

COMMITTEE OF THE WHOLE- NOVEMBER 1, 2004

CITY OF VAUGHAN CREDIT CARD INITIATIVE

Recommendation

The Commissioner of Economic/Technology Development and Communications and the Evaluation Committee, in consultation with the City Manager recommends:

1. That Council receive this report and,
2. That Council authorize staff to enter into an agreement with Civic Strategies Inc. to develop a Credit Card Programme for the City of Vaughan and,
3. That the final agreement be approved by Council.

Purpose

The purpose of this report is to inform Council of the outcome of the RFP process for the proposed Vaughan Credit Card Programme and to request approval for staff to proceed to enter into an agreement with the successful proponent resulting from the RFP process.

Background - Analysis and Options

Since 2002, the Commissioner of Economic/Technology Development and Communications, in consultation with the City Manager and the Senior Management Team has been researching the concept of creating a City of Vaughan Credit Card (the "Card") to be made available exclusively to the residents, property and business owners of Vaughan. The Programme would allow Vaughan residents, property and business owners to accumulate "points" with each purchase made with the Card (whether the purchases are made in Vaughan or not) and to apply them only to put towards payment of their Vaughan property taxes. The City of Vaughan Credit Card would be co-branded with a financial institution issuing the Card.

In August 2004, the City issued an RFP for this initiative. Five information packages were issued by the Purchasing Services Department. Upon closing, the responses received were the following:

1. A letter of "NO BID"
2. A proposal from Civic Strategies Inc, a Vaughan company.

An interview was held, in late September, with Civic Strategies Inc. After extensive review of their proposal by the Evaluation Committee, consisting of Frank Miele, Commissioner; Emilia Valentini, Sr. Manager of Business Development; Barry Jackson, Finance (Commissioner Robert Swayze was also present for a portion of this meeting), it was determined that the proponent's proposal substantially meets the requirements set out in the RFP for this initiative and all members of the Evaluation Committee agreed to proceed to recommend to Council moving forward with the project in partnership with Civic Strategies Inc.

Phasing and Timing

Staff anticipates a series of phases which will ensure a proper process and a successful Programme.

Phase 1 – Signed Agreement with Civic Strategies Inc. (November – December 2004)

Phase 2 – Develop an RFP for the City of Vaughan Credit Card Programme seeking a financial institution willing to participate in our Programme. This process will be undertaken with our partners. (January – February 2005)

Phase 3 – In cooperation with the successful financial institution and Civic Strategies Inc. unveil the Credit Card Programme to the City of Vaughan Council and citizens. (Spring 2005)

Phase 4 – Implementation, Review and Monitoring of the Credit Card Programme on a regular basis.

Relationship to Vaughan Vision 2007

This initiative falls within the objectives set out in the Vaughan Vision 2007 in that it offers excellence in customer service through an innovative tool to assist our property owners in meeting their realty tax obligations to the City.

Conclusion

The City of Vaughan has demonstrated a desire to offer innovative solutions in the delivery of excellent customer service. Through this initiative, the City of Vaughan has the opportunity to be the first municipality to offer its residents, business and property owners this unique tool to assist them in meeting some of their realty tax obligations to the City. The City of Vaughan Credit Card Programme will contribute to an enhanced image for the City, not just amongst its residents, business and property owners but also beyond the borders of our City, solidifying Vaughan's position as one of Canada's leading municipalities. It is estimated that a further RFP (in cooperation with the proposed partners) will be issued in the New Year. The Programme should not cost the City any monies, however, in the event that some internal staff expenses are incurred, the City will be reimbursed.

Attachments

NONE

Report prepared by:

Frank Miele, Commissioner of Economic/Technology Development and Communications
Emilia Valentini, Senior Manager, Business Development

Respectfully submitted,

Frank Miele
Commissioner, Economic/Technology Development and Communications