



**Contract 3880P**

**Communications and Education Consultant – Solid Waste and Recycling Services**

**1. Introduction**

The City of Richmond proposes to engage the services of a Communications and Education Consultant to prepare and develop communications plans, outreach activities and 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 “**3880P Communications and Education Consultant – Solid Waste and Recycling Services**” 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 12:00 pm, Noon, Local Time, Wednesday, March 31, 2010. 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Proposals may be withdrawn by written notice only provided such notice is received at the office of the City’s Purchasing Section prior to the date/time set as the closing time for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

Sumita Dosanjh

Buyer II – Contracting Specialist

Purchasing Department

City of Richmond

Telephone: 604-276-4097

E-mail: [purchasing@richmond.ca](mailto:purchasing@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 Metro Vancouver's Zero Waste Challenge, is to reduce the amount of waste disposed annually by 70%. The City of Richmond's waste reduction and recycling programs include:

- the Single-Family Blue Box and Multi-Family Recycling Cart programs,
- curbside collection of food scraps and yard trimmings
- a recycling depot,
- compost bin distribution program,
- community outreach program,
- several other initiatives including support of special events recycling, recycling design guidelines and garbage disposal programs (disposal vouchers, garbage tags, etc.)

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 meet the regional 70% 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 print materials and online resources, noteworthy materials and communications channels include:

- An annual garbage and recycling collection schedule, which is distributed to all single-family residential households on an annual basis,
- Brochures that presently include blue box and multi-family recycling brochures, household hazardous products recycling and disposal information, garbage collection, yard trimmings collection, composting, recycling depot,
- Various program materials including contamination stickers and display and advertising materials,
- Community workshops,
- Online resources posted on the City of Richmond website,
- Automated information line.

### **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 communications plans, outreach activities and 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 shall work with City staff to provide communications and support in the following areas:

- Planning of communications and education initiatives related to solid waste and recycling, as well as environmental programs

- Research and content development for communications and education materials
- Writing text
- Graphic design and layout
- Coordinating various communications and education tasks that may include sourcing artwork and photographs, developing delivery/distribution plans 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.

Specifically, the Consultant duties shall include but are not limited to:

1. Develop communications plans for 2010 and 2011;
2. Carry out required research as it relates to the information to be included in communications materials;
3. Revise Environmental Programs webpage navigation, refresh existing content and write new content;
4. Revised Environmental Programs automated information line, including navigation/tree structure, refresh existing content and write new content;
5. Write, design and produce brochures that address single and multi-family recycling and household hazardous waste;
6. Write, design and produce the annual garbage and recycling calendar;
7. Write, design and produce recycling guidelines;
8. Coordinate the development of artwork and photographs, as required;
9. Coordinate all related printing including developing specifications, obtaining quotations for printing costs (in consultation with the City's Purchasing Division), and overseeing the printing process, including proof approvals, etc.;
10. Make arrangements for delivery and distribution, as required;
11. Write and coordinate placement of newspaper advertising, as required;
12. Coordinate translation services, as required.

The Consultant is expected to work closely with Environmental Programs staff on all aspects of the work. All work associated with this proposal shall be pre-approved by the Manager, Fleet and Environmental Programs and at completion for project final acceptance.

The activities shall 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 plan 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 make available 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.

The website can be viewed at

<http://www.richmond.ca/services/recycling/aboutrg/service.htm>

## **7. Proposal Submissions**

Proponents shall provide in their submissions:

- (1) A Corporate profile of your firm outlining your qualifications for this project and relevant experience.

Please include three or five samples relevant to this project.

- (2) Identify the staff to be assigned to this project and their relevant experience and qualifications to this project. Highlight availability of staff for meetings with Environmental Program staff.

- (3) Provide a priced methodology complete with a time allotment for each task proposed. Do not include printing costs. This shall form the basis for payments to the successful proponent.

Supplement this priced methodology 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.

Please clearly indicate what contributions the City will be required to provide within the proposed methodology.

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

## **8. Project Schedule**

Timelines for the various items will be established on a project-by-project basis as determined jointly by the City and consultant representatives. Overall, the project is to commence May 1, 2010 and end April 30, 2012. The project/agreement may be extended for a total of up to 5 years.

**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 proponents submission and any modifications thereto.

**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
- local availability of 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.  
**3880P**

**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 <span style="float: right;">Postal Code</span>	
	Telephone Number	



This Agreement dated the [ ] day of March, 2010, at the City of Richmond, in the Province of British Columbia

Between:

City of Richmond  
6911 No. 3 Road  
Richmond, BC  
V6Y 2C1

(the "City")

And:

[ ]

(the "Consultant")

Whereas:

- A. The City is [ ] (the "Event or Project");
- B. The City requires a [ ] the Event or Project;
- C. The City issued a Request for Quotation [ ] for the supply and delivery of [ ];
- D. The Consultant is willing and prepared to deliver [ ];

NOW THEREFORE in consideration of the mutual covenants and agreements set out below, the parties covenant and agree as follows:

1. Responsibilities and Duties

1.1. The Consultant shall be responsible for the following as per Request for Quotation [ ]/Proposal [ ] and the Consultant's submission dated [ ]

- a) [ ]
- b) [ ]
- c) [ ]
- d) [ ]
- e) [ ]
- f) [ ]
- g) [ ]

h) ✪

- 1.2. The Consultant agrees to conduct himself professionally and with integrity so as not to embarrass or discredit the City throughout the performance of the duties and responsibilities set out in this agreement.

## 2. Compensation

- 2.1. In exchange for carrying out the duties and responsibilities set out in this agreement, the City agrees to pay to the Consultant, the amount of \$✪ plus GST per ✪ for the duration of the term of this agreement, but total amount of payments not to exceed \$✪ plus GST.
- 2.2. Once per month, commencing no sooner than ✪, the Consultant shall submit to the City a written statement of account and setting out a detailed summary of hours worked, meetings attended and the status of ✪ (the "Statement of Account").
- 2.3. The Statement of Account must show the amount of GST charged and include the Consultant's GST registration number and City Purchase Order number.
- 2.4. The City agrees to make payments to the Consultant within ten (10) working days of receipt of the Consultant's Statement of Account.
- 2.5. The Consultant shall, on a monthly basis, submit to the City a list of expenses incurred in carrying out the duties and responsibilities set out in this agreement and, upon approval of such expenses by the City, the City will reimburse the Consultant for such expenses.

## 3. Performance Standards

- 3.1. The Consultant is responsible for meeting the following ✪ targets:  
✪
- 3.2. The Consultant agrees to comply with following project deadlines:  
✪
- 3.3. The Consultant shall prepare a report to the City on a monthly basis indicating ✪ what targets have been met over the preceding month and the status of efforts in relation to the targets set out.

## 4. Benefits

- 4.1. The Consultant hereby waives all rights, claims, and entitlements whatsoever afforded to employees of the City pursuant to the Group Life Insurance Plan, Long Term Disability Plan and the Dental Plan and any other such benefits. The Consultant agrees to pay, as required by Federal or Provincial Statutes any payments for Income Tax, Workers Compensation, Unemployment Insurance, Canada Pension Plan, Superannuation and other such payments.

## 5. Independent Contractor

- 5.1. The Consultant is an independent contractor and no agency, joint venture, association, partnership, employer-employee relationship is created between the City and the Consultant.

## 6. Assignment And Subcontracting

- 6.1. The Consultant will not, without the prior written consent of the City, assign, either directly or indirectly, any right or obligation of the Consultant under this agreement.

- 6.2. No sub-contract entered into by the Consultant will relieve the Consultant from any of his obligations or impose any obligation or liability upon the City to any such sub-contractor.


## **7. Indemnity**

- 7.1. The Consultant agrees to indemnify and hold harmless the City, its agents, employees, and elected officials, against any damages, liabilities, or costs, including reasonable attorney fees and defence costs, arising from or allegedly arising from or in any way connected with any act or omission by the Consultant, his employees, officers, volunteers, servants, or agents, or persons for whom the Consultant has assumed responsibility, in the performance or purported performance of this agreement.

## **8. Insurance**

- 8.1. The Consultant shall, at his own expense, carry and keep in force during the term of this agreement, the following coverage.
- a) Professional liability insurance with a minimum limit of \$250,000.00 for each occurrence and \$500,000.00 aggregate.
  - b) Comprehensive general liability insurance with a minimum limit of \$2,000,000 per occurrence with a cross-liability clause.
- 8.2. The City may require a dedicated limit of the Consultant's professional liability policy be allocated to cover the Consultant's work while contracted by the City.
- 8.3. The City shall be added as an additional insured under the Consultant's comprehensive general liability insurance.
- 8.4. All insurance policies shall provide that they cannot be cancelled, lapsed or materially changed without at least 30 days' notice to the City.
- 8.5. Prior to the commencement of the services hereunder, the Consultant shall file with the City a copy of each insurance policy and certificate required. All such insurance shall be maintained until final completion of the service.

## **9. Representation**

- 9.1. The parties hereto agree that for all purposes hereunder the City shall be represented by the .

## **10. Ownership of Products**

- 10.1. The City shall take title to and ownership of all materials and products developed by the Consultant pursuant to this agreement, including reports, drawings, schematics, computer files, and designs developed, except those covered by copyright. All materials and products produced shall be provided to the City upon expiry of this agreement.

## **11. Confidentiality**

- 11.1. The Consultant shall not disclose any information provided by the City, specifically proprietary, sensitive, personal or confidential information or that developed resulting through the performance of this agreement to any other party without the express written consent of the City. All information provided to the Consultant or developed by the Consultant pursuant to this agreement shall be returned to the City upon the expiration of this agreement. The Consultant acknowledges that the City is subject to the Freedom of Information and Protection of Privacy Act of British Columbia.

## **12. Related Companies**

12.1. The Consultant shall not during the term of this agreement, perform a service for or provide advice to any person, firm or corporation where the performance of the service or the provision of the advice may or does, in the opinion of the City, give rise to a conflict of interest between the obligations of the Consultant to the City under this agreement and the obligations of the Consultant to such other person, firm or corporation.

## **13. Term**

13.1. This agreement is valid for the period commencing ☼ and ending ☼ (the “Expiration Date”), or such later date as may be mutually agreed upon.

## **14. Termination**

14.1. Notwithstanding any other provisions of this agreement, either party may terminate this agreement at any time upon at least two (2) weeks’ written notice delivered to the Parties at the addresses shown on the first page of this agreement, or such shorter time and in such a manner as may be agreed upon by the parties.

14.2. Notwithstanding the provisions of subsection 14.1, if in the opinion of the ☼, the Consultant has breached a material covenant, the City may cancel this Agreement immediately without notice.

## **15. Notices**

15.1. Any notices or other communications required or permitted hereunder shall be sufficiently given if delivered, or if sent by prepaid regular mail, to the addresses of the parties set out on the first page of this agreement, or to such other addressees as shall have been specified by notice in writing by either party to the other. Any such notice or communication shall be deemed to have been given, if delivered, and if mailed in Canada, on the fourth business day after the date of mailing.

## **16. Feminine/Masculine**

16.1. Wherever the singular or masculine is used throughout these Terms the same shall be construed as meaning the plural, the feminine or body corporate or politic where the context or the parties hereto so require and vice versa.

## **17. General**

17.1. This Agreement may be amended upon mutual agreement of the parties in writing.

17.2. This Agreement and the rights and obligations of the parties hereunder shall be governed by and construed in accordance with the laws of British Columbia.

17.3. This Agreement sets out the entire agreement of the parties and no representations, warranties or conditions have been made other than those expressed or implied herein. No agreement collateral hereto shall be binding upon the City unless made in writing and signed by the City.

The City and the Consultant Agree to these Terms the day and year first above written.

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Consultant

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City of Richmond