation Program. The scope of work shall include:

- I. Developing a Strategic Communications Plan complete with identification of boundaries, decision criteria, community outreach strategy, media relations strategy, crisis communications strategy.
- II. Understanding, building and fostering relationships and trust with area residents.
- III. Executing on Multiple Community Engagement Events in both live and virtual format. To include:
 - i. Scheduling venue;
 - ii. Developing advertising budget;
 - iii. Developing event budget;
 - iv. Providing collateral material for each event including PowerPoint presentation for each berm/ dike, FAQ's specific to area, brochures, specific to area;
 - v. Updating website with content from each event;
 - vi. Hosting, technical assistance, broadcasting, advertising of event.

- IV. Executing on notifying communities of the changes through a variety of channels, including direct mail, digital advertising, print advertising, radio advertising and OOH advertising, earned media outreach.
- V. Monitoring, investigating and responding to residents' questions as needed on a daily basis via phone, email, and social media.
- VI. Maintaining a communication log of interactions with Town residents.
- VII. The Town is currently in the process of transferring the Flood Office website <https://floodreadiness.drumheller.ca/> into the Town's domain. The Proponent will be responsible for managing and keeping content current.
- VIII. The Flood Office maintains Twitter, Facebook and Instagram pages. The Proponent will be responsible for monitoring social media daily, maintaining respectful dialogue, and ensuring accurate conveyance of messaging.
- IX. During construction, liaising with Contractor to develop a messaging strategy to ensure scheduling/construction impacts are conveyed to residents and residents' inquiries are addressed.
- X. Providing messaging guidance/support for Town Mayor, Council, CAO and Project Team to resident inquiries.
- XI. Providing support and guidance to the Community Advisory Committee.
- XII. Liaising and coordinating with Town Communications team for consistency, sharing of messaging and website management.
- XIII. Attending and participating in ongoing project planning meetings including:
 - i. Bi-weekly design team situational briefings. These meeting are held to allow Team to provide a status update of their projects/tasks, schedule, collaboration and sharing of ideas.
 - ii. Weekly coordination and update meeting with Town Communications Officer and team.
 - iii. Attending construction meetings.
 - iv. As-required meetings with and presentations to Mayor and Council. Council meets approximately twenty (20) times annually.

4. EVALUATION CRITERIA AND WEIGHTING

Proposals meeting the mandatory requirements will be evaluated.

Evaluation of Proposals

Each Proposal received will be evaluated on the basis listed below. The Town of Drumheller will have the sole and unfettered discretion to award up to the maximum number of points for each criterion listed below.

By submitting a Proposal, each Proponent acknowledges and agrees to waive any right to contest through legal proceedings. The decision to award points in respect to the criteria noted below will be at the sole discretion of the Town of Drumheller.

CRITERIA	WEIGHTING
Project Understanding	15 %
Key Staff and Qualifications	25 %
Relevant Project Experience	30 %
Cost	20 %
Proposal Completeness and Organization	10 %

The Proponent's responses to these technical requirements will be evaluated using a rating scale of 0 to 5. The rating will then be multiplied by the weighting as specified in the chart above. Each weighted score will be added to arrive at a total score. This scoring will assist the committee in evaluating the Proposal but will not be the sole method of evaluation or selection. The fees /salary evaluation will be calculated by taking the lowest Proposal Price divided by each other Proponents Proposal Price. The calculated point for each Proposal will then be multiplied by the weight indicated in the Evaluation Criteria and Weighting table.

RATING	EXPLANATION
5 -Excellent	Exceeds Requirement/Adds Value
4 - Above Average	Exceeds Minimum Requirements
3 - Average	Meets Minimum Requirements
2 - Below Average	Falls Short of Expectations. Lacking Innovation
1 - Poor	Falls to Meet Minimum Requirements
0 - Non-Responsive	Did Not Attempt to Address Requirement

Proposal Feedback

All unsuccessful Proponents will be notified within two (2) business days after contract award.

Communication

Proponents are required to ensure that no communication is made by the Proponent or its representatives, including a third-party representative employed or retained by it, to promote or oppose any Proposal, make any public announcement, or communicate with any news media in any way unless such communication has first been approved by the Town.

Proposal Submission Form

The Proponents will complete the Proposal Submission Form provided in Appendix A and include a signed copy with the Proposal. In case of an incomplete or conditional Proposal, the Proponent will list the exceptions for a non-conforming Proposal bid on a separate document and include in the Proposal.

SCHEDULE A

PROPOSAL SUBMISSION FORM

“Flood Mitigation -Communication and Public Engagement TOD RFP 2021-11-09”

PROPOSALS THAT ARE UNSIGNED, INCOMPLETE, CONDITIONAL, ILLEGIBLE, OBSCURE, CONTAIN ARITHMETICAL ERRORS, ERASURES, ALTERATIONS OR IRREGULARITIES OF ANY KIND, MAY BE CONSIDERED INVALID.

THE LOWEST, OR ANY EVALUATED PROPOSAL, MAY NOT NECESSARILY BE ACCEPTED. THE TOWN OF DRUMHELLER RESERVES THE RIGHT TO REJECT ANY OR ALL PROPOSALS, OR TO ACCEPT THE PROPOSAL EVALUATED TO BE IN THE BEST INTEREST OF THE TOWN OF DRUMHELLER.

INTENT

THE UNDERSIGNED PROPONENT HEREBY PROVIDES THE ATTACHED PROPOSAL TO PERFORM THE PROJECT/WORK AS DESCRIBED SUBJECT TO ACCEPTANCE AND SUCCESSFUL NEGOTIATION OF A CONTRACT SUITABLE TO THE TOWN OF DRUMHELLER

PROPONENT:

PRINT NAME OF AUTHORIZED REPRESENTATIVE:

SIGNATURE: _____

DATE: _____

EMAIL: _____

TELEPHONE: _____