



# **TERMS OF REFERENCE AND REQUEST FOR PROPOSALS**

## **COMMUNITY IMPROVEMENT PLAN PROJECT**

**Issue Date:**

**Wednesday September 4, 2019**

**Proposal Submission Deadline:**

**Friday, October 4, 2019**

Town of Penetanguishene  
Planning and Community Development Department  
10 Robert Street West  
Box 5009  
Penetanguishene, Ontario  
L9M 2G2  
705-549-7453 ext. 215

**TOWN OF PENETANGUIHENE**  
COMMUNITY IMPROVEMENT PLAN PROJECT

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***TOWN OF PENETANGUIHENE***  
COMMUNITY IMPROVEMENT PLAN PROJECT

SECTION A

GENERAL INFORMATION

# **TOWN OF PENETANGUIHENE COMMUNITY IMPROVEMENT PLAN PROJECT**

## **Section A – General Information**

### **Scope of Proposal**

The Corporation of the Town of Penetanguishene invites proposals for the provision of consulting services to develop a Community Improvement Plan (CIP) for downtown and Main Street Penetanguishene and the preparation of incentive program guidelines to implement the CIP. The objectives of the project are to create a Community Improvement Plan that will: enhance the built form, initiate growth through private sector development, improve connectivity with adjacent neighbourhoods, create a sense of community and attract tourism to downtown Penetanguishene.

### **Terms of this Request for Proposals**

The Terms of Reference for this Project are set out in Section B of this document. The requirements of the proposal are set out in Section C of this document. All three sections comprise of the Request for Proposal (RFP) to prepare the Town's Community Improvement Plan.

### **Questions and Clarifications**

Proponents having questions and seeking clarification respecting the RFP shall do so in the following manner:

- a) Questions shall be submitted via email to the Director of Planning and Community Development, Andrea Betty, MCIP, RPP, at [abetty@penetanguishene.ca](mailto:abetty@penetanguishene.ca).
- b) Questions shall be submitted by 12:00 pm (noon) on **Thursday September 19, 2019.**
- c) Answers to all questions will be issued by a formal addendum to be released on Bids & Tenders, emailed to those posing questions and will be posted on the Town's website on **Monday, September 23, 2019.**

### **Addenda**

The Town may choose to issue addenda to provide clarification or additional information to interested parties. The Addenda will be distributed to all who have submitted questions, those who were provided the document and posted on the Town's website. Addenda will be distributed using the latest contact information provided; therefore the onus is upon the interested parties to ensure the Town has the correct contact information. It is the consultant's ultimate responsibility to ensure they have received all addenda.

### **Freedom of Information**

Any personal information required on the Submission Form is received under the authority of ***Municipal Freedom of Information and Protection of Privacy Act***. This information will be an integral component of the proposal submission.

All written Submissions received by the Town become a public record, once a Submission is accepted by the Town of Penetanguishene, and a contract is signed, all information contained in them is available to the public, including personal information.

Consultants are reminded to clearly identify in their Submission material, any specific scientific, technical, commercial, proprietary, intellectual or similar confidential information, the disclosure of which could cause them injury or damage.

Questions about collection of personal information and the Municipal Freedom of Information and Protection of Privacy Act, 1989, R.S.O. 1990, Chapter M.56, as amended, should be directed to: Town Clerk, Town of Penetanguishene, 10 Robert Street West, Box 5009, Penetanguishene, ON L9M 2G2

#### [Accessibility for Ontarians with Disabilities Act \(AODA\)](#)

In 2007, the Ontario Government adopted Ontario Regulation 429/07 respecting Accessibility Standards for Customer Service under the Accessibility for Ontarians with Disabilities Act (the "AODA"). All public sector organizations in Ontario, including the Town of Penetanguishene, must comply with this regulation by January 1, 2010. This Accessibility Standards for Customer Service regulation also applies to third parties that provide goods and services to members of the public on behalf of a public sector organization.

The Town of Penetanguishene requires all third party vendors to be compliant with the Accessibility Standards. To assist Vendors / Contractors with compliance with the AODA and the Accessibility Standards for Customer Service regulation, the Town of Penetanguishene has developed a booklet entitled "Understanding Accessible Customer Service ~ Vendors / Contractors". The booklet is available on the website at, [www.penetanguishene.ca](http://www.penetanguishene.ca); follow the link for Accessibility.

It is the Successful Respondent's responsibility to ensure that it is fully aware of, and meets all requirements under the AODA and associated regulations.

Further information on compliance can be found at the Ministry of Community and Social Services website:

<http://www.mcsc.gov.on.ca/mcss/english/pillars/accessibilityOntario/accession/compliance>.

**Upon award and prior to commencement of the work, the successful Respondent(s) must provide confirmation of completion of AODA training.**

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SECTION B

TERMS OF REFERENCE

# **TOWN OF PENETANGUISHENE**

## **COMMUNITY IMPROVEMENT PLAN PROJECT**

### **Section B – Terms of Reference**

#### **Context**

The Town of Penetanguishene is a lower-tier municipality within the County of Simcoe and located on the southeast shores of Georgian Bay, often referred to as North Simcoe or Huronia, approximately 165 kilometres north of the City of Toronto. The Town is noted for its small-town character, welcoming multilingual citizens, mix of housing and employment opportunities and a diverse natural landscape. Penetanguishene recognizes its rich cultural history, dating back over 400 years, comprised of English, French, Métis and Indigenous communities. The Town is comprised of both urban and rural areas with an approximate population of 9,000 as per the 2016 census. The Town offers a robust economy with focuses on manufacturing, health care, tourism and service industries as well as being home to the Waypoint Centre for Mental Health and the Central North Correctional Centre. The Town also sees a seasonal population of visitors and residents in the area and provides services to a broader population from the adjacent Town of Midland and Townships of Tiny and Tay.

In 2018, the Town reconstructed Main Street and significant public realm improvements were made. The intent of the Community Improvement Plan will be to foster private sector investments in local businesses to further enhance the public realm of Downtown Penetanguishene.

#### **Purpose**

The Town of Penetanguishene is issuing a RFP to solicit a qualified consultant to develop a Community Improvement Plan as well as incentive program guidelines to be implemented through the Community Improvement Plan for the Town of Penetanguishene. The purpose of the Community Improvement Plan is to:

- Facilitate growth while encouraging private sector investment;
- Enhance the quality of the public realm;
- Create a focus for community activities; and
- Beautify the waterfront and connect it to the downtown core.

#### **Project Area**

The project area generally includes all lands designated as Central Commercial in the current Official Plan of the Town of Penetanguishene. The map in Section D - Appendix shows the general proposed Project Area. A specific project area boundary will be determined as part of Phase One of the Community Improvement Plan.

#### **Scope of Work**

The Project is anticipated to start in late October 2019 with a completion date no later than the second quarter of 2020. It is anticipated that the Project will be undertaken in four major stages:

- Phase 1: Background Review/Study
- Phase 2: Proposed Policy Direction and Incentive Programs
- Phase 3: Draft Community Improvement Plan
- Phase 4: Refinement and Finalization of Community Improvement Plan

Further, the Project will result in two products:

- A Community Improvement Plan; and
- Incentive programs guidelines that can implement the Community Improvement Plan

It is required that the selected consultant will actively engage all stakeholders including Indigenous Communities throughout the process with each phase undergoing at least one (1) public consultation session in accordance with the *Planning Act*. It is also the responsibility of the consultant to use various consultation methods such as open houses, surveys, brainstorming workshops, information sessions etc. to ensure all appropriate groups have been consulted and appropriate feedback has been received. The Planning and Community Development department will be responsible for all correspondence and will provide necessary guidance to the selected consultant. Further, it is the duty of the consultant to explore emerging planning practices and incorporate such techniques into the Community Improvement Plan.

The following is a description of each proposed phase of the Community Improvement Plan and is intended to provide an overview of the process and describes, in a general way, the outcomes and deliverables of each phase of the project.

#### Phase 1 Background Review/Study

The intent of this Phase is to identify a specific project area and to identify current issues and challenges with the designated project area. Further, the intent of this Phase is to identify key themes that can be explored and implemented into the Community Improvement Plan. Such themes include, but are not limited to: signage, built form, topography, public art, connectivity, pedestrian access and sidewalk patios. A deliverable of this phase includes a Technical Memorandum detailing the strengths and areas of improvement in the Project Area.

#### Phase 2 Proposed Policy Direction and Incentive Programs

At the completion of Phase 1, the Technical Memorandum will assist in the identification on the proposed policy directions and potential incentive programs that can be implemented as part of the CIP. A public workshop would be a deliverable of this phase to review the strengths and weaknesses, discuss the policy direction as well as potential incentive programs. The workshop will be an opportunity for the public as well as Council to get engaged to identify any specific issues that they may have identified.

Following the workshop, a series of Technical Memorandum would be prepared identifying: structure and formatting, mapping and potential incentive programs. The Technical Memorandum would identify options, and provide a recommended approach

with a goal to obtain clear consensus and direction on the Community Improvement Plan.

#### Phase 3 Draft Community Improvement Plan

During this phase, the preparation of a Draft Community Improvement Plan will occur for the purpose of internal circulation, to agencies and stakeholders for review. An open house will be held in this Phase which will include a presentation on the Draft document. A deliverable of this Phase is the submission of a Draft Community Improvement Plan.

#### Draft 4 Refinement and Finalization of Community Improvement Plan

Preparation of the final Community Improvement Plan will be presented to Council for any additional refinements and then be considered by Council for adoption. The deliverable of this Phase is the submission of a Final Community Improvement Plan along with financial incentives to be implemented.

#### Consultation and Meeting Requirements

The Community Improvement Plan will be guided by the Planning and Community Development Department with assistance from various municipal departments as necessary.

The Planning and Community Development Department's role would be to:

- Provide technical input with regard to background study and proposed policy recommendations;
- Provide technical assistance and coordination for community engagement events, and to Council as necessary;
- Circulate and provide notices in accordance with local policies and the *Planning Act*.

The proposal must include a description of the number and type of meetings and consultation opportunities proposed:

- Meetings with Town staff and Council and their purpose and proposed outcomes; and
- Community Consultation meetings by number, type and proposed outcomes.

#### Available Information

The Town will provide: the adopted Official Plan, the in effect Zoning By-law, the Community Design Manual and any other documents as required.

#### Work Plan

The proposal must provide a work plan indicating the timing for conducting each phase of the project, the time allocation for each task, the cost of each of the phase broken down by task and the date of final submission to the Town.

## Project Budget

The overall project budget has been set at a maximum upset limit of \$25,000 taxes included.

## Deliverables

The selected consultant will be required to provide the following to the Town during the conclusion of the Community Improvement Plan project:

1. Fifteen (15) bound hard copies of all draft and Memorandums;
2. Fifteen (15) copies of the final Community Improvement Plan for adoption;
3. One (1) electronic PDF version of all draft and Memorandums;
4. One (1) electronic PDF version of the final Community Improvement Plan;
5. One (1) electronic copy in PDF, JPG, or TIFF or compatible version of all plans, illustrations, and/or drawings produced during the project;
6. All GIS information created as part of the project including all final schedules to the Community Improvement Plan.

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SECTION C

PROPOSAL SUBMISSION REQUIREMENTS

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**Section C – Proposal Submission Requirements**

**Required Proposal Format**

The Terms of Reference contains several sections all of which need to be addressed to have the proposal considered. Please ensure the finished document includes all of the required information. In order to receive uniform format of responses and information from all perspective consulting firms the following should be addressed and included in your submission:

- i. Five (5) hard copies and a USB of the proposal should be submitted including a letter of submission signed by an authorized representative of the consultant.
- ii. Proposals shall be less than 10 MB in size and shall be less than 50 pages in total length. Proposals shall be limited to standard letter format (21.59 cm x 27.94 cm). Cost Estimates and Work Plan/Timing may be in larger formats. **Proposals larger than 10 MB or longer than 50 pages in length will not be accepted.**
- iii. Proposals must outline the cost of conducting the review listed in the Terms of Reference both as a total price, total plus HST and cost per task format.
- iv. The proposal shall include a Work Plan/Timing for the review and the projected and expected time frame for the review.
- v. The proposal will include a summary of the Consultant’s professional information and history and relevant experience shall be included (a maximum of three (3) relevant experiences are required).
- vi. Proposals must be submitted with a minimum of three references listed for contact respecting recent and relevant projects.

**Evaluation Process and Criteria**

The review and selection of consultants will be done by the Planning and Community Development and the Chair and Vice Chair of the Planning and Development Services Section. The selection of a consultant is a competitive process and therefore the Town reserves the rights to accept or reject in whole or in part any or all proposals and cancel all or part of this RFP process for any reason at the sole discretion of the Town and to negotiate contracts with the selected consultant whose proposal is considered to be most acceptable to the Town. Proposals will be evaluated based on the following criteria and weight:

Degree to which the proponent responded to the RFP	30%
Qualifications/Experience of the Project Team	25%
Total Price/Cost	25%
Creative Approach to Consultation and Project Process	10%
Ability to Meet the Anticipated Schedule	5%
Innovative Approaches and Value Added	5%

## Interviews

Consultants may be asked to attend an interview with the Planning and Community Development prior to the final consideration.

## Assumptions and Contracts

The selected consultant will be expected to enter into a Contract with the Town addressing the full scope of the work and its obligations to perform the work in compliance with all applicable Federal and Provincial requirements and with the Town's Health and Safety requirements. The selected consultant will indemnify the Town from all costs, charges and expenses and other claims with respect to the job functions being carried out. This will include possessing and confirming:

- General Liability and/or Professional Liability Insurance.
- Automobile Liability insurance.
- WSIB Clearances (if required).
- Any other labour requirements of the Province.

## Contract Award

The final authority to award the Project rests solely with the Chief Administrative Officer of the Town of Penetanguishene. Consultants are advised that the lowest cost proposal, or any, will not necessarily be awarded the contract as the selection will be based on the evaluation criteria and cost is only one of the criteria. The Town will not be responsible for any preparation costs incurred by the Consultant submitting a proposal and will not pay for any travel expenses to participate in interviews or contract negotiations.

## Submission of Proposals

Proposals are to be submitted in hard copy format only with a USB having a digital version of the proposal. A letter of submission signed by an authorized representative of the Consultant to:

Town of Penetanguishene  
10 Robert Street West  
Penetanguishene, Ontario  
L9M 2G2  
Attention: Andrea Betty, MCIP RPP  
Director of Planning and Community Development  
Subject: Community Improvement Plan Proposal

The Town will not accept proposals in any other format. It is the responsibility of the Consultants to ensure that the proposal has been received and all documents required have been submitted. Submitting a proposal confirms and certifies that the prospective consultant has read and fully understands and accepts the terms of the RFP and its requirements.

### Submission Withdrawal or Alteration

Any Submission may be withdrawn in writing or in person by an authorized representative prior to the scheduled time for Submission Closing, or authorized postponement thereof. Submissions received after the date and time of closing will not be considered.

### Submission Deadline

Proposals must be received by 12:00 p.m. (noon) on **Friday, October 4, 2019**. Proposals received after this deadline will not be considered.

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SECTION D

APPENDIX

**TOWN OF PENETANGUISHENE**  
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**Section D – Appendix**

