



Salt Spring Island Fire Rescue
105 Lower Ganges Road
Salt Spring Island, B.C.
PH: 250-537-2531
FAX: 250-537-2507

March 29, 2019

REQUEST FOR QUOTATION: Communications and Engagement Consulting Services

In 2013 the Salt Spring Island Fire Protection District (“*District*”) undertook a detailed design and costing for a new Fire Hall to replace existing facilities. The *District* did not proceed further because the necessary borrowings to build the proposed facility were not approved by the electorate.

The *District* has decided to again review the adequacy of its Ganges Fire Hall No.1 and make recommendations for reimagined fire hall facilities. The *District* is in the process of engaging an outside consultant to chair the “New Fire Hall Advisory Working Group” (“*Advisory Group*”) – a select committee of the Board of Trustees tasked to develop recommendations regarding the provision of a new fire hall and associated fire protection services.

The *District* is requesting proposals for consulting services to develop and implement a communication/public engagement plan that will support the work of the *Advisory Group*.

The *District’s* goal is to improve and expand communications/engagement internally with the Fire-Rescue family and externally with the broader Salt Spring Island community through improved strategies, messaging and processes to:

- Build awareness of the *Advisory Group’s* mandate and responsibilities;
- Maintain a high level of interest in the *Advisory Group’s* initiatives and help foster community support for these initiatives;
- Facilitate the flow of information sharing and engagement both within the organization and externally between local audiences and special interest groups;
- Develop a consistent professional image for *Advisory Group* materials;
- Be proactive in disseminating the *District’s* message across both print and social media platforms; and
- Plan how to respectfully and appropriately respond to contrary viewpoints or mis-information.

SCOPE OF WORK

1. Introduction

Salt Spring Island is an unincorporated community and the Salt Spring Island Fire Protection District, an improvement district, provides fire protection services for most of the island.

The No. 1 Fire Hall (Ganges) was built in phases – initially circa 1960 and the most recent additions added in the 1970's. In the recent past, the *District* has unsuccessfully sought electoral approval for borrowings to replace Fire Hall No. 1. In revisiting the need for a new fire hall to replace Fire Hall No. 1, the Board of Trustees is committed to openness and transparency in the decision-making process. Public members will be a majority on the Fire Hall Advisory Group and the Chair will be independent.

The success of a Fire Hall Proposal is dependent on building and maintaining public trust by ensuring public input and engagement at all stages of the *Advisory Group's* work. Input from and consultation with other local government agencies (including Capital Regional District and Islands Trust) is also required.

Together with the representatives from the Board of Trustees, staff and *Advisory Group*, the selected consultant will develop a plan that will provide direction for communication and engagement during the *Advisory Group's* mandate – fostering awareness and interest that will enable the electorate to make an informed decision.

2. Scope of Work

The selected consultant will:

- a) Meet with the Board, staff and Advisory Group Chair to understand the role of the New Fire Hall Advisory Working Group. Review compiled information (media reports and *District* records) related to 2013 Referendum Campaign to understand issues and pitfalls encountered. Review existing media policies and practices and recommend changes to facilitate consistent messaging of the *District* or *Advisory Group's* point of view;
- b) With regards to communications and engagement, define roles and responsibilities for elected representatives, existing Communications and Marketing Committee, staff and the *Advisory Group*;
- c) In collaboration and partnership with the Communications and Marketing Committee, staff and the *Advisory Group* develop a robust plan for public consultation and engagement including opportunities to reach out to large cross segments of the community (Saturday Market and Fall Fair) and identify community groups that should be engage in the conversation (for example the Chamber of Commerce, agricultural community, service clubs, and other levels of local government);
- d) Develop messaging templates and guidelines including speaking notes for trustees and senior staff to deliver to community groups. Speaking notes to include topics such as how to participate in the Advisory Group process, what are limitations of Ganges Fire Hall No. 1, and opportunities to repurpose the downtown site. Develop a plan for managing internal communications;

- e) Identify community members to regularly receive updates with a measurable target number of 15% of electorate;
- f) Develop guidelines to correct or clarify factual errors in media stories – “setting the record straight”;
- g) During the mandate period of the *Advisory Group* on an as needed basis, draft content for external dissemination through the *District’s* own and external media channels (traditional print and web based including social media);
- h) During the mandate period of the *Advisory Group* provide regular reporting (not less than monthly) on the overall effectiveness of the public engagement strategy including information numbers of community members actively engaged, levels of understanding, feedback from the community (both in support and opposed);
- i) During the mandate period of the *Advisory Group* on an as needed basis monitor internal and external media platforms; and
- j) If it is the recommendation of the *Advisory Group* to build new facilities, it is expected that the contract will be EXTENDED to provide services on an as needed basis during the period leading up to Borrowing Referendum vote.**

Consulting services may be provided via telephone, conference calls, online or in person.

EVALUATION

Evaluation of Proposals will be done by the *District’s* Board of Trustees according to the criteria identified below. During the evaluation process, Proponents may be required to provide clarification to statements made in their Proposals. The *District* reserves the right to contact references to determine the reputation of the Proponent.

ANTICIPATED PROJECT SCHEDULE

April/May 2019 – Consultant selected and initial meeting(s) held with *District* representatives and the Chair of the *Advisory Group*;

May/June 2019 – Develop communications and engagement strategy including budget to be reviewed by the *Advisory Group* and approved by the Board of Trustees;

June-December 2019 – Expected mandate period for the *Advisory Group*;

Spring 2020 – If it is the recommendation of the *Advisory Group* to build new facilities, referendum to approve borrowings.

SUBMISSION REQUIREMENTS

For ease of submission preparation and consistent evaluation, Proponents are asked to submit the following information;

- company profile including services offered, number of years in operation and location of offices;

- personal experience and qualifications related to this assignment including similar project experience;
- the Proponent’s proposed approach to the assignment, a detailed proposed scope of work and proposed project schedule;
- a statement of the Proponent’s capacity to complete the project within the proposed schedule; and
- at least 2 references, including a brief project description and contact information.

LENGTH OF SUBMISSION

Submissions should not exceed 10 pages, single-sided (excluding resumes and any RFQ Addenda or Amendments that may be issued). Minimum font size 10 pt.

CLOSING DATE AND TIME:

PROPOSAL SUBMISSION

1. Proposal Submission

Responses should be delivered by hand, email or post to the following location no later than 4:00 pm on April 19, 2019, (Closing), and should be clearly marked “Communications and Engagement Consulting Services”:

Attention: Andrew D. Peat
Administrator
Salt Spring Island Fire Protection District
105 Lower Ganges Road,
Salt Spring Island,
BC V8K 2T1
Email: corpadmin@saltspringfire.com

Proposals shall include the following:

PROPOSAL FORM

BID FORM

Proposals may either be emailed with the RFQ title clearly indicated in the subject line or submitted in a sealed package with the name and address of the Proponent and the RFQ title marked on the outside. Please request confirmation of receipt of any emailed proposals.

Facsimile submissions will not be considered.

Late proposals will not be considered.

Proposals that are conditional, illegible, obscure, or contain irregularities of any kind may, at the discretion of the *District*, be declared disqualified.

The person(s) authorized to sign on behalf of the Proponent and to bind the Proponent to statements made in response to this RFQ must sign the Proposal Form. Unsigned Proposals will be declared disqualified.

Submissions will be opened in public with the name and address of the Proponent and the Bid amount declared.

Interviews may be conducted to assist in the evaluation of submissions. Interviews will be held only with short-listed Proponents and will be scheduled at a mutually convenient time at the offices of the *District*.

2. Enquiries

All enquiries related to this RFQ shall be directed to:

Andrew D. Peat
Administrator
Salt Spring Island Fire Protection District
Telephone: 250-537-2531
Email: corpadmin@saltspringfire.com

3. Addenda

Any questions that are received by the *District* that affects the Request for RFQ will be issued as addenda by the *District*.

Addenda will be published on the *District's* website and copied to prospective Proponents who have given written indication of their intention to submit a proposal. It is the responsibility of prospective Proponents to monitor the *District's* website to check for updates. All addenda become part of the Contract document and must be considered when responding to this RFQ.

Verbal answers are binding only when confirmed by a written addendum.

REQUEST FOR PROPOSAL: Communications and Engagement Consulting Services

ADMINISTRATIVE REQUIREMENTS

1. Terms and Conditions

Submission of a Proposal in response to this RFQ indicates acceptance of all the terms that follow and that are included in any addenda issued by the *District*.

2. Changes to Proposals

A Proponent may amend or withdraw its Proposal prior to the closing date and time. Upon Closing, all Proposals become irrevocable and no changes may be made unless requested by the *District* for clarification.

3. Proponent's Expenses

Proponents are solely responsible for their own expenses in preparing a Proposal. If the *District* elects to reject any or all Proposals, the *District* will not be liable to any Proponent for any claims for costs or damages incurred by the Proponent in preparing the Proposal, loss of anticipated profit in connection with a final Contract, costs for returning unopened Proposals, or any matter whatsoever.

4. Firm Pricing

Prices will be firm for the entire Contract period unless the written Contract for Services states otherwise. Proponents must identify any costs that are not included in the Total Fee and Hourly Rate quoted such as travel costs, advertising and related charges.

Tasks identified in the proposed Scope of Work breaks can be grouped into three categories – **before** the *Advisory Group* begins (Scope of Work Tasks “a” through “e”); **during** the time the *Advisory Group* is meeting to assess information and develop options (Scope of Work Tasks “f” and “g”); and **after** the *Advisory Group* has made its recommendations to the *District's* Board of Trustees (Scope of Work Task “h”).

The Consultant will provide Communications and Engagement Services on an as needed basis for the purposes of supporting the work of the *Advisory Group*. The work will vary according to the needs of the *Advisory Group*.

The consultant is to provide a Fee Structure of Consulting Services and an estimate of total hours required for each phase of the *Advisory Group's* work – Estimated Total Hours for the Start-up phase (Scope of Work Tasks “a” through “e”) and Estimated Total Hours per month during the *Advisory Group's* mandate.

Based on negotiations with the Preferred Proponent the value of the agreed upon contract will be capped at a maximum dollar amount unless amended by both parties.

5. Currency and Taxes

Prices quotes will be in Canadian Dollars and inclusive of all charges, and exclusive of GST and other taxes which shall be shown separately as applicable.

6. Privilege or Right to Cancel

This RFQ must not be construed as an agreement to purchase goods or services. The *District* is not bound to accept the lowest priced or any Proposal submitted.

The *District* reserves the right to reject any and all Proposals and to accept any Proposal notwithstanding any non-compliance with this RFQ. The *District* may select any Proposal for acceptance or negotiation with the Proponent by selecting the Proposal which the *District*, in its sole unrestricted discretion and based on such criteria as it considers appropriate, deems to be in the best interests of the *District*.

EVALUATION

Evaluations of Proposals will be by the *District's* Board of Trustees according to the criteria identified below. During the evaluation process, Proponents may be required to provide clarification to statements made in their Proposals. The *District* may contact references to determine the reputation of the Proponents.

1. Mandatory Criteria

- Proposal Form completed and signed by a person authorized to bind the Proponent to statements made in the submission.
- Bid Form completed and signed by a person(s) authorized to bind the Proponent.
- Proposal must be received at the closing location by the specified Closing date and time.

2. Proposal are to include the following sections:

a. Firm Profile

- i. References from a minimum of two (2) similar assignments undertaken recently along with contact information.

b. Related Experience

- i. Describes directly related, current experience of the firm. Provide a brief description of each of the two (2) projects.
- c. Proposed Personnel
 - i. Describe experience of key member(s)/personnel. If appropriate, outline roles and responsibilities of key members and their availability to undertake their work within the proposed timeline.
- d. Methodology and Philosophy
 - i. Describe your project methodology for this project and demonstrate your understanding of working with a small local government entity; describe your strategies to manage the project schedule and overcome obstacles.
- e. Innovation, Value and Quality Assurance
 - i. Give example(s) where your firm provided insight or innovation to a similar project.
 - ii. Demonstrate your commitment to the project.
 - iii. Provide evidence of liability insurance.

REMUNERATION

Remuneration for services, up to the agreed upon contract amount will be paid monthly against invoices within thirty (30) days after receipt. Claims for reasonable reimbursable expenses permitted by the contract will be paid upon presentation with appropriate documentation.

AVAILABLE INFORMATION

Proponents wishing to submit a proposal are encouraged to review the following materials to confirm the accuracy and completeness of their proposal prior to submission.

The following information is available on the *District's* website <http://www.saltspringfire.com/job-opportunities/>

- Request for Proposal Salt Spring Island Fire Hall Review Project
- Policy AG-4109-01 Terms of Reference New Fire Hall Advisory Working Group
- New Fire Hall Advisory Committee Terms of Reference
- Policy AG-1501-01 Communications Policy
- Policy AG-1502-01 Social Media

PROPOSAL FORM

Salt Spring Island Fire Protection District
Communications and Engagement Consulting Services

Closing: 4:00 PM Pacific Daylight Time on April 19, 2019

This form must be completed, signed and included with the submission

The undersigned confirms that their submission is in response to the Request for Proposal for the Salt Spring Island Fire Protection District “Communications and Engagement Consulting Services” and the Proponent acknowledges receipt of Addenda # ____ through Addenda # ____.

Name of Firm: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Contact Name: _____

Position: _____

Phone: _____ Fax: _____

Email: _____

Authorized Signature

Name and Title

Date

BID FORM

Salt Spring Island Fire Protection District
Communications and Engagement Consulting Services
Closing: 4:00 PM Pacific Daylight Time on April 19, 2019

This form must be completed, signed and included with the submission

Date: _____
To: Salt Spring Island Fire Protection District
For: Communications and Engagement Consulting Services
Submitted By: _____
Address: _____
Phone: _____ Fax: _____
Email: _____

We have examined the Request for Quotation (RFQ) documents carefully and have a clear and comprehensive knowledge of the Scope of Work required under the RFQ. By submitting a proposal, we agree and consent to the terms, conditions and provisions of this RFQ, and offer to provide the SCOPE OF WORK in accordance with the terms and conditions set out in the RFQ for the fees and rates set out in this BID FORM.

The following fees (Canadian \$) are net costs exclusive of taxes (GST and PST if applicable).

Project start-up (Tasks (a) – (e)) Estimate Total Hours ____ (broken down per rates per attached Fee Structure)

During Mandate (Tasks (f) – (g)) Estimated Hours/Month ____ (broken down per attached Fee Structure)

State any additional fees or costs not stated in this RFQ that may be charged by your company to the project.

Signature and Name of Authorized Representative(s)

_____ (signature) _____ (print)

_____ (signature) _____ (print)