



Town of Antigonish & Municipality of the County of Antigonish

Request for Proposals: Community Engagement Liaison

September 2021

1.0 Purpose

The purpose of this Request for Proposal is to hire an individual or firm to lead and coordinate a comprehensive community engagement process for the Town and County of Antigonish. The community engagement sessions should include a series of in-person information sessions (10-15 sessions) with the Mayor, Warden and Councils throughout Antigonish Town and County, along with pop-up information booths in various community locations, as well as an information campaign that includes print and digital collateral. The successful individual or firm would also be responsible for documenting feedback from residents and community stakeholders. Prior to the community engagement sessions, the successful individual or firm would lead Town and County Councils through a facilitation process to identify a series of guiding principles, which will serve as the foundation of the community engagement discussions.

2.0 Background

On September 13, 2021, municipal Councils from the Town of Antigonish (the Town) and the Municipality of the County of Antigonish (the County) each passed a motion to work with Nova Scotia's Department of Municipal Affairs to explore consolidation of the two municipal units into one. Following these motions, the Town and County are seeking an individual or firm with the expertise to lead Council through a facilitation process to develop a set of guiding principles that illustrate the collective vision of both Councils. The individual or firm will also lead Council and staff through a substantial community engagement process as part of the exploration of consolidation. The Town and County would be looking for an individual or firm to develop, coordinate, and execute an engagement plan through a range of communication channels that would give residents and community stakeholders a forum to learn and provide their feedback on the consolidation of Antigonish into a regional government structure.

The Town and County of Antigonish have a long and proud history of success and providing high quality service to those who live and work in the community. Over the past few years, the Town and County have made significant strides and strengthened their relationships, establishing a trusted partnership that builds on that history of success and service between the two municipal units.

Together, the Town and County have been able to invest and build new infrastructure, host large events like the 2018 National Special Olympics and the Provincial 55+ Games, as well as improve municipal services and programming through greater coordination. The Town and County have seen their joint success grow with the relationships they have built with StFX University, St. Martha's Regional Hospital Foundation, as well as with community groups like Antigonish Community Transit, Antigonish Affordable Housing, Keppoch Mountain, and the People's Place Library, to name a few.

Visit the [Municipality of the County of Antigonish's website](#) to learn more about the history, structure, and services provided by the County.

Visit [the Town of Antigonish's website](#) to learn more about the history, structure, and services provided by the Town.

3.0 Scope of Work

The terms and conditions of the Community Engagement Liaison offer apply in full to the services and products under this Statement of Work.

The Town and County are looking for an individual or firm to develop an engagement strategy and marketing plan to assist the Town and County with the exploration of consolidation. The engagement process is a vital component of the exploration phase of consolidation. Town and County Councils need to hear from the people that live and work in Antigonish before moving forward and deciding on the next steps in regards to consolidation. The engagement process will give residents and councils an opportunity to reflect on how the current municipal governments are organized and consider if residents, businesses, and the overall community would be better served if the Town and County became one municipal unit.

Prior to the community consultations, the successful individual or firm will work with both Councils to develop a set of guiding principles required for the next phase of the consolidation process. These guiding principles will serve as the basis of discussion during the community consultation sessions.

The successful individual or firm will lead the Town and County through a community consultation process by liaising with the community, Councils, and administration/staff. All community consultation must be done in person and follow all relevant COVID-19 protocols, if applicable. The successful individual or firm is responsible for the management of the community engagement project to ensure all milestones are met and completed by contract dates.

3.1 Project Tasks & Deliverables

The scope of this project can be separated into four categories: Community Consultation, Marketing Plan, Development of Guiding Principles and Final Report.

The project includes the following tasks & deliverables.

1. Development of Guiding Principles

- Facilitation of a Council discussion to determine common goals, vision, and aspirations.
- Facilitation of a staff discussion to determine internal perspective on potential consolidation.
- Assessment, evaluation, and prioritization of Council and staff feedback on priorities for a potential consolidation.
- Research of other municipal consolidation processes strengths and challenges.
- Development of a set of guiding principles that will lead the steering committee through the consolidation process.

2. Community Consultation

- Development of an engagement strategy with feedback from the Steering Committee.
- Timeline and schedule for information and pop-up sessions.
- Creation of a method for recording feedback.

3. Marketing Plan

- Development a marketing plan and timeline for publication.
- Development of marketing collateral with input from staff.
- Development of a small website to direct questions and online feedback.
- Creation of media opportunities for the Mayor and Warden.

4. Final Report

- Creation of evaluation metrics with qualitative and quantitative metrics with input from the steering committee.
- Creation of a final report.
- Draft copy to administration for review and input.
- Final presentation to both Town and County Councils.

3.2 Value Added Services or Innovative Methods

Those submitting and proposal are free to suggest alternative approaches to the work that could result in project efficiencies or improved results, while still meeting the overall objectives. This could result in omittance, or additions, of certain scope items and a change in overall project cost. Individuals or firms should describe their approach to the work to realize efficiencies and present the potential impact on cost and schedule alongside the description of the alternative approach (ex. this alternative approach could result in an approximate 5% reduction in overall project cost and reduce the reporting turn-around time by one week).

3.3 Budget

The budget of this project is conditional on funding approval. The total project cost should not exceed \$100,000 CAD (inclusive of HST).

Individuals or firms submitting a proposal are asked to please outline the estimated cost per line item.

The Town and County thank all those for their interest, however only submissions from individuals and/or firms based in Atlantic Canada will be accepted.

Total Budget: \$145,000 (inclusive of HST)

3.4 Submission Requirements

Project Name	Community Engagement Liaison
Company	Town of Antigonish & Municipality of the County of Antigonish
Contact Name	Kate Gorman & Shirlyn Donovan
Contact Phone	902-318-6758 & 902-863-1117
Contact Email	kgorman@townofantigonish.ca & shirlyn.donovan@antigonishcounty.ns.ca
Submission Date	October 22 at 4:30 p.m.
Begin Date	Upon awarding of the contract
End Date	TBD between the Town and County and successful proponent.

Please be advised that questions on this RFP will be taken via email up until October 8, 2021 at 4 p.m.

4.0 Evaluation Criteria

The Town and County will evaluate submissions based on approach, performance, timeline, and price. The vendor(s) proposals must include:

- A detailed budget that includes an estimate of all associated costs per line item outlined in the scope of work including travel that may be required, costs for leading community consultation, research, etc.
- A timeline and planned approach/methodology for the complete engagement strategy process and how the successful proponent plans to meet indicated milestones.
- A portfolio of past related projects from previous clients and CVs or resumes of those individuals assigned to complete the project.
- At least three (3) references including, portfolio from similar scope and type of projects completed. References should include at a minimum description of the related project, client name, contact person, email, phone number, address, and value of the project in terms of fees.

4.0 Terms and Conditions

This RFP is conditional on funding.

This is an invitation for proposals and not a tender call. Its purpose is to initiate negotiations which, if satisfactory, will lead to the selection of a vendor, or vendors, to complete the scope of work.

This RFP neither expresses nor implies any obligations on the part of the Town or County to enter a contract with any vendor(s) submitting a response or responses. The award of any contract is subject to further negotiations.

The Town and County reserve the right to reject all or any proposal, and to not necessarily accept the lowest or any quote or proposal submitted. The Town and County may accept any quote or any portion of any proposal that may be considered to be in the best interests of the Town or County. The Town and County reserves the right to cancel with RFP process at any time. All proponents acknowledge that they are undertaking all expenses associated with the RFP at their own risk and shall have no claim against the Town or County for any matter related to this RFP.