



## **REQUEST FOR PROPOSAL (RFP)**

RFP NUMBER: 02-2018/03/A

Communication Services Contractor

TERMS OF REFERENCE

February 6, 2018

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## Section 1.0 - REQUEST

- 1.1 The Town of Drayton Valley (as may be referred to hereinafter as the "Town") is requesting a detailed and comprehensive proposal from qualified individuals, individuals and/or businesses for the delivery of Communication for the municipality
- 1.2 The Town is seeking proposals to meet the minimum requirements for service delivery as outlined in this Request for Proposals. **Proponents are invited to provide alternative options or solutions to address the service need.**
- 1.3 General information is available from the Human Resources Coordinator, Town of Drayton Valley, 5120-52<sup>nd</sup> Street, Drayton Valley, AB. Phone 780 514 2200.
- 1.4 **Submissions will be accepted at the Town until two o'clock (2:00) pm local time, 20<sup>th</sup> day, February, 2018.**
- 1.5 Responses can be mailed to the Town of Drayton Valley, Box 6837, Drayton Valley, AB, T7A 1A1 or hand delivered to the Town of Drayton Valley Civic Centre, 5120-52<sup>nd</sup> Street, Drayton Valley, AB. The submission must be in a sealed envelope and clearly marked as:

**Request for Proposal  
Communication Services Contract  
Town of Drayton Valley  
Attention: Human Resources**

- 1.6 Submission inquiries are to be directed to:  
  
Michelle Nickel  
Human Resources Coordinator  
Town of Drayton Valley  
Phone: 780 514 2200  
Email Address: mnickel@draytonvalley.ca
- 1.7 Proponents are solely responsible for their own expenses in preparing and submitting a Response, and for any meetings, negotiations or discussions with the Town or its representatives and consultants, relating to or arising from this Request for Proposals. The Town will not be liable to any Proponent for any claims, whether for costs, expenses, losses or damages, or loss of anticipated profits, incurred by the Proponent in preparing and submitting a Response, or participating in negotiations, or other activities relating to or arising out of this Request for Proposals.
- 1.8 Proponents and their agents will not contact any member of the Town Council or Town staff with respect to this Request for Proposals, other than the contact person named in section 1.3 and 1.6, at any time prior to the award of a Services Agreement or the cancellation of this Request for Proposals.
- 1.9 All Responses become the property of the Town and will not be returned to the Proponent. All Responses will be held in confidence by the Town unless otherwise required by law. Proponents should be aware the Town is a "public body" defined by and subject to the *Freedom of Information and Protection of Privacy Act* of Alberta.

## **Section 2.0 - REQUIREMENTS**

### **2.1 PURPOSE**

The purpose of the RFP is to obtain comprehensive Communication services for the Town of Drayton Valley.

### **2.2 LOCATION**

Drayton Valley, Alberta.

### **2.3 MINIMUM PROPOSAL REQUIREMENTS**

Each proposal must contain the following information:

- a. a description of the Proponent's services, including experience and financial viability;
- b. unit and hourly price quotations as applicable;
- c. A portfolio of past communications pieces including items such as press releases, speeches, articles and/or social media literature; and
- d. If any other relevant content that a vendor may choose to include in support of their proposal

## Section 3.0 - SCOPE OF WORK

3.1 The following services will be required in the performance of this Agreement in order to achieve the Town's objectives. Modifications to this scope of work will be considered.

a. PRIMARY FUNCTION

Provision of communications advice, support and content for Council and the Administration of the Town of Drayton Valley. This role works cooperatively with the CAO and Mayor on behalf of Council to effectively administer efforts to communicate with the public at large via the Town website, social media, and other platforms of communication. This role is responsible for preparing and implementing annual communications plans to clearly identify specific strategies to promote the Town of Drayton Valley and maintain effective, ongoing communications with our residents.

b. MAJOR RESPONSIBILITIES

- i. Writing and editing of various communications products and deliverables;
- ii. Maintain ongoing communication and work independently and collaboratively with the Mayor and Council, and CAO to keep abreast of community activities, events and business activities;
- iii. Develop public relations materials and provide advice concerning Council and Town communication delivery;
- iv. Responsible for content development, revision and updating of the Town of Drayton Valley's website and social media platforms;
- v. Ensure articulation of the Town's image and position through consistent use of the town's brand, editorial direction and design;
- vi. Coordinate, provide advice on and/or draft speeches, media releases and information briefs for and with the Mayor and CAO;
- vii. Provide support to Town Administration through development of content for town information bulletins, speeches, Annual Report, and other specific undertakings both locally and within the broader provincial and national environment;
- viii. Monitor industry communications trends, provisions of communications opportunities and provide advice on innovative approaches to ongoing and evolving communications needs;
- ix. Reporting of activities to the Town, through the Mayor and/or CAO on a monthly basis.

## Section 4.0 - GENERAL INFORMATION

### 4.1 BUDGET

Include a rate proposal, with a firm upset limit for each component of the service to be provided.

### 4.2 AGREEMENT REQUIREMENTS

- a. The successful Proponent will enter into a contractual agreement (in the form of a Services Agreement) with the Town within fifteen (15) days after delivery of the Agreement to the successful Proponent by the Town.
- b. If the successful Proponent fails to execute and return the Agreement to the Town within fifteen (15) days, the Town may cease all discussions and have no obligation to the Proponent, and may, if it chooses to do so, award the Agreement to another Proponent, all without affecting any claim which the Town may have against the Proponent as a result thereof.
- c. The Request for Proposals and the completed Proposal Form(s) including the Price Quotation and proposed Service Schedule of the successful Proponent will become Schedules of the Services Agreement.
- d. The Services Agreement will be for a negotiated term with the Town, and, at the Town's discretion, for an additional term.
- e. The Services Agreement will include, but may not be limited to, the following:
  - i. the start-up date identified by the Proponent in the proposal, and accepted by the Town;
  - ii. the Proponent will be expected to perform duties outlined in the Scope of Work as required including the possibility of operating evenings or weekends.
- f. The Town will provide the successful Proponent with registration forms, brochures and other Town-generated documents.
- g. The successful Proponent must provide the Town with a certificate from Workers Compensation acknowledging Workers Compensation coverage for himself/herself and his/her employees and a certificate of his/her Commercial General Liability insurance with a minimum \$2M liability, naming 'Town of Drayton Valley' as 'additional insured'.
- h. The successful Proponent is required to have a valid Town of Drayton Valley Business License prior to Agreement execution.

### 4.3 SUBMISSION OF PROPOSAL

- a. The Proponent shall submit four (4) copies of its Proposal with all accompanying schedules, appendices or addenda in a sealed envelope or package marked with

the Proponent's name and the RFP title up to the Closing Time set out on the date and at the location shown on the title page of this RFP.

- b. Proposals received after the Closing Time or in locations other than the address indicated, will not be accepted and will be returned. The Town may elect to extend the Closing Time.
- c. Amendments to a Proposal may be submitted if delivered in writing prior to the Closing Time in a sealed envelope or package, marked with the Proponent's name and the RFP title.
- d. Proposals may be withdrawn by written notice only, provided such notice is received at the administration office of the Town prior to Closing Time.
- e. All costs associated with the preparation and submission of the Proposal, including any costs incurred by the Proponent after the Closing Time, will be borne solely by the Proponent.

#### 4.4 CONFLICT OF INTEREST

By submitting a Proposal, the Proponent warrants that neither it nor any of its officers or directors, or any employee with authority to bind the Proponent, has any financial or personal relationship or affiliation with any elected official or employee of the Town or their immediate families which might in any way be seen by the municipalities to create a conflict.

#### 4.5 EVALUATION OF PROPOSALS

- a. Proposals will be evaluated on the basis of the overall best value to the Town based on quality, service, price, and any other criteria set out herein including, but not limited to:
  - i. the Proponent's ability to meet the requirements, qualifications, and competencies set out herein;
  - ii. the Proponent's ability to deliver the services when and where required;
  - iii. financial offer;
  - iv. the Proponent's business and technical reputation and capabilities, experience and where applicable, the experience of its personnel, financial stability, track record, and references of current and former customers;
  - v. quality of Proposal; and
  - vi. any other criteria set out in the RFP or otherwise reasonably considered relevant.
- b. The Town may elect to short list some of the Proponents and may require short listed Proponents to provide additional information or details, including making a

presentation, supplying samples, demonstrations, and/or additional technical literature.

- c. The Town may elect to enter into negotiations with the Proponent or with any other Proponents concurrently. In no event will the Town be required to offer any modified terms to any Proponent prior to entering into an Agreement, and the Town will not be liable to any Proponent as a result of such negotiations.
- d. All sub-contractors of the Proponent will be subject to the same evaluation process. It is the responsibility of the Proponent to guarantee that all its sub-contractors will comply with all the requirements and terms and conditions set out herein.

#### 4.6 EVALUATION CRITERIA

- a. Proposals will be evaluated for their adherence to, interpretation of and response to the issues as set out in this document. The following established criteria will be used:
  - i. Proponent organization and strength;
  - ii. expertise and experience related to similar or related services;
  - iii. presentation of proposed methodologies and processes to achieve goals;
  - iv. clear identification of services included;
  - v. identification of major issues, challenges and risks associated with the deliverables;
  - vi. demonstrated budget breakdowns for time and effort for each deliverable;
  - vii. consultant's innovation in its approach to the service, including any recommended alternatives, efficiencies and originality;
  - viii. proposal conveys the Proponent's intent in a clear and concise manner; and
  - ix. co-ordination of work with the Town.

#### 4.7 ACCEPTANCE AND REJECTION OF PROPOSALS

- a. Notwithstanding any other provision in the Proposal documents, the Town has in its sole discretion, the unfettered right to:
  - i. accept any Proposal;
  - ii. reject any Proposal;
  - iii. reject all Proposals;
  - iv. accept a Proposal which is not the lowest priced Proposal;
  - v. accept a Proposal that deviates from the Requirements, Specifications or the conditions specified in this RFP;
  - vi. reject a Proposal even if it is the only Proposal received by the Town;
  - vii. accept all or any part of a Proposal; and
  - viii. split the Services between one or more Proponents.
- b. All Proposals shall be irrevocable and remain open for acceptance for at least one hundred and twenty (120) days after the Closing Time, whether or not another Proposal has been accepted.
- c. The Town is not under any obligation to award a Contract and may elect to terminate this RFP at any time.

#### 4.8 PROPOSAL TIMELINE

The Timeline for the RFP process is as follows:

- a. RFP issued to vendors – February 6, 2018;
- b. RFP closes – February 20, 2018;
- c. Presentations (if applicable) – following RFP closure;
- d. Completion of evaluation process and award – March 2, 2018 (tentative) and
- e. Signing of Services Agreement will follow completion of evaluation process.



**Section 5.0 - PROPOSAL FORM**



**REQUEST FOR PROPOSAL SUBMISSION**  
**Communication Services Contract**  
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Proponent's Name: \_\_\_\_\_

Address \_\_\_\_\_

Mailing Address (if different from above) \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Key Contact Person: \_\_\_\_\_

Telephone (if different from above) \_\_\_\_\_

Email: \_\_\_\_\_

The undersigned Proponent, having carefully read and examined the RFP, including all sections, and having full knowledge of the requirements described herein, does offer to provide the goods and/or services in accordance with the requirements, terms and conditions set out in the RFP and in accordance with the pricing as described within.

\_\_\_\_\_  
Signature of Authorized Signatory

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name and Title

**REQUEST FOR PROPOSAL SUBMISSION**  
**<PROPOSAL SUBJECT>**  
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**REQUIRED PROPOSAL DOCUMENTS**

By initialing each item, the Proponent confirms it has completed and enclosed the following documentation in its Proposal, and has identified any deviations or items of non-compliance providing an explanation of where it does not comply.

Initial

- \_\_\_\_\_ 1. The Proponent’s Alberta WCB registration number is \_\_\_\_\_. The Proponent warrants that it is in good standing as to all WCB assessments and requirements.
  
- \_\_\_\_\_ 2. The Proponent confirms that it will comply with all occupational health and safety requirements, policies and procedures of the Town and all statutory occupational health and safety requirements under, or in connection with the *Worker’s Compensation Act*.
  
- \_\_\_\_\_ 3. Brief description of Proponent’s company, purpose, and history of successes.
  
- \_\_\_\_\_ 4. Information on size of organization, number of service providers, and staff employed.
  
- \_\_\_\_\_ 5. Information on relevant experience performed during the last five (5) years.
  
- \_\_\_\_\_ 6. Indication of the number and size of other municipalities where like services have or are currently being provided.
  
- \_\_\_\_\_ 7. Identification of key personnel to be assigned to this Agreement, setting out their names, responsibilities, qualifications, and relevant experience.
  
- \_\_\_\_\_ 8. Submission of a detailed budget breaking down the fees for all the services, identifying the total all-inclusive fee which shall include any out of the pocket expenses for the provision of services for the agreement/contract period.
  
- \_\_\_\_\_ 9. Submission of a detailed list of any deviations and/or variations from the terms and conditions set out in this RFP and, if applicable, detail proposed amendments.