



Contract 2953P

Marketing Consultant - Environmental Services

1. Introduction

The City of Richmond proposes to engage the services of a marketing consultant to prepare and develop public education and outreach materials relating to waste reduction, recycling and environmental awareness.

The objective of this request for proposal is to provide the City with qualified proponents capable of carrying out the work herein defined. The subsequent proponent submissions will form the basis for evaluation, interview and selection.

2. Submission Details

Three (3) copies of proposals marked **Marketing Consultant - Environmental Services Contract 2953P** addressed to the Purchasing Section, will be received at the Information Counter, Main Floor, Richmond City Hall, 6911 No. 3 Road, Richmond BC V6Y 2C1, until 5:00 pm, Local Time, Friday, October 13, 2006. Submissions received after this time will be returned to the sender.

The City reserves the right to cancel this Request for Proposal for any reason without any liability to any proponent or to waive irregularities at their own discretion.

Proposals may be withdrawn by written notice only provided such notice is received at the office of the City's Purchasing Section prior to the date/time set as the closing time for receiving proposals.

Proposals shall be open for acceptance for 90 days following the submission closing date.

The length of the Contract will be for two years with the option to extend the contract for three additional one-year periods upon mutual agreement.

All proposals will remain confidential, subject to the Freedom of Information and Privacy Act.

Any interpretation of, additions to, deletions from, or any other corrections to the Proposal document, will be issued as written addenda by the City of Richmond. It is the sole responsibility of the potential Bidders to check with the City of Richmond's Website, and / or BC Bid to ensure that all available information has been received prior to submitting a bid.

3. Enquiries

3.1 Clarification of terms and conditions of the proposal process shall be directed to:

Purchasing
Sheryl Hrynyk
Buyer

Telephone: 604-276-4135

Purchasing Department
City of Richmond

E-mail: purchasing@richmond.ca

3.2 Technical clarification shall be directed to:

Technical
Suzanne Bycraft
Manager, Fleet & Environmental Programs
Public works
City of Richmond

Telephone: 604-233-3338

E-mail: sbycraft@richmond.ca

The City, its agents and employees shall not be responsible for any information given by way of verbal communication.

Any questions that are received by City of Richmond Staff that affect the Proposal Process will be issued as addenda by the City of Richmond.

4. Project Description

Background

Since 1990, the City of Richmond has introduced a number of waste reduction and recycling programs designed to reduce the amount of waste disposed by residents each year. The goal of these programs, as outlined in the Greater Vancouver Regional District Solid Waste Management Plan, is to reduce the amount of waste disposed annually by 50%. The City of Richmond's waste reduction and recycling programs include:

- the Blue Box and Multi-Family Recycling programs,
- a Recycling Depot,
- curbside collection of yard waste,
- several other initiatives including the distribution of compost bins and garbage disposal programs (disposal vouchers, garbage tags, etc.)

The identified regional waste reduction goal was achieved (on a regional basis) in 1999. As a member municipality in the region, Richmond has one of the highest recycling rates in the Lower Mainland. Richmond wishes to build on this success by ensuring continued participation in these recycling programs as well as encouraging further waste reduction practices to surpass the regional 50% waste reduction target.

The success of Richmond's programs depends on community awareness and educational programs designed to encourage participation and ensure appropriate recycling, waste reduction and environmental practices are followed. To achieve this, the City has developed a number of educational brochure materials. In some cases, brochures are translated into Chinese. These brochures include:

- an annual garbage and recycling collection schedule, which is distributed to all single-family residential households on an annual basis.
- blue box and multi-family recycling brochures.
- household hazardous products recycling and disposal information.
- garbage collection and yard trimmings collection service.
- various composting brochures.
- recycling depot brochures and various related program materials.

Purpose/Objectives

The purpose of this request for proposals is to engage the services of a consultant to assist with the development and preparation of program brochures. The successful proponent may also be requested to assist in the preparation of display and advertising materials.

The objectives are to promote waste reduction, recycling and environmental awareness throughout the community to achieve maximum waste reduction and environmental benefits. Community education about specific and appropriate behaviours and practices in these areas is also a key objective of this work.

5. Project Scope

Consultant Duties

The consultant will be required to work with City staff to develop and undertake graphic design and layout of program educational materials, coordinate printing, undertake required research, develop and write materials to be included, and undertake various coordination tasks, including artwork, photographs, delivery/distribution and other associated activities. The consultant may also be required to advise on standard messaging and develop standards for the overall appearance of community outreach materials.

The consultant will be required, as a minimum, to:

Work with Environmental Programs staff to coordinate all aspects of preparing new and updating existing brochures and other printed materials, including:

- carrying out required research as it relates to the information to be included in the brochures and printed materials,
- writing copy and text,
- coordinating translation services, where required,
- undertaking graphic design and layout,
- coordinating the development of artwork and photographs, as required,
- developing print-ready materials,
- developing specifications for printing,
- obtaining quotations for printing costs (in consultation with the City's Purchasing Department),
- coordinating and overseeing the printing process, including proof approvals, etc.
- making arrangements for delivery and distribution, as required.

Work on this aspect of the project is expected to be on-going with respect to information updates and preparation of new materials.

The consultant is expected to work closely with Environmental Programs staff on all aspects of the work. All work associated with this proposal must be approved by the Manager, Environmental Programs both in advance (for project commencement approval) and at completion (for project final acceptance).

The activities will be undertaken on an on-going and as-required basis, i.e. in conjunction with brochure re-prints, brochure updates, development of new brochure/ad/print materials (as identified in the communications strategy or in association with the development of new programs, etc.). This will require on-going work with the consultant on an as-required basis.

6. City Provided Items

The City will provide samples of all existing brochures, advertising and other related print medium. The City will also provide access, at the request of the consultant, to existing display materials, related program photographs.

The internet (web site) can be viewed at www.richmond.ca/services/recycling/about.htm.

7. Proposal Submissions

Proponents shall provide in their submissions a Corporate profile of their firm outlining its' history, philosophy and target market.

Identify the staff to be assigned to this project and their relevant experience and qualifications to this project.

Provide a priced methodology complete with a time allotment for each task in the approach you propose to employ to carry out the work, this shall form the basis for payments to the successful proponent. Supplement this with a schedule of fees for staff to be assigned to the project. These rates shall be the basis for adjustments to the value of the contract in the event the scope of work varies from that proposed.

Show what coordination and meetings the City will be required to provide.

Provide a minimum of three (3) client references from projects of a similar size and scope.

8. Project Schedule

The project is to commence as soon as possible in November 2006.

9. Ownership of Products

The City shall take title to and ownership of all materials and products developed by the Consultant, including reports, drawings, schematics, computer files, and designs developed, except those covered by copyright.

10. Working Agreement

The successful proponent will enter into a contract for services with the City based upon the information contained in this request for proposal and the successful proponent's submission and any modifications thereto.

Proponents may include their standard terms of engagement.

11. Evaluation Criteria

Proposals shall be evaluated to determine the best value offered to the City against conformance to the following criteria:

- methodology of work program proposed
- experience and qualifications of those staff to be assigned to the project
- cost of proposal
- references and interview



City of Richmond
 Business and Financial Services Department

Notice of No Bid

Note: Receipt of this completed form will assist us in calling for future bids. Please complete and submit this form prior to the closing date and time as shown on the Request for Quotation/Proposal/Tender form. Please remember to include Quotation/Proposal/Tender No. at right.

Quotation/Proposal/Tender No. **2953P**

A Quotation/Proposal/Tender is not being submitted for the following reason(s):

- | | |
|--|--|
| <input type="checkbox"/> We do not manufacture/supply the required goods/services | <input type="checkbox"/> Cannot obtain raw materials/goods in time to meet delivery requirements |
| <input type="checkbox"/> We do not manufacture/supply to stated specifications | <input type="checkbox"/> Cannot meet delivery requirements |
| <input type="checkbox"/> Specifications are not sufficiently defined | <input type="checkbox"/> Cannot quote/tender a firm price at this time |
| <input type="checkbox"/> Insufficient information to prepare quote/proposal/tender | <input type="checkbox"/> Insufficient time to prepare quote/tender. |
| <input type="checkbox"/> Quantity too small | <input type="checkbox"/> We are unable to competitively quote/tender at this time. |
| <input type="checkbox"/> Quantity too large | <input type="checkbox"/> We do not have facilities to handle this requirement |
| <input type="checkbox"/> Quantity beyond our production capacity | <input type="checkbox"/> Licensing restrictions (please explain) |
| <input type="checkbox"/> Cannot meet packaging requirements | <input type="checkbox"/> Agreements with distributors/dealers do not permit us to sell directly. |
| <input type="checkbox"/> Cannot handle due to present plant loading | <input type="checkbox"/> Other reasons or additional comments (please explain below) |

I / We wish to quote / tender on similar goods / services in future <input type="checkbox"/> Yes <input type="checkbox"/> No	Authorized Company Official – Signature and Title	Date
This space for City of Richmond Comments	Firm Name	
	Address	
	City	
	Province	Postal Code
	Telephone Number	