

COMMITTEE OF THE WHOLE – NOVEMBER 3, 2008

RFP AWARD – RFP08-201 **EMPLOYMENT SECTORS STRATEGY STUDY**

Recommendation

The City Manager, the Manager of Economic Development and the Manager of Corporate Policy in consultation with the Purchasing Services Department, recommend:

1. That RFP08-201 for the retention of consulting services to prepare the City of Vaughan Employment Sectors Strategy Study, be awarded to the firm Hemson Consulting Limited, in association with EDP Consulting and Hardy Stevenson and Associates Limited, in the amount of \$109,600.00; and
2. That a by-law be enacted to authorize the Mayor and Clerk to execute all necessary documents.

Economic Impact

There will be no additional economic impact. This study was included in the 2008 Capital Budget as part of the *Vaughan Tomorrow* growth management program (Project No. ET-3005-08).

Communications Plan

The Request for Proposal (RFP08-201) was advertised in *Novae Res Urbis – Greater Toronto Edition* on July 2, 2008, the *Globe and Mail* on July 3, 2008, *Vaughan Perspectives* (City Page) on July 3, 2008 and on the Electronic Tendering Network and on the Ontario Public Buyer's Association Website on July 3, 2008.

Purpose

The purpose of this report is to obtain direction to retain consulting services to prepare the City of Vaughan Employment Sectors Strategy Study. The Employment Sectors Strategy Study is a component of the Vaughan Consolidated Growth Management Strategy – 2031 (*Vaughan Tomorrow*) and will inform the preparation of the City's new Official Plan and the updating of the Economic Development Strategy.

Background – Analysis and Options

Previous Council Action

On August 31, 1994 Council adopted OPA No. 450. OPA No. 450 is the City's Employment Area Growth and Management Plan, which regulates land use and development in Vaughan's employment areas. OPA No. 450 was approved by the OMB on June 29, 1995.

There have been minor changes to the extent of the City's employment lands, as designated in the Vaughan Official Plan, since 1995. However, there has not been a review of the overall OPA No. 450 policy regime. The policies of OPA No. 450 were developed in response to the conditions of the early 1990's. Today, Vaughan and its businesses and industries are facing new challenges and the current plan needs to be updated.

On February 12, 2007 Council directed staff to proceed with the preparation of the Vaughan Consolidated Growth Management Strategy – 2031 (the *Vaughan Tomorrow* program). The Employment Sectors Strategy Study was identified as an integral part of *Vaughan Tomorrow*. It is intended to provide the basis for developing contemporary policies and strategies that will ensure that the city's employment areas remain competitive, providing jobs, a balanced assessment base and sustainable long-term growth.

The Employment Sectors Strategy will be supporting the Official Plan Review. It will provide the guidance necessary to update the City's existing employment area official plan policies. The findings of the ESS will contribute to the development of planning policies and standards for:

- Employment Areas currently designated under OPA No. 450;
- New Employment Areas, including those located in the Vaughan Enterprise Zone, which are now subject to an "Urban" designation by Regional Official Plan Amendment No. 19. (approved October 22, 2001) The redesignation of the ROPA No. 19 area by the City, to permit employment uses, has been delayed, pending the identification of the Highway No. 427 alignment by way of an Individual Environmental Assessment, which is being undertaken by the Ministry of Transportation;
- Areas where there may be major office development, such as the Vaughan Corporate Centre and the OPA No. 620 area (Steeles Avenue – between Jane and Keele Streets).

The results of the Employment Sector Strategy Study will also contribute to the updating of the City's Economic Development Strategy. Like OPA No. 450, it has its origins in the early 1990's and requires review. Revising and updating the Economic Development Strategy is an objective of Vaughan Vision 2020.

The Procurement Process

The Request for Proposal (RFP08-201) was advertised in *Novae Res Urbis – Greater Toronto Edition* on July 2, 2008, the *Globe and Mail* on July 3, 2008, *Vaughan Perspectives* (City Page) on July 3, 2008 and on the Electronic Tendering Network and on the Ontario Public Buyer's Association Website on July 3, 2008. A total of fifteen (15) documents were issued.

A total of four proposals were received from the following proponents.

Consultant

Hemson Consulting Ltd.
Toronto, Ontario

Metropolitan Knowledge International
Toronto, Ontario

Malone Givens Parsons Ltd.
Markham, Ontario

GHK International (Canada) Ltd.
Toronto, Ontario

All of the proposals were within the upset fee of \$110,000.00 prescribed in the Request for Proposals.

An Evaluation Committee of City Staff was struck to review the proposals. The Committee included representatives from the City Manager's Office (1), Policy Planning (1) and Economic Development (2). A representative from the Purchasing Department provided support with the process and administrative matters.

The Committee evaluated the written proposals on the basis of the criteria set out in the RFP, as summarized below:

Qualifications and Experience: 50%

- 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 studies;
- Level of public sector experience;
- Experience in multi-disciplinary teams;
- Demonstrated success in public/stakeholder consultation; and the quality of the proposed consultation plan.

Quality of the Proposal: 20%

- Complete and comprehensive submission;
- Demonstrated understanding of the project requirements;
- Organization and clarity of presentation;
- Introduction of innovative ideas and concepts;
- Skill in communicating the project plan and innovative ideas and concepts.

Project Management: 25%

- Work program and scheduling of major milestones and meetings;
- Timelines consistent with study requirements;
- Approach to reporting and invoicing;
- Monitoring of budget;
- Ability to commit to the timing objectives for the completion of the study;
- Appropriate allocation of resources to various phases of the study.

Financial: 5%

- Proposal Fee

As a result of the evaluation of the written proposals, the Committee determined that all four firms should be interviewed. The RFP provided that a bonus of up to 25 points could be awarded as a result of the interviews. The four firms were interviewed on October 14th and 15th, 2008.

Based on the evaluation process, including consideration of the written proposals, the interviews and a positive reference check, it is recommended that the highest scoring consulting team led by Hemson Consulting Limited, in conjunction with EDP Consulting and Hardy Stevenson and Associates Ltd. be retained to prepare the City of Vaughan Employment Sectors Strategy Study

Hemson will be the lead consultant and will be responsible for overall project management. They will work with EDP Consulting to undertake the necessary technical analyses and prepare the resulting policy recommendations for implementation by the City. Hardy Stevenson and Associates Limited will be responsible for the stakeholder consultation processes.

Relationship to Vaughan Vision 2020

The preparation of the Employment Sectors Strategy Study supports the City's objectives for planning and managing growth and economic vitality by responding to the following policies:

- Complete and implement the Growth Management Strategy;
- Conduct the 5-year comprehensive review of the Official Plan as part of the Growth Management Strategy 2031;
- Prepare an employment area plan for the Vaughan Enterprise Zone and employment lands; and
- Revise and update the Economic Development Strategy.

Regional Implications

There are no Regional implications resulting from the adoption of this report.

Conclusion

Based on the evaluation of the written proposals, the subsequent interviews and reference checks, Hemson Consulting Ltd., in association EDP Consulting and Hardy Stevenson and Associates was found to have the experience and expertise that best addressed the requirements of the Request for Proposals. Therefore, it is recommended that Hemson Consulting be retained to lead the preparation of the City of Vaughan's Employment Sectors Strategy Study.

Attachments

N/A

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Respectfully submitted,

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