



City of Coquitlam

REQUEST FOR PROPOSAL

RFP No. 14-01-08

Communication Design and Writing Services for Waste Collection Program

Proposals will be received on or before 2:00 pm local time

Tuesday, March 11, 2014

(Closing date and time)

Obtaining RFP Documents

RFP Documents are available for downloading from the City of Coquitlam's website:

www.coquitlam.ca/BidOpportunities

Printing of RFP documents and drawings is the sole responsibility of the Proponents.

Addenda

Proponents are required to check the City's website for any updated information and addenda before the closing date at the City website:

www.coquitlam.ca/BidOpportunities

Proposals Submissions

The City reserves the right to accept or reject any or all Proposals or accept a Proposal deemed to be in the best interest of the City.

The City will not be responsible for any costs incurred by Proponents in preparing a response.

D. Trudeau
Purchasing Manager

Issue Date: February 25, 2014

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DEFINITIONS

“City” or “Owner” means City of Coquitlam.

“Service Agreement” OR “Agreement” OR “Contract” means the contract for services or Purchase Order (PO) issued to formalize the accepted Proposal.

“Consultant” means the person(s), firm(s), or corporation(s) appointed by the City to carry out all duties, obligations, work and services described in the Request for Proposal and all associated documentation, which may also include mutually agreed revisions subsequent to the submission of a Proposal. Both “Consultant” and “Proponent” are complementary in terms of duties, obligations and responsibilities at the Request for Proposal stage, through evaluation process, execution and delivery of the services.

“Project Manager” means City staff member responsible for coordination of the Services with the City being provided by the Consultant.

“Proponent” means responder to this Request for Proposal.

“Proposal” means the submission by the Proponent.

“RFP” or “Request for Proposal” shall mean and include the complete set of documents, specifications, drawings and addenda incorporated herein, and included in this Request for Proposal.

“Services” means and includes the provision by the successful Proponent of all services, work, duties and expectations as further described in this RFP. This will also mean the whole of the work, tools, materials, labour, equipment, travel, and all that is required to be completed and furnished by the Consultant.

Request for Proposal

Communication Design and Writing Services for Waste Collection Program

The City of Coquitlam (the “City”) requests Proposals from qualified and experienced Consultants to provide **Communication Design and Writing Services for Waste Collection Program**.

1.0 Project Purpose and Objectives

The purpose of this project is to produce various public education and outreach materials to support the rollout of the City's new Waste Collection Program.

The communications materials for the new Waste Collection program should achieve the following:

- educate residents on the changes taking place as a result of the new Waste Collection Program and gain buy-in for this new system;
- incorporate images and graphics that can convey messaging and be easily understood without explanatory text;
- provide the tools and resources necessary for residents to select their new automated waste collection carts (different cart sizes will be offered);
- facilitate the transition from weekly solid waste collection to bi-weekly waste collection;
- encourage more residents to subscribe to the City’s ReCollect notification system;
- encourage more residents to use the Green Can (food scraps and yard trimmings recycling service);
- complement the messaging from Multi-Material BC for recycling collection services;
- help reduce the number of incidents of bears and wildlife being attracted into the community because of unsecured garbage and/or early set-out for collection;
- increase overall public awareness about the importance of recycling and reducing waste; and
- keep residents engaged in the long-term as the new program rolls out and current services evolve.

Background

The City of Coquitlam's Waste Collection Program is undergoing two changes in 2014 that will significantly alter the waste collection services provided to Coquitlam residents.

- As of May 1, 2014, responsibility for the collection of recycling (blue box) materials will transfer from the City to Multi-Material BC (MMBC). The service provider for recyclables has not yet been selected and the services changes will take place on July 1, 2014 to coincide with the City's new waste collection contract.
- As of July 1, 2014, the City will move to an automated waste collection program for the collection of solid waste (garbage) and green waste (kitchen scraps and yard trimmings). This will include moving to bi-weekly garbage collection.

In order to support residents in the transition to the new waste collection and recycling services, the City has planned a comprehensive public education and outreach campaign that will include a variety of print and online resources, paid advertisements, media releases and social media notifications.

The City has developed a detailed communications plan that identifies the various tactics and actions required for the public education and community outreach campaign.

2.0 Scope of Service

This project requires a qualified, experienced Consultant to provide writing and graphic design services to create the various public education and media and outreach materials identified in the communications plan for the City's new Waste Collection Program.

The public education package needs to be developed to meet the following criteria:

- Use the City's existing communication materials and content as a starting point;
- Meet City of Coquitlam graphic standards;
- Meet Canadian Press standards (media materials only);

- Promote **key messages** that:
 - This new program is a positive change for waste collection and waste management in Coquitlam.
 - The City recognizes that this is a significant change and we will work to ensure it's as seamless as possible.
 - This new plan is significant because:
 - it saves money – 20% utility fee savings for residents;
 - it's better for the environment – we will be increasing our diversion rates, meaning less garbage going to the landfill; and
 - it saves energy and fuel - automated pick-up means fewer trucks on the road (less air emissions) and the new trucks will run on Compressed Natural Gas instead of diesel.
 - This is a good opportunity for residents to examine their waste habits and learn ways they can be using recycling or green waste more effectively;
 - It is important to store garbage and recycling correctly as garbage attracts bears and other wildlife into the neighborhood.

- Suitable for **target audiences**:

Internal

- City of Coquitlam staff
- The City's collection contractor (including customer service staff, truck drivers, swampers, and management)
- City Council

External

- Single Family residents
- Multi-family residents
- Homeowners and tenants
- Non-English speaking residents
- Property Management Companies, Strata & Building Managers
- General Public
- Media

3.0 Project Deliverables

The Consultant is required to develop:

- A suite of designed and written materials (see *Table 1*) to promote and support the transition to the new waste collection program.
 - The above includes the City’s 2014/15 Curbside Collection Calendar. This is the Waste Collection Program team’s main published communication piece.

The fees and services associated with advertising buys, printing, and collateral mailing and distribution will be borne by the City.

Table 1

PHASE I – MARCH 2014 (INTRO)

Communication Description	Target Date
Brochure mailing to all households – explaining system including recycling, initiating cart selection, list of public displays, common questions	Late March
Postcard handout – information postcard-sized for distribution at civic facilities and during public outreach events	Late March
Internal information package – similar to public brochure mailing and also includes internal frequently asked questions and key contact information	Late March
Banners and posters for public displays	Late March
Floor graphics for public displays	Late March
Info Bulletin – Come see new waste collection carts; mirror brochure mailing info	Late March
Print Advertising	Late March
Transit Shelter Ads	April

PHASE II – APRIL / MAY 2014 (BUY-IN)

Communication Description	Target Date
Print Advertisements	Through April & May
Cart Selection Deadline Reminders	
Print Advertisements	April 16 & 23
PSA – Reminder for cart selection deadline	April 16
Deadline for cart selection	April 30 (TBC)

PHASE III – MAY – JULY 2014 (ROLL-OUT)

Communication Description	Target Date
Advertising May / June	
Print advertisements	Through June
“I’m coming to your home soon” cutout flyer piece	June 9
Cart Delivery	
PSA – New carts delivered soon	End of May
Information package distributed with new carts: <ul style="list-style-type: none"> - “Do not use until” stickers or tags - Brochure - how to use carts - New 2014/14 collection calendar with tear-out schedule 	End of May
PSA – reminder to start using your new carts	End of June

4.0 Project Organization and Management

The City’s Project Manager for the communications plan is the Manager Corporate Communication. The Consultant’s key staff contact will be the City’s Communications Coordinator. Both the Corporate Communications and Waste Management teams will play a key role in developing and delivering the public education and outreach campaign.

5.0 Schedule

The preliminary schedule and milestones of the project, and associated deliverables, are as follows:

Target Date	Task
March 11, 2014	Closing date for proposals
March 21, 2014	Consultant selection
March 25, 2014	Kick-off meeting with City project team and Consultant
March 2014	Phase I Communications - Intro (information brochure, internal information package, postcard, earned and paid media, public displays, etc.)
April / May 2014	Phase II Communications – Buy-in (earned and paid media)
April 30, 2014 (TBC)	Deadline for cart size selections
May / June 2014	Phase III Communications – Roll-out (information package, 2014/15 Waste Collection Calendar, earned and paid media)
May 19 – June 27, 2014 (TBC)	Cart delivery
Week of July 1, 2014	New program begins
July – December 2014	Phase IV Communications- Follow Up (earned and paid media)

6.0 Budget

Budget value will not be provided. Neither the lowest price nor any proposal may be selected.

7.0 Instructions to Proponents

The Proponent is required to create a project team with the appropriate skill sets and expertise to carry out the work as identified in this RFP.

7.1 Cost of Proposal

The City will not assume any responsibility or liability for any costs incurred by the Proponent in the preparation of a Proposal.

7.2 No Claim

Except as expressly and specifically permitted in this RFP, no Proponent shall have any claim for any compensation of any kind whatsoever, as a result of participating in this RFP including accepting a non-compliant bid, and by submitting a Proposal, each Proponent shall be deemed to have agreed that it has no claim.

No contractual, tort, or other legal obligations are created or imposed on the City, or any other individual, officer, or employee of the City with respect to the RFP documentation or by submission or consideration by the City of any Proposal.

7.3 Acceptance of Proposal

The City reserves the right to waive formalities in, accept or reject any or all Proposals, or accept the proposal deemed most favourable in the interests of the City. The City is under no obligation to proceed with the RFP and, should it decide to abandon the same, it may, at any time, invite further proposals or such other submissions for the provision of the services, or enter into any discussions or negotiations with any party for the provision of such services.

No alterations, amendments or additional information will be accepted after the closing date and time unless invited by the City. The City, at its sole discretion, reserves the right to cancel this RFP at anytime.

7.4 All Proposals Public

All Proposals submitted to the City will be received and held in confidence and will become the property of the City.

The City is bound by the provisions of the Freedom of Information and Protection of Privacy Act. Proponents submitting proposals are advised that such proposals may be treated as public documents, and the contents of the same may be disclosed upon written request, if required to do so pursuant to the Act.

7.5 Closing Date

Proposals will be received by the City on or before 2:00 pm local time

Tuesday, March 11, 2014
(closing date and time)

7.6 Instructions for Proposal Submission

Proposal submissions are to be uploaded through Qfile, the City's file transfer service accessed at website:

<http://qfile.coquitlam.ca/bid>

1. In the "Subject" field enter: RFP Number and Name
2. Add files in .pdf format and Send (ensure your web browser remains open and you receive 2 emails from Qfile to confirm upload is complete)

Proposals submitted shall be deemed to be successfully received when displayed as new email in the in-box of the City email address. The City will not be liable for any delay for any reason including technological delays, or issues by either party's network or email program, and the City will not be liable for any damages associated with Proposals not received.

The City reserves the right to accept Proposals received after the closing date and time but is under no obligation to evaluate.

Proposals will not be opened in public.

Proposals may be withdrawn upon request sent to email: bid@coquitlam.ca prior to time set as closing time for receiving Proposals.

7.7 Acceptance Period for Proposals

The City requests that Proposals received as a result of the RFP be open for acceptance for a period of 60 days from the Closing Date. Proponents are requested to confirm the period for acceptance.

7.8 No Binding Contract

The City may, after reviewing the Proposals received, enter into discussions with one or more of the Proponents, without any such discussions in any way creating a binding contract between the City and any Proponent. There will be no binding agreement with the City until a formal, written agreement has been negotiated with a Proponent and/or a City purchase order has been issued.

7.9 Communication with Proponents and Addenda

Questions are to be submitted 3 business days prior to the closing date quoting the RFP name and number and are to be sent to email: bid@coquitlam.ca

If a change or additional information is warranted, the City's response will be communicated to all Proponents by means of written Addenda issued prior to the closing date and will be issued by posting on the City's website.

7.10 Addenda

Proponents are required to check the City's website before the closing date for addenda and updated information at www.coquitlam.ca/bidopportunities

Upon submitting a Proposal, Proponents are deemed to have received all Addenda and deemed to have considered the information for inclusion in the Proposal submitted.

Should there be any discrepancy in the information provided, the City's original file copy shall prevail.

7.11 Fees

All monetary references in a Proposal must be in Canadian currency. Proposal fees shall be structured in a fee matrix showing the level of effort by each team member, anticipated hours, fee rates and an estimated total Lump Sum Fee that includes all disbursements and overhead.

All information contained in this RFP and any resulting addenda will be incorporated into any agreement between the City and the successful

Proponent, and therefore, must be considered by the Proponent in preparing their Proposal.

There will be no opportunity to make any additional claim for compensation for additional charges that were not considered and included in the Proposal lump sum fee submitted, unless the City, at their sole discretion, deems that it would be unreasonable to do so, or there is additional services added to the Scope of Services.

8.0 General Conditions

The following general conditions will apply to this contract.

8.1 Notification of Award

The City will notify the successful Proponent (“Consultant”) in writing of its decision to award the services. Award and issue of a City Purchase Order (PO) is contingent upon sufficient funds being available in the City’s budget.

8.2 Indemnification

The Consultant shall indemnify and save harmless the City, from and against all losses and all claims, demands, payments, suits, actions, recoveries and judgements of every nature and description, brought or recovered against it’s firm and/or the City, by reason of any act or omission of the Consultant, its agents, sub-Consultants or employees in the execution of the Services.

8.3 Business License

The Consultant shall maintain a valid City of Coquitlam or Intermunicipal Business License. For information, contact the City’s License Department (Tel: 604-927-3085).

8.4 Intellectual Property Rights

The Contract establishes the owner of the “Instruments of Service” in connection with this Project.

The Consultant will remain owner of all Instruments of Service but the City will become the owner of the design and other materials requested and provided as defined as deliverables under this RFP.

8.5 Cancellation

The contract may be cancelled by either party for any reason without cause or penalty upon 30 days written notice and the Consultant would be compensated for services and deliverables provided to that point in time.

8.6 Law

The RFP and any resultant award shall be governed by and construed in accordance with the laws of the Province of British Columbia, which shall be deemed the proper law thereof.

9.0 Payments - Invoicing

Upon award, a City Purchase Order (PO) will be issued to the Consultant based on the proposal submitted, and as finally negotiated to complete the Services. Invoice amounts in excess of the PO will not be accepted. In case of extenuating circumstances, the City may approve additional costs for additional Services which will require written City approval before any additional Services are provided.

Invoices are to be prepared on a monthly basis and sent to email: apinvoices@coquitlam.ca, the City's Finance Division, Attention: Accounts Payable, and must indicate the Project Name, the PO Number and the City's Project Manager's name.

Payment for Services provided will be in accordance with the City PO and made at the agreed hourly rates for personnel and the monthly costs for approved disbursements. Disbursements such as photocopying, computers, faxes etc. should not be invoiced and will not be paid. The hourly rate amounts charged always reflect the cost of doing business and, therefore, payment for these types of disbursements will not be considered.

Invoices submitted are to be accompanied by a summary cost status sheet of information regarding hours budgeted, hours spent to date, and projected total hours, all with associated costs. If the work indicated on the summary sheet and on the invoice is confirmed and approved by the Project Manager, payment is made to the Consultant net 30 days after the invoice is received by the City.

Please be advised that, at any time, the City may request justification and supporting documentation for the hours of work or level of effort in the provision of the Services shown on an invoice.

10.0 Proposal Submission and Evaluation Criteria

Proposals received before the closing date and time will be evaluated by staff members of the City of Coquitlam according to the following criteria. This list is not intended to be exhaustive and is not ranked in order of preference or priority.

The proposal submission should be clear, concise and provide details on:

- a) Project team, description and role of Consultant team members and sub-Consultants;
- b) Qualifications of team members;
- c) Demonstrated Experience and Success; summary of similar projects, project dates, client names and contact information, description of team members role in each project;
- d) Work plan and methodology; breakdown of tasks necessary to complete the Scope of Services as described in this RFP;
- e) Proposal Price; fee matrix with hourly rates and charges by level of effort (hours) associated to task and total lump sum fee including disbursements.

The Evaluation Committee may, at its discretion, request clarifications or additional information from a Proponent with respect to any Proposal, and the Evaluation Committee may make such requests to only selected Proponents. The Evaluation Committee may consider such clarifications or additional information in evaluating a Proposal.

If the City selects a Preferred Proponent, then it will enter into discussions with the Preferred Proponent to clarify any outstanding issues and attempt to finalize the terms of a Contract, including negotiation of scope of services and financial terms to meet with budget.

The City reserves the right to accept or reject any or all proposals or cancel this RFP at anytime at the City's sole discretion.

No totals, weights, prices or scores will be provided to any Proponent.

11.0 Reference Materials

Proponents should identify other relevant documents or data that would contribute to achieving the objectives. If such data requires any original research, the Proponent should identify any costs as a separate item for consideration by the City.

Reference materials that will be provided to the Consultant include:

The City's 2013/14 Curbside Collection Calendar
http://www.coquitlam.ca/Libraries/City_Services_Documents/Coquitlam_Collection_Calendar_2013-2014.sflb.ashx

The City's existing Waste Collection Program Services information
<http://www.coquitlam.ca/city-services/garbage-recycling/overview.aspx>



REQUEST FOR PROPOSALS
RFP No. 14-01-08

Communication Design and Writing Services for
Waste Collection Program

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Tuesday, March 11, 2014
(Closing date and time)

Proposal Submission Instructions

Proposal submissions are to be uploaded through Qfile, the City's file transfer service accessed at website: <http://qfile.coquitlam.ca/bid>

1. In the "Subject" field enter: RFP Number and Name
2. Add files in .pdf format and "Send":
(ensure your web browser remains open and you receive 2 emails from Qfile to confirm upload is complete)

Proponents are responsible to allow ample time to complete the submission process.

For assistance phone 604-927-3060 or Fax 604-927-3035.

PROPOSAL SUBMISSION FORM

(complete and return this section and add pages as necessary)

Submitted by: _____
(company name)

1. Price

Prices for communication design and writing services will remain in effect for a one (1) year term:

Item	Description	Estimated Hours	Unit Price (exclude GST)	Extended Price (exclude GST)
1.	Graphic Design		\$	\$
2.	Writing		\$	\$
3.	Project Management (include client meetings)		\$	\$
4.	Disbursements			\$
5.	Other (Describe)			
	TOTAL PRICE			\$

2. Project Team

Provide the names of the project team for all personnel and sub-consultants; describe roles, responsibilities, experience and relevant qualifications:

Changes to the project team must be approved by the City's Project Manager.

Name:	
Role:	
Relevant qualification:	
Experience:	

Name:	
Role:	
Relevant qualification:	
Experience:	

Name:	
Role:	
Relevant qualification:	
Experience:	

3. Work Plan and Methodology

Provide details on work plan and methodology; breakdown of tasks necessary to complete the Scope of Services as described in this RFP:

4. Value Added

The City encourages creative solutions/proposal responses that incorporate new ideas and/or concepts that would enhance the public education and outreach campaign.

Describe any additional opportunities or added value services that would assist or be of benefit to the City.

5. Experience and References

List client references that may be contacted to verify demonstrated success and performance on similar relevant projects:

Company	
Reference Contact Name	
Telephone / Email	
Project URL:	
Description of Services	

Company	
Reference Contact Name	
Telephone / Email	
Project URL:	
Description of Services	

Company	
Reference Contact Name	
Telephone / Email	
Project URL:	
Description of Services	

6. Acceptance

The City requests that proposals remain open for acceptance for a period of not less than sixty (60) days from the closing date.

We confirm that this proposal is open for acceptance by the City for a period of: _____ days.

7. Addenda

We acknowledge receipt of the following Addenda related to this Request for Proposals and have incorporated the information in preparing this Proposal:

Addendum No.	Date Issued	Date Received

8. Authorization

We hereby submit our Proposal for the service as specified in accordance with all referenced Terms & Conditions of this RFP for the provision the services described in this RFP:

Company Name	
Address	
Tel No.	
E-mail	
GST Registration No.	
WorkSafeBC Account No.	
Name and Title (please print)	
Signature	
Date	

For the purpose of this RFP, electronic signatures will be accepted.

- End of Proposal Submission Form -