

REQUEST FOR PROPOSALS

RFP-MCC-2315



Active Living and Recreation Strategy

Closing Time and Date: 2:00 pm ADT October 25, 2023

Municipality of the County of Cumberland
Upper Nappan Service Centre
1395 Blair Lake Road
Upper Nappan, NS B4H 3Y4

1. Background

The Municipality of Cumberland County is the local government responsible for providing services to the citizens in the rural communities Cumberland County, as well as the former Towns of Springhill and Parrsboro. The Municipality has a population of approximately 20,000. The Municipality provides a broad range of municipal services. You can learn more by visiting our [website](#). We work collaboratively with our municipal neighbours in Amherst and Oxford, as well as on regional projects of shared interest.

In 2022, the Municipality of Cumberland County completed the Clear the Deck organizational review, with the vision of moving forward as “One Municipality” after the dissolution of the Towns of Springhill and Parrsboro in 2015 and 2016. Upon dissolution, the Municipality inherited two recreation services to add to their existing one. While recreation services have continued to be provided, the Recreation and Community Services Department, and the Municipality as a whole, requires a common vision to help deliver services across the municipality in a consistent and strategic way.

The Municipality participates in the Municipal Physical Activity Leadership (MPAL) program, a Provincial partnership between the Department of Communities, Culture, Tourism and Heritage which cost shares the hiring of an active living position within participating municipalities. A requirement of this program is to create an active living strategy every 4-5 years. The Municipality is due for a new strategy.

In January 2023, Municipal Council also identified “rural recreation” as a strategic priority. Given the timeliness of this and the need for a new active living strategy, we are seeking to create a combined Active Living and Recreation Strategy.

Currently, the Municipality provides recreation and active living opportunities through:

- Facilities development and maintenance including parks, playgrounds, trails, our campground, sport fields, and the Dr Carson and Marion Murray Community Centre
- Recreation program and special event planning and delivery, throughout the year
- Volunteer capacity building and recognition
- Lending of active living resources
- Granting money to non-profit organizations in Cumberland County to achieve their active living and recreation priorities
- Overseeing the use of schools and other indoor spaces to allow for community access/use
- Maintenance and construction of roads and sidewalks for walking and wheeling

- Land use planning
- Policy development to reduce the costs for community groups to rent our spaces.

2. The Opportunity

The Municipality of the County of Cumberland (MCC) is inviting qualified individuals and/or firms to submit a proposal for the creation of an Active Living & Recreation Strategy. The strategy will articulate the Municipality's mission, vision, values and priorities, and guide planning and operational activities for the next 5 years. The strategy should also reflect a whole-of-government approach by identifying ways various departments can support active living and recreation. The strategy should link to other priority plans and projects within the Municipality. These include, but are not limited to, climate/energy; economic development; equity, diversity, inclusion, and access; and asset management.

3. Scope of Work

The goal of this work is to ensure the Active Living and Recreation Strategy identifies the needs of the entire Municipality and be reflective of resources available. To this end, the proponent will:

- I. Building on existing strategies/priorities in the Municipality, as well as provincial and federal active living and recreation strategies, conduct a scan of municipal, provincial, and federal active living and recreation documents to identify existing research, trends, and promising practices related to active living and recreation in a rural setting.
- II. Develop and implement a community engagement process to help identify the active living and recreation needs of the community. This process should compliment the physical activity citizen survey that will be provided through the Provincial Department of Communities, Culture, Tourism and Heritage as part of the MPAL program. A minimum of 3 community consultations is required.
- III. Engage Municipal employees, including the Recreation and Community Services Department, and other departments who have levers to influence active living and recreation choices.
- IV. Draft and present the strategy to the strategy working group. The strategy should include an executive summary, a community profile, strategic priorities, and implementation plan.
- V. Present a further draft to MCC staff.
- VI. Present a final copy to Municipal Council for approval.

The planning process and final product will reflect the needs of our communities and the Municipality's ability to respond to those needs in an innovative and sustainable manner.

The successful proponent will demonstrate extensive strategic planning experience; knowledge and understanding of local government and recreation; the ability to conduct the required research; and the ability to facilitate community engagement.

4. Roles and responsibilities

The strategy working group will consist of members from the Municipality and provincial Department of Communities, Culture, Tourism & Heritage. This group will work with the successful Proponent to support the day-to-day process to develop the strategy.

The Municipality will appoint a Point Person who will serve as the day-to-day contact for the Proponent. The Point Person will assist the Proponent to make connections with appropriate staff and will provide them with materials required. The Municipality will assist with the coordination of engagement opportunities, including providing input into the method of engagement, who to engage, advertising, logistics, and co-hosting. We will review drafts of the report and provide timely feedback.

The successful applicant will work with a steering committee to develop and finalize a project plan based on the successful proposal. The Proponent will attend strategy working group meetings and maintain regular communication with the group, as required. They will lead the engagement sessions and get input from the working group on these; and be responsible all facilitation materials. They will write the report and provide opportunities for feedback and incorporate changes in each draft.

The Proponent and the Point Person will work closely to ensure the project schedule and deliverables are adhered to.

5. Project schedule

The schedule provided below is approximate and is provided primarily for guidance.

Closing time and date: 2:00 pm, ADT, Oct 25, 2023

Successful Proponent chosen: Oct 30, 2023

Initial meeting with Steering Committee: Nov 7, 2023

Jurisdictional review and document scan: Nov 8 to 25, 2023

Second meeting with Steering Committee: Nov 28, 2023

Completion of engagement sessions: Dec 1, 2023 – Feb 14, 2024

Data analysis; presentation of draft report to working group: Mar 8, 2024

Edits and second draft report presented to staff: Mar 15, 2024

Completion and presentation of final report to Council: Mar 27, 2024

6. Terms and Conditions

Submission of Proposals

The following is to be used in the preparation and submission of a proposal:

- 6.1 Completed vendor proposals and other correspondence must be submitted to:

ATTENTION: Shelby Hum, Procurement

MUNICIPALITY OF CUMBERLAND

UPPER NAPPAN SERVICE CENTRE

1395 BLAIR LAKE ROAD

UPPER NAPPAN, NS B4H 3Y4

Or

procurement@cumberlandcounty.ns.ca

Any proposals submitted by fax or telephone will not be accepted under any circumstances.

- 6.2 Proposals may be submitted as hard copy in a sealed envelope, or via email to the addresses above. All submissions must be clearly marked "**RFP-MCC-2315 "Active Living and Recreation Strategy"**".
- 6.3 If submitting in hard copy, please provide **four** hard copies of your proposal.
- 6.4 **Closing Time and Date:** Proposals are due by the closing time and date indicated on the cover page of this document.
- 6.5 Late proposals may not be accepted at the sole discretion of the Municipality.
- 6.6 Proposals must be submitted on firm letterhead duly signed by an authorized person.
- 6.7 There will be no public opening of the Proposals.
- 6.8 **Terms and Conditions:** The terms and conditions of Proposals submitted are to remain firm and irrevocable from the closing date for a period of 60 days and will become part of the contract between the successful Proponent and the Municipality.
- 6.9 Submission of a Proposal indicates acceptance by the Proponent of all the conditions contained in this RFP, unless otherwise clearly and specifically noted in the Proposal.
- 6.10 The Municipality reserves the right, without prejudice to:
- accept any Proposal,

- reject any or all Proposals,
- accept any Proposal that it considers to be in its best interests.
- waive formality, informality, or technicality in any Proposal; and
- to reject any Proposal from a Proponent that it feels may be incapable of providing the necessary resources to perform the work in a satisfactory manner.

6.11 Proponents may be required to demonstrate financial stability, authorization to provide the services being acquired, and/or regulatory agency approval or registration as needed or otherwise clarify the Proponent's capability to satisfy the invitation requirements.

Acceptance may be subject to the approval of the Municipality of the County of Cumberland Council.

6.12 No adjustments will be allowed to any submitted Proposals. Proposals, may however, be withdrawn by written request prior to the proposal submission closing time and date.

6.13 The Proponent must be prepared to include in the contract for services any oral or written representations, undertakings or guarantees that are made prior to the final agreement, including the entire response to this RFP, or parts thereof.

6.14 The Municipality shall pay no fee to any firm for the preparation and delivery of its Proposal. The Municipality will not be responsible for any costs, expenses, losses, damages, or liability incurred by the Proponent because of, or arising out of data/information collection, the submission of any proposal, or due to the Municipality not accepting or rejecting any Proposal.

6.15 In case of any disputes over the completeness, accuracy and/or interpretation of this RFP, the versions of such documents held by the Municipality will be considered correct.

6.16 All inquiries regarding this request for proposals must be directed to:

shelbyhum@cumberlandcounty.ns.ca

Information, offers, commitments or instruction obtained by any source other than in writing from shelbyhum@cumberlandcounty.ns.ca will not be binding on the Municipality.

- 6.19 Enquiries and responses given may be recorded and may be posted on the Municipality's website as an Addendum or Information Release.
- 6.20 It is the responsibility of all respondents to check the Municipality of Cumberland website (www.cumberlandcounty.ns.ca) and the Nova Scotia provincial procurement website on a regular basis for any addendums or information releases for this RFP.
- 6.21 No addendums or other relevant information related to the RFP will be issued within 72 hours of the RFP closing time and date.
- 6.22 The successful Proponent will be informed of the acceptance of their Proposal by a scanned and emailed letter, duly signed by an authorized officer of the Municipality. This letter shall contain any adjustments to the Proposal that have been negotiated and agreed to by the parties, and together with this RFP and the Proposal shall form a contract between the parties. If either party requires, the letter of acceptance, RFP, and Proposal shall be incorporated into a contract to be executed by both parties in hard copy.
- 6.23 The Municipality reserves the right to clarify any Proposal after closing by seeking further information from that Proponent, without becoming obligated to clarify or seek further information from any or all other Proponents.
- 6.24 It is mandatory that all submitted proposals comply with Section 7 – PROPOSAL REQUIREMENTS.

7. PROPOSAL REQUIREMENTS

7.1 The Consulting Team and References

- 7.1.1 Provide a general description of your firm.
- 7.1.2 Indicate the consulting team to be assigned to the work including the names of any sub-contractors or partners that would be utilized, the proposed amount of time each person will spend on the project, and their hourly rate.
- 7.1.3 Detail the extent of the team's relevant experience.
- 7.1.4 List three clients and references that would relate to this project.

7.2 Work Plan and Schedule

Provide a detailed plan for conducting the work including methodology and a schedule that will conform with the project completion deadline of March 27, 2024. Identify any key milestones including approximate meeting dates required.

7.3 **Project Fees**

The budget for the project is \$30,000 inclusive of HST. The proposal must provide a breakdown of consulting fees and estimated expenses consistent with the work plan, and within the budget.

7.4 **Contact**

The proposal must include contact information for the primary contact for the project.

8 **OTHER**

8.1 **Evaluation Criteria**

Each response to this Request for Proposals will be evaluated by the Municipality to determine the degree to which it responds to the requirements as set out. Because this is a Request for Proposals, other factors in addition to price will be considered when submissions are evaluated. Factors to be considered are as follows:

| Criteria | Weighting |
|--|------------------|
| Experience with strategy development | 20% |
| Familiarity with Municipal government/recreation | 20% |
| Team qualifications and references | 15% |
| Methodology and approach; work plan and schedule | 25% |
| Value for Money Spent | 20% |

8.2 **Termination**

If the Respondent fails to comply with any of the terms and conditions set forth in this document, the Respondent will be notified in writing and will be given fifteen days to comply with the violated sections. At the expiration of the stated period, if the Respondent has not complied with same, to the satisfaction of the Municipality, the Contract will be terminated. Any termination of the contract by the Municipality as aforesaid shall be without prejudice to any other rights or remedies the Municipality may have.

8.3 **General**

Proponents may provide any other information and/or comments which are believed to be relevant for the Municipality to consider in making its decision.