



Contract 3079P

CONSULTING SERVICES – MUSEUM FEASIBILITY STUDY

1. Introduction

The City of Richmond proposes to engage the services of a consultant to facilitate and document a detailed feasibility study for a new dynamic destination museum for the City of Richmond.

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 “**Contract 3079P – Museum Feasibility Study**” addressed to the Manger of Purchasing and Risk, will be received at the Information Counter, Main Floor, Richmond City Hall, 6911 No. 3 Road, Richmond BC V6Y 2C1, until 4:00 pm Tuesday, August 14, 2007. 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Proposals may be withdrawn by written notice only provided such notice is received at the office of the City’s Purchasing Section prior to the date/time set as the closing time for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.

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
Acting Supervisor
Purchasing Section
City of Richmond

Telephone: 604-276-4135
E-mail: purchasing@richmond.ca

3.2 Technical clarification shall be directed to:

Technical

Connie Baxter
Supervisor, Museum & Heritage Services
City of Richmond

Telephone: 604-247-8330
E-mail: cbaxter@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 Background

In 1992, the Richmond Museum moved into its present location in the Brighthouse Library/Cultural Centre occupying approximately 2000 sq. ft. of the original 8000 sq. ft. planned. Due to cost overruns the building capacity for all facilities was diminished and the Museum space was reduced. The community museum has since operated principally from this space with an offsite storage warehouse while running a significant amount of programs through outreach.

On June 11, 2007, City Council endorsed the Richmond Museum & Heritage Strategy vision, goals & objectives, dated May 2007, as a guide for developing the Museum & Heritage sector in the City. One of the goals in the strategy is to build a new dynamic destination museum.

A detailed Museum Feasibility Study is part of the next phase.

5. Project Objectives

The detailed feasibility study will provide the guidance for design, construction and operations for a new Museum in Richmond. It will define the market area and community needs, analyze current and projected demographics, competition, propose the product formula and forecast usage. It will determine potential financial impact both

capital and operating, outline potential funding sources, and provide planning parameters such as total land size needed, best location and types and sizes of spaces required.

6. Project Scope

To develop a detailed Museum Feasibility Study that is compatible with the City's Official Community Plan, Parks, Recreation & Cultural Services (PRCS) Master Plan, PRCS Facilities Strategic Plan and the Museum & Heritage Strategy.

Major components of the study are:

a) A Needs Assessment and Conceptual Plan

- definition of the market area
- analysis of demographic and socio-economic/lifestyle characteristics of both residents and visitors
- assessment of competition, community needs and current trends
- assessment of existing and recommended changes to all the functional areas of museum services (governance, staffing, exhibits, collections management, school & public programs, administration and networking within City-owned heritage sites)
- assessment of existing and recommended product formula (expansion of themes, messages & programs in the Museum & Heritage Strategy to include administration, exhibits and collections management)
- recommended spatial requirements for administration, exhibits, school & public programs and collections management and storage
- recommended ancillary spaces (i.e. Customer service, gift shop, outdoor spaces)
- recommended technical requirements for any museum building (i.e. environmental controls, loading, etc.)
- potential for co-location with other facilities
- attendance projections & operating capacity
- minimum building and land size required

b) Potential Sites and Area Evaluation

- opportunities and physical limitations or constraints
- travel patterns, access routes, traffic patterns and parking requirements
- surrounding development
- market proximity
- potential complementary and competitive facilities

c) Financial Analysis

- operating expenses including a 5 year proforma budget, including phasing
- revenue
- capital costs

- potential funding sources

Consultant Duties

- Outline the process and schedule for the Feasibility Study including proposed consultation with stakeholders.
- Assess existing staffing, functional and physical areas for museum services.
- Work with a Steering Committee to determine needs and strategic planning for museum services.
- Submit a draft Feasibility Study.
- Conduct a public process to gather information from the general public about the draft Feasibility Study, in particular areas concerning community needs and siting.
- Submit final report.

7. City Provided Items

- Access to existing resources and documents.
- A staff team to work with consultants.
- Stakeholder and other community contacts as required.
- Meeting space.

8. Budget

A budget of \$55,000.00 Canadian, including all applicable taxes, has been assigned to this project, including a final report and all associated costs.

9. Project Schedule

The project is to be completed by the end of March 2008, with work commencing as soon as possible in September 2007. A project schedule is to be submitted with the proposal.

10. Proposal Submissions

All proponents are required to provide the following information with their submissions, and in the order that follows:

- A Corporate profile of their firm outlining its history, philosophy and target market.
- A detailed listing of Museum Feasibility Study experience.
- A description of the consultant's understanding of the project objectives/outcomes and vision.

- A detailed project methodology explaining each project task including what will be expected of both the consultant and the City with respect to each task and how the tasks achieve the project objectives/outcomes.
- A detailed schedule of all activities, including milestones, project meetings, public consultation strategy, interim reports and progress reports required for this project.
- Team Composition – a complete listing of all key personnel who will be assigned to this project. This will include their relevant experience, qualifications for this project, roles and responsibilities, leadership, etc., in addition to their availability for this project.
- Provision of a priced methodology complete with a time allotment for each identified task 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.
- A minimum of three (3) client references from projects of a similar size and scope.

11. 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.

Proponents may include their standard terms of engagement.

12. Evaluation Criteria

Proposals shall be evaluated to determine the best value offered to the City against conformance, but not limited, to the following criteria:

- Understanding of project objectives/outcomes and vision
- Project Methodology
- Team Composition – Experience and Qualifications of those staff to be assigned to the project.
- Project Deliverables
- Value for Money
- References
- Interview (if required)



City of Richmond
Business & 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. **P**

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	



City of Richmond

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

Telephone (604) 276-4000

www.cityrichmond.bc.ca

August 2, 2007

File: 02-0775-50-3079/Vol 01

Business & Financial Services Department

Finance Division

Telephone: 604-276-4218

Fax: 604-276-4162

To Those Parties Receiving Contract 3079P
Consulting Services - Museum Feasibility Study

Dear Sir/Madam:

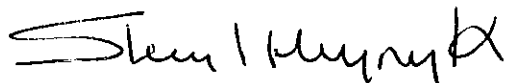
Re: Addendum #1 - Consulting Services - Museum Feasibility Study

Please be advised of the following answers to questions received regarding Consulting Services – Museum Feasibility Study:

- Q.1 In regards to the Potential Sites and Area Evaluation - does the City already have specific sites in mind? If so, how many are there to evaluate? or are the consultants working from a clean slate and expected to make their own series of recommendations as to potential sites?
- A.1 We are looking for a detailed set of criteria to measure any potential destination museum site against and apply the criteria to several specific sites supplied by the City. We are also open to the consultant recommendations of sites based on the criteria.
- Q.2 In Section 10 - Proposal Submissions - the 4th and 5th bullets state:
- A detailed project methodology explaining each project task including what will be expected of both the consultant and the City with respect to each task and how the tasks achieve the project objectives/outcomes. Is each bullet in the Project Scope considered to be a task? i.e. are there 20 tasks or 3 main tasks with areas to cover - the detail of which will be left up to the consultants?*
- A.2 There are three main areas - Needs Assessment & Conceptual Plan; Potential Sites Evaluation; Financial Analysis. However, in particular under the needs assessment there are some distinct tasks with, I would think, distinct methodologies and requirements. Please bundle them as make sense to you. We want to make sure that all of the subcomponents are addressed.
- Q.3 *A detailed schedule of all activities, including milestones, project meetings, public consultation strategy, interim reports and progress reports required for this project. Is this simply a recommended outline of a schedule or are further interim reports and progress reports a requirement for this project? Under **Consultant Duties** there is listed only one draft Feasibility Report and a Final Report for submission. Please clarify.*

A.3 The expectation for the Museum Feasibility reports is the draft and the final report. We are asking you to outline your proposed public consultation strategy, at which appropriate points you suggest meetings with the Steering Committee, milestones that are communicated to the City in some format, etc.

Yours truly,

A handwritten signature in black ink, appearing to read "Sheryl Hrynyk". The signature is fluid and cursive, with a large initial "S" and a stylized "H".

Sheryl Hrynyk
Acting Supervisor

SAH:sah