



**REQUEST FOR PROPOSALS:
ECONOMIC DEVELOPMENT PLAN**

For the Town of Smithers

RFP Number: ECDEV2023-01

**Request Issue Date: Friday, July 28, 2023
Closing Date: 4:00 pm, Monday, August 28, 2023**

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DEFINITIONS

Throughout this Request for Proposal, the following definitions will be used:

- “*BR&E*” means Business Retention and Expansion initiatives;
- “*Consultant*” means the person(s), firm(s), or corporation(s) appointed by the Town to carry out all duties, obligations, and services outlined in this RFP. Both “*Consultant*” and “*Proponent*” are complementary in terms of duties, obligations, and responsibilities at the RFP stage, through the evaluation process and performance of the services;
- “*IAP2*” means the International Association for Public Participation;
- “*Plan*” “*Project*” means the Town of Smithers Economic Development Plan;
- “*Project Manager*” means the Town staff member appointed to coordinate the Plan work;
- “*Proponent*” means Economic Development consulting firms responding to this RFP;
- “*RDBN*” means the Regional District of Bulkley-Nechako;
- “*Review Committee*” means the internal review committee consisting of a minimum of two (2) staff from the Economic and Development Services Departments, determined by the Town to review and score shortlisted proposals;
- “*RFP*” means this Request for Proposal;
- “*Shall*” “*Must*” “*Will*” means a requirement that must be met;
- “*SWOT*” means a Strengths, Weaknesses, Opportunities, and Threats analysis; and
- “*Town*” means Town of Smithers.

1. PURPOSE

The Town of Smithers is seeking proposals from qualified consulting firms to develop a comprehensive Plan. The scope of the project will include but not be limited to, achieving a framework that is conducive to attracting and retaining diverse investment to create employment, expand the municipal tax base, and create a resilient local economy.

By serving as a decision-making tool, the Plan will inform priorities and investment decisions made by the Town, businesses, non-profit groups, and other stakeholders, and will enhance community well-being, economic prosperity, and position Smithers as a great place to live and do business. The Plan will focus on a community-centred engagement process that will build upon existing assets. Embracing principles of sustainability and collaboration, the Plan will identify opportunities to work effectively with neighbouring jurisdictions and local First Nation communities toward a shared economic future. This Plan will provide a summary of recent economic impacts to date and will compel inspiration for future economic prosperity.

The selected firm will have expertise in economic development, placemaking, community engagement, sustainable development, economic resiliency, and community economic development. This RFP document intends to provide a general overview of the work required as part of this project. The expected time to complete the project is ten (10) months after project initiation.

2. BACKGROUND

Set against the backdrop of Hudson Bay Mountain, the Town of Smithers is a small mountain community in the Bulkley Valley Region of Northwest British Columbia. The Town is located approximately midway between Prince George and Prince Rupert and forms part of the Gitdumden Clan's and the Wet'suwet'en people's traditional ancestral territory. With abundant economic opportunities for activities throughout the year, Smithers is a "Town for all Seasons" and has a reputation as an exceptional place to live and work. The Town's pedestrian-friendly streets, mountain-themed building façades, and vibrant culture present a unique rural example of a thriving northern community, drawing thousands of visitors every year.

With a compact, vibrant downtown core and a population of 5,400, Smithers is the Bulkley Valley Region's economic, recreation and cultural hub, serving approximately 25,000 people. Census statistics and recent studies highlight that Smithers has a diversified economy, including the sectors of forestry, mining and exploration, healthcare, government services, education, retail, and tourism. These diversified sectors provide opportunities for cluster development and a transferable regional labour base. The variety of businesses in the community, along with ample public spaces and commercial nodes, places Smithers as a top destination for business and resident relocation in Northern BC. Due to the fluctuation of the Natural Resource Sector in Northern BC, the Plan should focus on creating a diverse and resilient community with overall goals for business retention, expansion, and attraction.

The Town has a scarce availability of land within the Town boundaries and is set to attract more developments with a focus on density and optimizing underutilized land in the future. The land scarcity within Town boundaries is highlighted in the land zoned for housing, light industrial, and downtown retail. As such, preparing the Plan for the Town must ensure future planning is recognized for the future developments and economic influxes in the local economy.

With a history of Economic Development provided both in-house and externally, the Town, through the creation of this Plan, can bring community voices with common interests together for a shared economic vision. The current economic landscape in Smithers identifies a need for this Plan and suggests the necessity for strengthening existing assets and building new initiatives to support a framework focused on equity, inclusion, sustainability, development, and a place-based approach that benefits the whole community.

3. OBJECTIVE

The goal of the Project is to develop a comprehensive Plan that is clear, concise, and easily understood, with implementable recommendations and action items that will guide the Town's decision-making over the subsequent 5-year period. Guided by an inclusive, flexible, and meaningful community engagement process, the Plan will reflect the needs and desires of all members of the community. The Plan should serve as a compelling summary findings document.

The Objectives of the Plan include:

- i. Define the vision, goals, and objectives for the provision of the Town Economic Development services aligning with Council's priorities, reflecting the varied needs, interests, and priorities of the community;
- ii. Complete a community assessment of the existing assets in the local economy, including both private and public features;
- iii. Based on the assessment, determine the current and future economic priorities of the community, identify opportunities for enhancing the local economy and developing place-based Economic Development initiatives;

- iv. Assess the economic partnerships in Smithers, including the Office of Wet'suwet'en, School District 54, Coast Mountain College, Community Futures Nadina, Smithers and District Chamber of Commerce, and Tourism Smithers, to identify opportunities for strengthening the existing relationships and creating new economic opportunities;
- v. Support local economic competitiveness and vitality with a focus on data analysis, in residential, commercial, and industrial areas within Town;
- vi. Ensure strategic coordination of the Town's Economic Development initiatives along with the regional Economic Development services provided by the RDBN, Northern Development Initiative Trust, the Province of BC, and the Government of Canada;
- vii. Create prioritized short-term, intermediate, and long-term action items to guide economic community investments in the community; and
- viii. Develop recommendations and an implementation strategy that will support sustainable development in the community through both short-term and long-range initiatives while maximizing community and regional benefits. These recommendations will highlight the benefits of collaboration in community economic development, economic investment, placemaking, and support growing the economic pie in the community.

4. PRINCIPLES

The following principles will provide the foundation for implementing this Plan:

- Community Wellbeing
- Economic Resiliency
- Diversity, Equity, & Inclusion
- Sustainability
- Business Expansion
- Placemaking
- Sector Diversification
- Infrastructure & Land Use Efficiency

5. COMMUNITY ENGAGEMENT

The preparation of the Plan will be guided by an organized and community-centred process. A transparent, equitable, and innovative public participation process, which will effectively allow for all sections of the community, including youth and underrepresented individuals, will be an essential component of the Project.

The diverse businesses in the community continue to have a strong entrepreneurial mindset and are a large factor counter to challenges faced by other small communities with single-industry local economies. The COVID-19 Pandemic and the subsequent decline in social and community engagement raise challenges to ensure meaningful public participation. The Town acknowledges the concerns of residents who, for health reasons, may not feel comfortable attending the in-person engagement options. Hence, it is necessary that the Project deploys an innovative and flexible community engagement framework, including a detailed Communications Plan, to provide engagement opportunities for all sections to contribute to the plan development process actively.

Proposals must outline a detailed overview of how the community, stakeholder groups, Council, and staff will be engaged at various stages during the creation of the Plan. Proponents shall outline the tools to be implemented as part of the Project's consultation and engagement. The proposals must include sufficient time to ensure meaningful engagement and quality feedback. The Town strongly encourages Proponents to include an education component in the engagement plan to help the community understand the significance of the Plan and the incorporation of their feedback.

6. SCOPE OF WORK

This section provides a list of tasks that the successful Proponent is expected to complete as part of the Project. Proponents are encouraged to present their own unique solution to producing a comprehensive Plan based on best practices and areas generally covered in a Plan document, while addressing the principles identified above. The work plan should appropriately integrate the use of electronic technology to ensure effective and inclusive communication and stakeholder engagement in a cost-feasible manner. The major project tasks include:

6.1 Outreach and Engagement

The successful Proponent will:

- i. Develop and administer a robust public engagement process, Communications Plan, and measure community engagement and deliverables. Each community/stakeholder engagement activity should be customized to achieve the project goals and objectives identified;
- ii. Identify, consult, and engage with parties involved by organizing and facilitating in-person and virtual meetings and other engagement activities. At a minimum, this shall include:
 - Town Council, staff, residents of the Town and immediately surrounding area;
 - Local stakeholder groups, including community associations, local businesses owners, indigenous communities, education providers, and local non-profits;
 - Staff responsible for Economic Development in the community, local First Nations, and business support organizations; and
 - Youth and young adults in the community, who are a prime focus for resident retention and Welcome Home campaigns. The Proponent is encouraged to work closely with local education institutions and provide creative youth-based approaches to inspire participation in the Plan.
- iii. Meet with the Town's Project Manager and team throughout the course of this Project to finalize project parameters, understand community issues, and to develop the Plan;
- iv. Use creative and innovative public engagement strategies, such as those identified through IAP2, including electronic engagement platforms, to ensure that the project offers various measures to reach out to those who are less civically engaged, residents of different ages and demographics, and those who face barriers to public access for various reasons;
- v. Consider deploying and administering an online engagement tool that can be linked from the Town's website to share Plan updates and engagement opportunities;
- vi. Prepare all engagement materials, including handouts, infographics, maps, agendas, displays, public notices/advertisements, and other materials necessary for conducting the project meetings, workshops, presentations, Project webpage, and social media content;
- vii. Provide visually appealing infographics and documents as a part of the engagement process and Plan. The Town is seeking visuals that highlight the Plan, consistent with Town branding;
- viii. Discuss with staff communication strategies for promoting engagement activities and prepare engagement summary reports at various stages of the Project; and
- ix. Prepare and deliver presentations to Town Council, and staff at various stages of the Project, for discussion and feedback.

6.2 Research and Background Analysis

The Consultant will review background documentations and share details on established standards and practices to contextualize the issues of unique concern to the Town. The review and analysis process will contribute to building upon prior plans and help stakeholders to develop a common understanding of the context surrounding Economic Development in Smithers. Information from these reports and data sources will be integrated appropriately into the policy discussion sections of the Plan. This will include:

- i. A review of the relevant Town plans and policy documents to understand the Town's economic landscape and past projects;
- ii. Review of the general local trends and best practices in Economic Development, including performance measures and comparison of relevant benchmarks from comparable communities;
- iii. Analyze local bylaws, processes, and regulations and provide recommendations on customized programs, where necessary and appropriate, to support sustainable economic growth and diversification;
- iv. Research economic assets and the competitive advantage, through a SWOT assessment of the local economy, with proposed activities and programs, to be incorporated into the Plan;
- v. An analysis of the current and projected statistics to identify gaps in the local economy; and
- vi. Review of available funding and financing strategies that are available for funding future developments and projects.

6.3 Define Plan Vision, Goals, and Objectives

Incorporating key Plan principles (see 4.0) to establish a vision statement, goals, and objectives of the Plan. In this process, the Consultant will consider best planning practices, community feedback, and the unique needs of Smithers.

6.4 Develop Recommendations, Priorities, and Implementation Strategies

Develop a Plan that includes strategies, priorities, and an analysis of funding opportunities for the short, intermediate, and long-term for Economic Development projects and services. The Plan should prioritize strategies by their level of community impact on employment, social wellbeing, and place-based outcomes and shall include:

- i. Prioritizing recommendations for a Business Attraction Strategy as part of the overall Plan;
- ii. Ensuring a mixed approach of BR&E with business attraction initiatives. Demonstrate the importance of existing local businesses and retention strategies vital to the local economy;
- iii. Estimating costs to implement recommendations, including startup and ongoing cost;
- iv. Investigating opportunities for private sector involvement through public-private partnerships;
- v. Prioritizing recommendations for infrastructure asset replacement to meet the future development needs of the community;
- vi. Recommending solutions to improve business connectivity, accessibility, inclusion, and enhance business cluster collaboration;
- vii. Providing recommendations to create materials and resources to establish an entrepreneurship-friendly climate to encourage business start-ups. Consider the role these new businesses have in the local economy with both direct and indirect benefits to the community;

- viii. Compiling feedback from engagement sessions with Council and Town staff to identify and prioritize key sectors for business attraction;
- ix. Providing creative recommendations for designing space for businesses to relocate and expand, while reducing barriers where appropriate; and
- x. Developing guidelines to inform community investment in new Economic Development amenities and infrastructure programs, based on analysis, community input, and other considerations.

7. DELIVERABLES

Over the course of this Project, the successful Proponent will be responsible for providing the Town with the following items:

- i. A comprehensive Engagement Plan providing details of the proposed engagement activities, including scope, duration, and resource considerations;
- ii. A detailed Communications Plan providing details of each communications campaign, strategies proposed, target audience, platforms utilized, and resource considerations;
- iii. Materials for distribution to update online and printed platforms. This will include regularly updating the Project webpage hosted on the Town's official website;
- iv. A Baseline Report, which will provide a background to the Plan development process by providing a review and analysis of the Town documents relevant to the Project, the Town's economic statistics, the current state of Economic Development services in the community, and next steps;
- v. A review with aggregated information on the growth potential of current economic sectors and identify economic hubs, including a Workforce Gap Analysis;
- vi. Both Engagement and Communication Summary Reports at various phases of the Project. The Consultant will finalize the summary reports based on staff comments on draft reports. The final reports shall be uploaded on the Project webpage for public information; and
- vii. Final Plan to be presented to the public & Council, including statistics and other information, in digital format. The final report shall identify the methodology and criteria used in the development of the Plan, detail existing gaps, and identify community economic needs. The Plan will include cost implications of implementing the Plan and a prioritized funding strategy. A separate Appendix with any additional information or individual engagement received will be provided in a .xls format. With the final report, the Consultant shall provide infographics and marketing material to highlight the Plan and main themes identified.

The Town will have ownership rights of all materials that the Consultant will create in this Project, including any Project-specific information that may be hosted via any digital platform accounts owned and managed by the Consultant.

8. ROLE OF TOWN STAFF

The successful Proponent is expected to be completely self-reliant in accomplishing the tasks associated with this RFP. The Town will identify a Project Manager staff member who will assist the Proponent in the following tasks:

- Sharing relevant documents and information available from the Town;
- Supporting engagement activities, including meetings with Council or other Town staff;

- Sharing Project-specific information and engagement materials prepared by the Consultant with stakeholders identified;
- Sharing and promoting Project-specific details and community engagement events through the Town’s official website, social media channels, radio, and the local newspaper; and
- Providing timely feedback for improvements, including comments on community engagement materials or any documents prepared by the Consultant at various stages of the Project.

9. TIMELINE

Provided below is the anticipated timeline for completing this Project:

Request for Proposal Issuance	July 28, 2023
Deadline for Submission of Proposals	4:00 PM, August 28, 2023
Proponent Selection/Contract Award	September 1, 2023
Anticipated Project Start Date	September 5, 2023
Report to Council	December 2023
Draft Report Submission and Review	June 1, 2024
Council Presentation of Final Plan	June 30, 2024

The Town values realistic deadlines, which will enable the Project team to develop a comprehensive Plan through a meaningful, community-focused engagement process.

10. PROJECT BUDGET

The Town Council has approved a budget of \$30,000 for completing the Plan. This amount is inclusive of all Consultant salary costs, general and overhead expenses and disbursements, including costs associated with promoting and organizing community engagement events, newspaper/radio advertisements, but excludes GST.

Payments will be made in accordance with the terms and conditions of the Professional Service Agreement to be entered between the Consultant and the Town. The Consultant shall be solely responsible for effectively implementing the project proposal; as such, the Town shall not be responsible for covering any costs incurred toward fixing errors or omissions in implementing the Project Proposal.

No over-expenditure or timeline extension will be permitted without prior written authorization from the Town’s Project Manager.

11. PROPOSAL CONTENTS

RFP submissions must contain the following information in the order and format listed below:

- a. **Cover Letter** that includes all the following information:
 - i. Proponent’s name, address, phone number, email, and website;
 - ii. A purpose statement describing the Consultant’s understanding of the required services;
 - iii. The name, title, address, phone number, and email address of the person or persons authorized to represent the Proponent regarding all matters related to this RFP;

- iv. A statement affirming the Proponent's ability to comply with the contract provisions as outlined in the Town's RFP; and
 - v. Signature: The cover letter must be signed by a person or persons authorized to bind the Proponent to all commitments made in the Proposal.
- b. **Proponent Qualifications and Experience:** This shall include:
- i. A summary of the company/Consultant's background, area of expertise, and relevant background experience in conducting similar projects;
 - ii. Curriculum Vitae of key personnel, demonstrating expertise in relation to the scope of potential work; including relative degrees, licenses, and certifications;
 - iii. Abstracts and references for at least three (3) past projects similar in scope of this Project. Only include projects that were substantially completed either by the same team or key team member(s) within the past five (5) years;
 - iv. Summary profiles of supporting team members indicating relevant experience, qualifications, notable professional achievements. Proponents shall list any subcontractors or sub-consultants they intend to work with on this Project and provide a similar summary; and
 - v. Provide a project organization chart and a table outlining the role(s) assigned to each team member and the anticipated hours of each member.
- c. **Work Plan:** A comprehensive Work Plan that will enable the Proponent to meet the Project objectives. The Work Plan will include the following:
- i. A description of the overall methodology and approach to the Project, including the objective and scope of work to be performed and how the proposed approach would meet the Project requirements;
 - ii. Description of the proposed consultation and community engagement approach that will be implemented in completing this Project and explain as to how the recommended approach will meet the objectives of this Project. Including a high-level consultation and engagement plan sample is strongly recommended; and
 - iii. A description of the work that will be undertaken to meet the project objectives, including a description of the proposed engagement approach to be completed and the list of deliverables at various stages.
- d. **Project Schedule** that will:
- i. Illustrate how tasks fit within the Project timeline and relate to appropriate milestones and Project deliverables;
 - ii. Include details on estimated labor hours and time requirements for completing each task; and
 - iii. Be mindful of the Town's considerations and financial constraints.
- e. **Proposed Project Fee:** In addition to the overall project costs, the Consultant must submit:
- i. Detailed costs for each task and subtask identified in the work plan;
 - ii. Identify other costs to be charged by the Proponent to complete the Scope of Services. Eligible disbursements shall include the costs of printing and reproducing, drawings, reports, travel, accommodation costs, and any out-of-pocket expenses incurred towards implementing the Proposal;

- iii. A schedule of rates for all key personnel and supporting team members. The same cost proposal detail is required for sub-consultants as well;
 - iv. Contingency cost -- this amount will not be a part of the proposed Project fee; and
 - v. Approximate costs associated with organizing and promoting engagement activities.
- f. **Other details:** Any other necessary information that may assist Town staff in evaluating the proposal submitted. For instance, the Consultant may identify the types of information, data, staff resources, and assistance expected from the Town over the term of this Project.

12. GENERAL PROPOSAL SUBMISSION REQUIREMENTS

The electronic version of the Proposals submitted via email in PDF format must meet the following general submission requirements:

- i. Emailed to ecdev@smithers.ca, with the subject line “**Proposal for Smithers Economic Development Plan**”. Alternatively, hardcopy proposals for this RFP may be submitted to:

Will George, Economic Development Officer
Town of Smithers
PO Box 879,
1027 Aldous Street
Smithers, BC. V0J 2N0

Hard copy submissions must include one (1) copy of the proposal in a sealed envelope marked “**Proposal for Smithers Economic Development Plan**”.

- ii. Received no later than **4:00 pm (PDT) on Monday, August 28, 2023**;
- iii. Not more than 20 numbered pages in length, exclusive of the front cover, back cover, table of contents, cover letter, references, and Curriculum Vitaes;
- iv. Font shall be “Arial” and no smaller than “10 point”; and
- v. All pages of the document shall be Letter sized (8.5” X 11”).

It is the sole responsibility of the Proponent to ensure that the Town receives their Proposal prior to the closing time and date.

13. PROPOSALS MODIFICATION, WITHDRAWAL, & LATE SUBMISSION

Modifications to submitted proposals may be allowed only if a written request is provided to the Town prior to the proposal submission deadline, or when requested by the Town for technical reasons.

Proponents may withdraw submissions by written request up to 24 hours after the deadline stated in section 12 of this RFP.

Proposals and modifications received after the stated submission deadline shall not be considered for evaluation. The Town is not responsible for late deliveries due to technical issues or other unexpected circumstances.

14. EVALUATION AND SELECTION CRITERIA

Staff will conduct a screening of all proposals properly received before the deadline to ensure that they are complete and meet the minimum requirements of this RFP. Subsequently, all the complete, eligible proposals will be reviewed by the Review Committee.

Proposals will be evaluated based on the criteria provided on Schedule “A” of this document. The six key assessment criteria are:

- Project understanding and methodology (35 points)
- Proponent’s work experience and past work performance (20 points)
- Project timeline and availability (10 points)
- Local Knowledge (10 points)
- Proposal Quality (10 points)
- Fees (15 points)

Note that the Project fee is only one of the several factors to be considered; as such, proposing the lowest project fee does not guarantee success in the evaluation process.

Where more than one proposal receives the highest score, the Town may request Proponents to submit additional information to help in determining the most suitable Proponent for this Project.

The Review Committee will shortlist and rank proposals in the order of scores secured and recommend to Town Council, in writing, to award the Project’s contract to the Proponent with the highest score.

The decision taken by Council shall be final. Staff shall notify all Proponents of the Council decision, within two (2) business days after the above-stated Council meeting.

15. PROFESSIONAL CONSULTING SERVICE AGREEMENT

The successful Proponent will enter into a Professional Service Contract with the Town that outlines the mutually agreed upon scope of work, project cost, and other terms related to the services provided by the successful Consultant.

The Town will have the right to negotiate with the successful Proponent over the final terms and conditions of the contract in the best interest of the Town and the community. The primary objective of the negotiations is to maximize the Town’s ability to obtain the best value, based on the requirements and evaluations relating to this RFP. If an agreement cannot be reached between the successful Proponent and the Town, the negotiations will be terminated, and similar negotiations will occur with the next-ranked Proponent on the list.

16. CONFLICT OF INTEREST

It is the responsibility of the Proponent to identify current and proposed conflict of interests that the firm, or individuals in the firm, has. The Proponent must outline a strategy to effectively mitigate the conflict of interest issues identified over the course of the Project for which this RFP is issued.

The Town reserves the right to disqualify a Proposal on the ground of an existing or potential conflict of interest regarding the Proponent and the intended Project.

The Proposal submitted to the Town shall have original content, prepared by the Consultant (and team) in a fair manner, without collusion or fraud.

The successful Consultant shall work in the best interests of the Town and ensure the successful and timely completion of the Project.

16.1 Gifts and Donations

Proponents will ensure that no representative of the Proponent will offer or extend any entertainment, gift, gratuity, discount, or special service, regardless of value, to any employee of the Town.

17. INQUIRIES AND ADDENDA

If a Proponent has any questions about this RFP, including the proposed scope of work, or finds an error, inconsistency, or ambiguity in any of the RFP content, the Proponent must submit a request for clarification or correction, by email, to Will George, Economic Development Officer, at ecdev@smithers.ca. Requests for clarifications or corrections must be submitted before **4:00 pm (PST), Monday, August 28, 2023**.

Clarifications and corrections on the RFP will be made by addendum posted on the Town's BC Bid Webpage; any addendum published will be regarded as part of the RFP and will be incorporated therein. It is the responsibility of the Proponents to review and address any addenda posted on the BC Bid webpage prior to the submission of the final proposal.

18. OTHER INFORMATION

The issuance of this RFP and the acceptance of a Proposal do not constitute an agreement by the Town to pay for the costs incurred in the preparation of a proposal submitted in response to this request and, where applicable, to cover costs associated with the subsequent negotiation process.

Proponents are responsible for reviewing all sections of this RFP and are expected to make all necessary inquiries and reviews prior to submitting a Proposal.

Proponents are responsible for ensuring that they receive any and all addenda that the Town may issue in conjunction with this RFP from time to time.

All proposals submitted to the Town in response to this RFP will become the property of the Town.

All proposals are confidential and will be so treated. The information outlined in this RFP must be held in confidence by recipient firms.

All proposals must be firm offers and valid for sixty (60) calendar days following the last day to accept proposals.

The Consultant will be required to hold a valid Town of Smithers business licence for the duration of the project and will be required to produce a copy of the business licence on or before the commencement of the project.

The Town reserves the right to:

- Reject any or all proposals;
- Decline to go forward with this RFP or reissue the RFP;
- Extend the proposal submission deadline;
- Request more information from any/all Proponents;
- Reject any Contractor or subcontractor proposed by the Proponent; and
- Accept the proposal deemed most favorable in the interest of the Town.

Unless specifically outlined in the proposal, the services or any part thereof may not be sub-contracted, transferred or assigned to another firm, person, or company without the prior written authorization of the Town.

SCHEDULE A: PROPOSAL ASSESSMENT CRITERIA

Assessment Criteria	Description	Score
Project understanding and methodology	<ul style="list-style-type: none"> • Workplan meets the Project scope and timelines 	10
	<ul style="list-style-type: none"> • Suitable and comprehensive methodology 	10
	<ul style="list-style-type: none"> • Creative, feasible community engagement approach that supports equity, inclusion, and diversity 	10
	<ul style="list-style-type: none"> • Respectful of Town’s considerations and constraints 	5
Work experience and past work performance	<ul style="list-style-type: none"> • Demonstrated expertise of key personnel in relation to the scope of this Project 	10
	<ul style="list-style-type: none"> • Past Projects (mostly) completed by the same team 	5
	<ul style="list-style-type: none"> • Recent references from comparable Projects 	5
Project timeline and availability	<ul style="list-style-type: none"> • Proposed schedule/timeline and availability to complete the Project within the given timeline (including times that the Consultant would not be available and will be involved in other projects that could potentially interfere) 	5
	<ul style="list-style-type: none"> • Availability to attend in-person engagement sessions and important meetings, when necessary 	5
Local knowledge	<ul style="list-style-type: none"> • Experience undertaking projects with similar scope of this Project in Northern BC 	5
	<ul style="list-style-type: none"> • Knowledge on the local community including past experience working with the Town 	5
Quality of proposal	<ul style="list-style-type: none"> • Responds to the need of the RFP (completeness and clarity) 	5
	<ul style="list-style-type: none"> • Quality and organization of contents 	5
Fees	<ul style="list-style-type: none"> • Project cost within budget 	5
	<ul style="list-style-type: none"> • Value of Proposed Services, including cost breakdown by tasks and personnel 	5
	<ul style="list-style-type: none"> • Proposed budget for the amenity-specific plan(s) 	5
TOTAL		100