



**The Corporation of the
Municipality of Brighton**

**REQUEST FOR PROPOSALS
#ED-01-2011**

COMMUNITY DEVELOPMENT PLAN

September 2, 2011

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The Corporation of the Municipality of Brighton
35 Alice Street, P. O. Box 189
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1. PROPOSAL NAME

This Request for Proposals will be referred to as the “**RFP No. ED-01-2011**”

2. SCOPE OF WORK

The Corporation of the Municipality of Brighton (municipality) is seeking proposals to develop a comprehensive Community Development Plan in order to identify, prioritize, and allocate resources to its development activities.

3. CLOSING TIME AND DATE

Proposals must be received at the municipal offices **no later than 2:00 p.m. on, September 23, 2011.**

Proposals should be returned **in a sealed envelope** marked:

Vaughn Finch, Community Development Officer
Corporation of the Municipality of Brighton
35 Alice Street, P.O. Box 189
Brighton, ON, K0K 1H0
“RFP No. ED-01-2011”

Any proposal received after the specified closing time will be returned to the vendor unopened.

4. PROPOSAL OPENING

The opening of the submissions shall commence at 2:15 p.m. on September 23, 2011.

5. CONTACT PERSON

Any questions or concerns arising out of this RFP should be addressed to:

Vaughn Finch, Community Development Officer
Corporation of the Municipality of Brighton
P.O. Box 189
Brighton, ON, K0K 1H0
vfinch@brighton.ca

If additional information is required, an addendum to the proposal call will be issued.

6. SELECTION PROCESS

- a) The proposal shall be reviewed by:
 - 1. Chief Administrative Officer

2. Community Development Officer
3. Manager of Planning
4. Two Members of Council

- b) The above noted review team will then make a recommendation to Council
- c) The municipality reserves the right to reject any or all proposals without incurring any liability whatsoever.

7. EVALUATION CRITERIA

Each response to this Request for Proposal will be evaluated by the municipality to determine the degree to which it responds to the requirements as set out. Because this is a Request for Proposal, other factors in addition to price will be considered when submissions are evaluated. Factors to be considered will include, but not necessarily limited to:

- **Completeness of submission and project appreciation**
Responsiveness to the Request for Proposal requirements as demonstrated by the proponent's ability to provide all of the deliverables specified as well as all other details requested in this proposal document. The proposal will be awarded to one firm only.
- **Experience**
 - The proponent's proven ability in strategic planning specific to economic and/or community development.
 - The proponent's proven ability to demonstrate fiscal responsibility in past performance on projects.
 - Assessment of submitted examples of the consulting team's experience in public consultation and strategic planning specific to economic and/or community development.
- **References Submitted**
The municipality reserves the right to contact references provided by the consulting team in its proposal. The results of reference checks shall become the property of the municipality and shall not be released to the consulting team or to the public.
- **Interview**
Depending on the initial evaluation, a short list may be selected to meet with the Evaluation Committee to discuss their proposal in detail. It is expected that no more than two (2) representatives would provide a presentation on behalf of their firm(s) including the account executive who will be assigned to the project.

➤ **Insurance**

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Section (i) – Information for Consultants***

Individuals and/or firms selected by the municipality for this consulting service contract will be required to carry a minimum of two (2) million dollars in professional errors and omissions insurance.

8. GENERAL TERMS AND CONDITIONS

This Request for Proposal is subject to the Municipality of Brighton Procurement Policies and Procedures.

The Municipality reserves the right to reject any and all submissions.

PROPOSAL REQUIREMENTS

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1. INTENT

The Community Development Plan is a strategic plan that will identify development priorities by examining strengths, opportunities, resources, and the roles of partnering organizations in the following areas within the Municipality of Brighton:

1. Tourism
2. Manufacturing/Industrial
3. Commercial/Retail
4. Creative/Cultural
5. Recreational

The plan will examine and list the current roles/contributions/mandates of staff, committees, community groups, and organizations involved with Brighton's development. It will examine the benefits of these partnerships, and identify areas in which the Municipality may be duplicating efforts.

It will ultimately recommend an overall implementation plan in consideration of all identified priorities. The implementation plan will identify, integrate, and coordinate resources available to/required by the community and avoid duplication of efforts.

The successful consulting team will review existing documents and conduct additional research where necessary. They will undertake consultation with key groups and stakeholders, key municipal staff, Council, as well as with residents.

The Municipality requests the consulting team provide a detailed proposal using these Terms of Reference as an instructional guide.

2. BACKGROUND

The Municipality of Brighton is located on Lake Ontario at the eastern end of the County of Northumberland, conveniently located along the 401 corridor between Toronto and Ottawa. The municipality has a population of approximately 10,000 persons, which is increasing steadily due to the beautiful waterfront and small town appeal. The municipality was created in 2001 with the amalgamation of the former Township and Town of Brighton.

The Municipality currently has one full-time Community Development Officer, an Economic Development Committee, a Community Events Committee, and is in the third and final year of a tourism services contract with the Brighton and District Chamber of Commerce which includes the operation of the Tourist Information Centre on Main Street. The Municipality is also associated with several agencies in the Quinte and Northumberland regions including Northumberland County Economic Development and Tourism, and the Quinte Economic Development Commission.

A Steering Committee has been formed to facilitate communication between the consultants and our

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Section (ii) – Proposal Requirements***

key community groups and stakeholders during the planning process. The steering committee consists of two members of Council, the Community Development Officer, as well as one representative from each of the following:

- Brighton Economic Development Committee
- Chamber of Commerce
- DBIA
- Arts Council
- Codrington Community Association
- Homebuilders
- Manufacturers
- Farmers' Market
- Presqu'ile Provincial Park
- Friends of Presqu'ile Provincial Park
- 8-Wing Trenton
- Brighton Youth

With assistance from the Ontario Ministry of Agriculture, Food, and Rural Affairs; municipal staff will be completing an Economic Development Matrix chart to assist the consultants in understanding Brighton's current structure and partnerships.

3. SCOPE OF SERVICES

This project will be expected to review and incorporate into the study relevant background information provided by various municipal departments. Key information sources for this project (provided by the municipality) include:

- Brighton Official Plan
- Vision for Recreation, Trails and Green Space
- Development Charges Background Report (2009)
- Waterfront Master Plan
- Northumberland County Premier Ranked Tourism Study
- Brighton Tourist Accommodation Study
- Tourism Services contract with the Chamber of Commerce
- Available information from the current Municipal Strategic Planning process
- Brighton Economic Development Matrix chart

For each of the 5 areas listed under Intent (1.), the plan will:

1. Identify and list strengths

- Examine and list ways to market/utilize/capitalize on/maintain identified strengths
- Examine resources available and current contributions/roles

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- List priorities and identify resources available/required
2. Identify and list opportunities and areas that require improvement
- Examine and list ways to exploit opportunities
 - Examine resources available and current contributions/roles
 - List priorities and identify resources available/required

The plan will then recommend an overall implementation schedule outlining priorities, specific action items, and timing. It will allocate available resources to address these priorities, as well as identify if/where additional resources are required and identify where efforts are being duplicated.

4. COMMUNITY CONSULTATION

Consultation with stakeholders and the public at large are key elements in this study. It is expected that the consulting team will solicit input from all of these groups and the community at large in terms of needs and expectations, partnership opportunities, and potential strategies that need to be brought forward when determining future community development priorities.

In their proposal, the consulting team is asked to propose the most appropriate, effective and efficient approach for soliciting public and stakeholder input for this purpose.

At a minimum, it is expected that the consultant teams will:

- a) Meet with the CDP Steering Committee at the beginning of, and regularly throughout, the project to facilitate communication and receive feedback
- b) Meet with key municipal staff, Council, and Mayor;
- c) Conduct sessions/surveys to solicit input and receive feedback from key stakeholder groups;
- d) Conduct sessions to solicit input and receive feedback from the community and other stakeholders;
- e) Present the final plan and recommendations to Council at a public meeting.

PROPOSAL CONTENT

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1. GENERAL CONDITIONS

Each proposal shall:

- a) Identify the name and contact information of the lead firm and project manager;
- b) Identify personnel assigned to the project, their experience/qualifications and proposed roles. Resumes for key staff should also be included;
- c) Outline the corporate profile of their firm including its background. Describe your company's experience and similar projects completed;
- d) Provide three (3) relevant examples of the consulting team's experience in strategic planning specific to economic and/or community development, and include project value and references;
- e) Provide a detailed explanation on the overall approach to the project including how the consulting team will address the time constraints included in the schedule and manage time during the planning process, including measures to be taken to ensure that any sub-consultants complete work on schedule during the planning process;
- f) Provide consulting team's philosophy and approach to preparing a Community Development Plan;
- g) Provide consulting team's "value-added skills" or attributes that can be applied to the project;
- h) Provide ten (10) copies of the proposal.

2. PROJECT DEADLINE

The project is expected to be finalized and presented to Council in February 2012.

3. DELIVERABLES

Once final consultations are complete, the consulting team will provide twenty (20) copies of the final report, as well as in a suitable electronic format(s). The final report (and any interim reports) shall be provided in a style suitable for reproduction in either black and white or colour.

1. SCHEDULE OF WORKS – GANTT CHART

Include a proposed work program in digitized format organized according to the scope and terms of the project as set out in this document. The program should include a schedule in the form of a Gantt chart identifying all tasks including meetings, plans, reports, deliverables, etc. It should recognize multiple tasking, consultations and presentation meetings.

**RFP – Community Development Plan,
Section (v) – Summary of Proposal Costs**

1. SUMMARY OF PROPOSAL COSTS

To be included with the Proposal

Proposal Cost

Proposal Cost _____

Disbursement / Expenses _____

HST _____

TOTAL PROPOSAL COST _____

Project Staff and Per Diem Rates

<u>Employee Name</u>	<u>Hourly Billing Rate</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Disbursement (Reimbursable Expenses) Costs

Administrative Charge (% of hourly rates) _____

Includes all expenses properly incurred by the Consultant in connection with the project, including but not limited to: vehicle use charges, traveling and living expenses, long distance telephone charges, facsimile transmission charges, computer charges, printing and reproductions, progress photography, advertising, special delivery and express charges, overtime premium costs, and the cost of providing and maintaining site offices, supplies and equipment, chemical and physical tests.

1. ACCEPTANCE

I/We, the Undersigned, having examined the RFP and do hereby affirm the acceptance of the requirements of the RFP. I/We do certify that the information supplied on the Proposal Form to be true and complete in all respects.

I, We _____
(Name – Print) (Position)

of _____
(Company Name)

Dated at _____ this _____ day of _____, 20____.

AUTHORIZED SIGNATURE PRINT NAME

STREET ADDRESS

CITY PROVINCE POSTAL

TELEPHONE NO. FACSIMILE NO. EMAIL ADDRESS

Signature in the designated space, by an authorized officer of the Consultant’s company affirms acceptance of the Request for Proposal requirements set forth in this document, the associated costs (where applicable) attributed to the business arrangement between the Consultant and the Municipality of Brighton and hereby certifies that the information supplied in this proposal to be true and complete in all respects.