

COMMITTEE OF THE WHOLE - SEPTEMBER 15, 2008

RFP AWARD – RFP08-220 CONSULTING SERVICES FOR A COMMUNICATIONS STRATEGY AND ISSUES MANAGEMENT FOR THE CITY OF VAUGHAN

Recommendation

The City Manager, and the Director of Corporate Communications in consultation with the Director of Purchasing Services are requesting that Council endorse:

1. That the RFP08-220 for Consulting Services for Strategic Communications and Issues Management for the City of Vaughan be awarded to Sussex Strategy Group Inc. for the amount of \$138,000 (one hundred thirty eight thousand) plus GST.

Economic Impact

The necessary resources have been allocated out of the contingency budget.

Communications Plan

None required.

Purpose

The purpose of this report is to award the RFP for Consulting Services for a Communications Strategy and Issues Management for the City of Vaughan.

Background

Item 3, Report No. 3 of the Strategic Planning Committee was adopted without amendment by Council on June 23, 2008. In addition to approving the report of the Director of Corporate Communications dated June 23, 2008 "to review the issue of strategic communications including a revised communications strategy," it established "a working group to develop a strategic communications approach to the City and report to the City Manager's office within one month."

The working group sub-committee includes City Manager Michael DeAngelis, Regional Councillor Mario Ferri, Councillor Alan Shefman, Councillor Tony Carella and Madeline Zito, Director of Corporate Communications.

The working group sub-committee identified that the City Manager should retain a consultant specialized in public relations to assist the Corporate Communications department in determining and implementing a strategy to reposition the City.

The communications and/or public relations strategy produced by the consultants will focus primarily on current issues before the media. It will address growing concerns of Vaughan residents about the City's negative image. As well, the consultants will provide advice and assistance in formulating a longer term strategic communications plan (currently under revision).

The consultant will assist the City of Vaughan with public relations and issues management in the short term and develop a longer term strategic communications plan to reposition the City.

Process

A Request For Proposals was sent out to 3 well known firms with expertise in this specialized area of communications. Three firms submitted proposals which were evaluated.

The package provided details of the contract, including the following evaluation criteria used in assessing competing bid submissions:

Qualifications and Experience:	50%
<ul style="list-style-type: none">• Capability of the Consultant Team Leader;• Degree of Participation of senior staff;• Qualifications and expertise of the team members;• Skills consistent with the needs of the project;• Experience in similar projects;• Level of public sector experience;• Demonstrated success in producing and implementing strategic; communications and issues management plans;• Ability to respond quickly to the City's requirements as needed;• Experience of staff assigned to the project;	

Work Plan and Scope of Services:	40%
<ul style="list-style-type: none">• Complete and comprehensive submission;• Demonstrated understanding of the project requirements;• Introduction of innovative ideas and concepts;• Providing a detailed work plan;	

Financial:	10%
<ul style="list-style-type: none">• To be evaluated on the overall project fee, as well as the hourly rate fee structure for all services to be rendered, including ongoing issues management services if required;	

Total	(100 points)
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The evaluation committee evaluated the proposals. Purchasing Services facilitated and monitored the evaluation process. The committee received presentations and conducted interviews with the three agencies.

Sussex Strategic Group Inc. received the highest score and was identified as the best qualified consulting team to carry out the contract, based on the Committee's evaluation of their proposal and interview.

Relationship to Vaughan Vision 2020

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Regional Implications

None

Conclusion

Based on the evaluation, it is recommended that the contract be awarded to Sussex Strategy Group.

Attachments

None

Report prepared by:

Madeline Zito
Director Corporate Communications

Respectfully submitted,

Madeline Zito
Director of Corporate Communications

Michael DeAngelis
City Manager