



The Corporation of the Town of Petawawa

Request for Proposal No. ED-02-2021

Community Improvement Plan (CIP)

**CLOSING TIME AND DATE:**

**4:00 p.m. ON FRIDAY, MARCH 12, 2021**

Issued on February 8, 2021

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## DEFINITIONS

The following definitions apply to the interpretation of this Request for Proposal Document:

1. "Town" means the Corporation of the Town of Petawawa.
2. "CIP" means Community Improvement Plan, the subject of this RFP.
3. "Contract" means the written agreement and/or purchase order resulting from this Request for Proposal executed by the Town and the successful Proponent.
4. "Council" means the elected Council for the Town of Petawawa.
5. "Proponent" means an individual or a company that submits, or intends to submit, a proposal in response to this "Request for Proposal".
6. "Project" means the Community Improvement Plan, the subject of this RFP.
7. "RFP" means Request for Proposal.
8. "Work" means the consulting services that is the subject of this RFP.

## SECTION A – INSTRUCTIONS, TERMS & CONDITIONS

### 1. OBJECTIVE

The Town of Petawawa wishes to commission the development of a Community Improvement Plan (CIP) that will develop programs to stimulate community revitalization.

### 2. BACKGROUND

The Town of Petawawa is nestled on the western shores of the Ottawa River, just 160 km west of Ottawa. A population of 17,200 makes Petawawa the largest municipality between Ottawa and North Bay. The Town's large land base of 185 square kilometers is a diverse mix of natural features reflecting the municipality's rural and urban roots, and its location at the junction of two major rivers.

The immediate catchment area for the Town of Petawawa includes roughly 42,000 people within a 40 km radius. The greater catchment within Renfrew County is approximately 117,000.

The Town of Petawawa's mission is to help meet the health, safety and leisure needs of the Town of Petawawa's residents by the provision of efficient and effective public works services, recreational and library services, land use planning, economic development and protective services. The Town's strategic objectives are: to achieve resource and financial sustainability; to ensure appropriate and adequate planning for growth and development; to achieve a reputation as a helpful, safe, healthy and environmentally friendly community; to become a centre for excellence in recreation, culture and tourism; to encourage economic development and promote an attractive and welcoming community.

Our tagline, "Dynamic by Nature", alludes to our beautiful surroundings and natural habitat. Quality of life is of paramount importance to the Town of Petawawa. Residents and visitors alike enjoy world-class natural attractions such as the Petawawa and Ottawa Rivers, our award-winning trail system, Garrison Petawawa's Military Museum, Petawawa Terrace Provincial Park, Heritage Village, and a wide variety of festivals and events.

The Town of Petawawa is blessed with excellent services, roads and utilities to serve all business needs. With low tax rates, clean and reliable utilities, the municipality should be a developer's prime choice.

The Town has continuously promoted and marketed economic development and growth including the development and sale of industrial lands to stimulate large and small business development. The Town continues to develop tourism assets including the development and facilitation of premier festivals, trails and asset management strategies.

The Town is comprised of a diverse mix of uses including commercial, industrial, and resource-based businesses such as aggregates. The main retail corridor for the Town runs the length of Petawawa Blvd. (formerly Hwy 17) from McGregor's Hill to Garrison Petawawa. Additional linear commercial areas include Doran Road, Murphy Road, Victoria Street, Mohns and Wolfe Ave.

The Town is interested in developing a Community Improvement Plan (CIP). A CIP is a planning document that establishes a framework for providing a coordinated plan for improvements and rehabilitation to public and private lands. The document establishes policies that will enable the municipality to encourage improvements to private lands through financial incentive programs within a defined Community Improvement Area. These improvements might take the shape of improvements to lands and buildings, infrastructure works, property acquisition, land assembly, public space, parks and recreation works, signage, streetscape and landscaping improvements. These improvements may be encouraged with the help of incentive-based programs which may include grants, loans, or property tax assistance.

As per the Town's Official Plan, Section 20.16 Community Improvement, the following is noted:

*Community Improvement projects are undertaken for the purpose of upgrading, redeveloping and rehabilitating the physical environment of older neighbourhoods, recreational areas, commercial centres and industrial areas. **The entire Town of Petawawa is designated a Community Improvement Project Area.** A community improvement plan means a plan for the community improvement of a community project area. A community project area means a municipality or an area within a municipality, the improvement of which, in the opinion of the Council, is desirable because of age, dilapidation, overcrowding, faulty arrangement, unsuitability of buildings or for any other environmental, social or community economic development reason. Pursuant to the provisions of Section 28 of the Planning Act and the relevant sections of the Municipal Act, the Town may prepare or require the preparation of a Community Improvement Plan and designate a portion of the Town as a Community Improvement Project Area by by-law. Among other things, the Town, subject to the approval of the Minister of Finance, may cancel taxes, reduce taxes, and provide assistance to rehabilitate "brownfield" sites. The Ministry of Municipal Affairs and Housing Community Planning Improvement Handbook provides additional information.*

### 3. REQUIREMENT

The Township is initiating this Request for Proposal to engage a qualified professional consulting firm with extensive knowledge, experience and expertise in developing Community Improvement Plans (CIP). The consultant for this project will work with Town staff, external agencies and the public to complete a CIP for Council's consideration.

The purpose of the project is to create a Community Improvement Plan to help build a foundation for economic growth and sustainable development. The Project will engage local leadership, increase collaboration and build capacity for evidence-based economic development. Community engagement will be facilitated through the cooperation of a variety of stakeholders including the Towns,

property/business owners, economic development/business organizations and residents. This engagement will help develop the direction of the CIP and is essential to help stakeholders understand the justification and economic benefits for offering municipal financial assistance/incentives to private property owners.

The CIP Project will be carried out by a qualified Consultant. The project activities will be in three activity phases.

The first is a Background Study that includes a Community Vision developed through a Needs Identification and Community Engagement. This research and analysis would identify gaps, opportunities and priorities related to economic development. The process will examine broader opportunities for implementation of the CIP and key parameters.

The second phase is Draft CIP Preparation including: research and analysis; strategic policy development; marketing strategies; monitoring policies; and internal action plan.

The final activity is preparation of the Final CIP document and tools/educational materials.

The Consultant will be required to prepare the documentation for any necessary amendment to the Town's Official Plan, including attendance, either virtually or in person, as permitted, at any associated Public Meetings or Open Houses.

Town staff will provide oversight of the project and will assist the consultant with data gathering to complete the background study. Staff will review all documents created for the project including the needs identification background report, public notices, draft and final Community Improvement Plan. Staff will also have the supporting role at all public meetings with Council, staff, economic development/business groups, stakeholders and the public.

#### 4. CLOSING DATE AND TIME

Proposals for RFP No. ED-02-2021 – COMMUNITY IMPROVEMENT PLAN (CIP) will be received until 4:00:00 pm, local time, Friday, March 12, 2021.

#### 5. PROPOSAL SUBMISSION

5.1 Proponents shall submit four (4) copies of their proposal (one (1) original with signature in ink, and three (3) copies), in a sealed envelope, labelled with the RFP No. and Name, and courier or hand-deliver to:

Attn: Christine Mitchell  
Economic Development Officer  
Town of Petawawa  
1111 Victoria Street  
Petawawa, ON K8H 2E6

5.2 Receipt of proposals will be confirmed by the Town's time stamp, located at the front reception at the above address only. No other time clock stamp will be considered valid.

5.3 Proposals received at 4:01:00 p.m. or later will be deemed to be late and rejected.

- 5.4 The Town is not responsible for proposals received or time stamped after the stated closing time, and will not consider any such Proposal.
- 5.5 Rejected proposals will be returned unopened to the Proponent, if a return address is submitted on the envelope.
- 5.6 The Town will not be responsible for any lost proposal submissions or for those proposals that are delivered to any location other than the submission address indicated above.
- 5.7 The onus remains solely the responsibility of the Proponent to instruct couriers/delivery personnel to deliver submissions to the exact location specified. Proponents assume sole responsibility for late deliveries if these instructions are not strictly adhered to.
- 5.8 The Town will not accept facsimile or e-mailed copies of proposals.
- 5.9 Proposals will not be publicly opened. Proponents will be advised of the results after an evaluation of all proposals has been completed and a successful Proponent has been determined.
- 5.10 Proposals shall address all items in Section B – Terms of Reference.
- 5.11 Care should be exercised in reading this Request for Proposal document, as failure to comply with the Instructions, Terms & Conditions, and Terms of Reference in your proposal submission may disqualify your submission.
- 5.12 Each proposal must be properly signed by an authorized official or principal who has authority to bind the company.
- 5.13 The Town reserves the right to make additional copies of all or part of the Proponent's Proposal for internal use or for any other purpose required by law.

## 6. FEES

All pricing offered is to be in Canadian funds and shall be for the complete cost of all services as itemized in this RFP, including all reimbursable expenses, and including any licenses, fees, permits, applicable duties, brokerage, and any other taxes or levies imposed by any governments or government authority. Harmonized Sales Tax (HST) shall be extra to quoted pricing.

## 7. CONTACT PERSON

7.1 All inquiries concerning this RFP shall be in writing only, and directed by email to:

Christine Mitchell  
Economic Development Officer  
Town of Petawawa  
Phone: 613-687-5536 ext. 2021  
Email: [cmitchell@petawawa.ca](mailto:cmitchell@petawawa.ca)

7.2 No other Town Official or Staff other than the Town Economic Development Officer is to be contacted for clarification of any aspect of this proposal.

7.3 No verbal instructions or verbal information to Proponents will be binding on the Town of Petawawa.

7.4 Proponents are encouraged to email their questions as soon as possible. The deadline for inquiries is Friday, February 26, 2021 at 4:00 p.m. No questions will be accepted after this date and time.

## 8. ADDENDA

8.1 Proponents finding discrepancies or omissions in the RFP, or in doubt as to its intent, shall at once notify the Town Economic Development Officer. If necessary, the Town Economic Development Officer will issue a written addendum.

8.2 Addenda will be issued, during the proposal period, under the following circumstances:

- (a) Interpretation of RFP documents as a result of queries from prospective Proponents;
- (b) Revision, deletions, additions or substitutions of any portion of RFP documents.

8.3 A copy of all Addenda shall be sent by electronic correspondence, to each prospective Proponent who has obtained RFP documents.

8.4 All such changes as addressed in the addenda shall be incorporated into and become part of this RFP.

8.5 Addenda which have financial implication and have not been acknowledged on the Section C - Signing Sheet will be automatically rejected.

8.6 Oral instructions shall not be considered valid unless they are confirmed in writing by the Town Economic Development Officer.

8.7 The Economic Development Officer reserves the right to issue addenda at any time but no later than Friday, February 26, 2021 at 12:00 noon.

8.8 It is the Proponent's responsibility to ensure that they have received all addenda before submitting their proposal.

## 9. SATISFACTION OF PROPONENT

The submission of a proposal shall be deemed proof that the Proponent has satisfied himself as to all the provisions of this RFP, and no claims will be entertained by the Town based on the assertion by the Proponent that he was uninformed as to any of the provisions or conditions intended to be covered by the RFP.

## 10. WITHDRAWAL OF PROPOSAL

Proponents will be permitted, without prejudice, to withdraw their unopened proposal after it has been received by the office of the Town Economic Development Officer, provided such request is received in writing by the Town Economic Development Officer prior to the closing date and time. The withdrawal of a proposal does not disqualify a Proponent from submitting another proposal prior to the closing.

## 11. IRREVOCABLE

This RFP is irrevocable and is to remain open for acceptance by the Town for a period of sixty (60) days after the date and time set for submission of proposals.



## 12. CLAIMS OR LITIGATION

No Proposal will be accepted from any Proponent, inclusive of its sub-contractors(s), which has a claim or has instituted a legal proceeding or has threatened to claim or institute a legal proceeding against the Town or against whom the Town has a claim or has instituted a legal proceeding with respect to any previous contract, without Council approval in their sole and unfettered discretion. This applies whether the legal proceeding is related or unrelated to the subject matter of this Proposal.

## 13. TOWN NOT EMPLOYER

The Proponent agrees that the Town is not to be understood as the employer to any successful Proponent nor to such Proponent's personnel or staff for any work, services, or supply of any products or materials that may be awarded as a result of this document. Also, in accordance with the Occupational Health and Safety Act, the successful Proponent herewith agrees to be the "constructor" as defined under this act.

## 14. INSURANCE

14.1 The successful Proponent shall, during the term of the contract, provide, maintain and pay for Comprehensive Liability Insurance in an amount not less than \$2,000,000.00 inclusive per occurrence to cover all claims for bodily injury, death, or damage to property including loss of use thereof. Such insurance coverage shall be in the name of the Proponent and the Town of Petawawa shall be named as an additional insured on the policy. This policy must not contain a limitation, exclusion or restriction that would otherwise limit coverage for loss caused by failure to perform.

14.2 Proof of the above insurance shall be provided to the Town Economic Development Officer prior to commencement of the work and on each and every anniversary date of the policy during the life of contract with the Town.

14.3 The above insurance policy shall contain an endorsement to provide the Named Insured and Additional Insured with 30 days prior written notice of cancellation in whole or in part.

## 15. INDEMNIFICATION

The Proponent shall indemnify and hold harmless the Town and all Municipal Officers, employees, volunteers, servants and agents of its Boards and Commissions from and against all actions, claims, demands, losses, costs, damages, suits or proceedings whatsoever which may be brought against or made upon the Town and against all loss, liability, judgements, claims, suits, demands or expenses which the Town may sustain, suffer or be put to resulting from or arising out of the Proponent's failure to exercise reasonable care, skill or diligence or omissions in the performance or rendering of any work or service required hereunder to be performed or rendered by the Proponent, its agents, officials and employees. The Proponent agrees that the foregoing indemnify shall survive the termination of this agreement.

## 16. WORKPLACE SAFETY & INSURANCE BOARD (W.S.I.B.)

The successful Proponent shall at the time of entering into any contract with the Town, furnish to the Town Economic Development Officer a satisfactory clearance from W.S.I.B. stating that all assessment or compensation payable to the W.S.I.B. has been paid. The successful Proponent further agrees to maintain that good standing throughout the contract period, and the Town may, at any time during the

performance of the work or upon the completion of such contract, require the Proponent to proof of continual satisfactory clearance.

## 17. LAWS OF ONTARIO

Any contact resulting from this RFP will be governed by and will be construed and interpreted in accordance with the laws of the Province of Ontario.

## 18. ACCESSIBILITY REGULATIONS FOR CONTRACTED SERVICES

Contracted employees, third party employees, agents and others that provide customer services on behalf of the Town are legally responsible for adhering to the provisions outlined in Section 80.49 of Ontario Regulation 191/11 with respect to training. The Proponent shall ensure that such training includes, without limitation, a review of the purposes of the Act and the requirements of the Regulation, as well as instruction regarding all matters set out in Section 80.49 of the Regulation. By signing Section C – Signing Sheet, the Proponent has agreed to be in full compliance with this regulation.

## 19. FREEDOM OF INFORMATION

The Proponent acknowledges that any proposal submitted shall become a record belonging to the Town and therefore is subject to the Municipal Freedom of Information and Protection of Privacy Act. This provincial law gives individuals, businesses and other organizations a legal right to request records held by the Town, subject to specific limitations. The Proponent should be aware that it is possible that any records provided to the Town, including but not limited to, pricing, technical specifications, drawings, plans, audio-visual materials or information about staff, parties to the proposal or suppliers could be requested under this law. If the Proponent believes that all or part of the proposal should be protected from release, the relevant parts should be clearly marked as confidential. Please note that this will not automatically protect the submission from release, but it will assist the Town in making a determination on release if a request is made. Note: By submitting a proposal, the Proponent agrees that the Town may disclose the identity of all Proponents, as well as total proposal price, without notification to the Proponent.

## 20. CONFIDENTIALITY OF INFORMATION

20.1 A Proponent receiving this RFP may not use, disclose, or duplicate it for any purpose other than to prepare a response. The Proponent shall keep the Towns data confidential and shall not disclose its content to any other party, other than to those internal employees or agents responsible for preparing a submission, without the prior written approval of the Town. Receipt of the RFP does not entitle the Proponent to associate its services with the Town in any way, nor represents in any way that the Town has employed or endorsed the Proponent's services. Any such association or endorsement being contemplated by the Proponent must receive the prior written approval of the Town.

20.2 The Town will not disclose or share one Proponent's response to this RFP with other Proponents or other organizations.

## 21. CONFLICT OF INTEREST

21.1 The Proponent declares that this proposal is made without any connection, knowledge, comparison of figures or arrangements with any other person or persons submitting a proposal for the same requirement and is in all respects fair and without collusion or fraud.

21.2 The Proponent declares that no appointed officer or employee of the Town is, will be, or has become interested, directly or indirectly, as a contracting party, partner, shareholder, surety or otherwise in this proposal or in the proposed contract or in any portion of the profits thereof, or of any supplies to be used therein, or in any of the moneys to be derived therefrom.

21.3 The Proponent is required to disclose to Town Council, prior to accepting this assignment, any potential conflict of interest. If a conflict of interest does exist, Council may, at its discretion, withhold the assignment from the Proponent until the matter is resolved to the satisfaction of Council. If, during the conduct of the assignment, the Proponent is retained by another client giving rise to a potential conflict of interest, then the Proponent shall so inform Council and if a significant conflict of interest is deemed to exist by Council, then the Proponent shall refuse the new assignment or take such steps as are necessary to remove the conflict of interest.

## 22. DISQUALIFICATION OF PROPOSALS

22.1 More than one proposal from an individual, firm, partnership, corporation or association under the same or different name will not be considered.

22.2 Proposals submitted by Proponents without a completed signed SECTION C – Signing Sheet will not be considered.

22.3 Proposals that do not comply with the RFP instructions or requirements as provided herein may be disqualified.

## 23. RIGHT TO TERMINATE

The Town reserves the right to terminate this RFP at any time. Submission and receipt of a proposal does not represent a commitment on the part of the Town to proceed further with any Proponent or project and the Township is under no obligation to award a contract as a result.

## 24. PROPOSAL EVALUATION

24.1 Each response to this RFP will be evaluated by the Town to determine the degree to which it responds to the requirements as set out in this document.

24.2 Evaluation of the Proposal will be based on the following criteria:

### EVALUATION CRITERIA/WEIGHTING

<b>Evaluation Items</b>	<b>Weight Percentage</b>
Completeness of Submission and Overall Impression	10%
Understanding of Requirement	25%
Experience and References	35%
Schedule	10%
Cost	20%
Total:	100%

(See Section B – Terms of Reference, Item 6. PROPOSAL SUBMISSION REQUIREMENTS for a detailed description of the requirements for the above stated Criteria.)

24.3 The proposal that, on average, scores highest when evaluated in accordance to the criteria above and when compared to all other proposals received shall be deemed to provide the best value for the Town.

## 25. NEGOTIATIONS

25.1 The Town may proceed with an award recommendation on the basis of initial offers received, without discussion. Therefore, each initial offer should contain the Proponent's best terms/information, including all required documentation as listed in this RFP.

25.2 The Town reserves the right to enter into discussions/negotiations with the selected Proponent. If the Town and the selected Proponent cannot negotiate a successful contract, the Town may terminate the negotiations and begin negotiations with the next selected Proponent.

25.3 This process will continue until an agreement has been executed or all Proponents have been rejected. No Proponent shall have any rights against the Town arising from such negotiations.

## 26. PROPOSAL ACCEPTANCE

26.1 This RFP is not a contract offer.

26.2 This RFP does not create an employment relationship. Individuals performing services required by the contract are not employees of the Town.

26.3 A contract is only awarded on acceptance by the Town following evaluation of the proposals submitted.

26.4 The Town reserves the right to reject any or all proposals, including without limitation the lowest proposal, to re-issue the RFP or to award the RFP to any Proponent at its sole discretion despite any provisions of the RFP. Further, if only one proposal is received, the Town reserves the right to reject it.

26.5 The Town reserves the right to contract with a Proponent for reasons other than price. Failure to answer any question in this RFP may subject the proposal to disqualification. Failure to meet all requirements will not necessarily subject a proposal to disqualification.

26.6 Subsequent to the submissions of proposals, the Town, in its sole and unfettered discretion, reserves the right to communicate with one or more Proponents to seek additional clarification on any aspect of the Proposal, perform reference checks as required to verify the information provided and obtain additional performance information, or conduct interviews with some of the Proponents, but there will be no obligation to receive further information, whether written or oral from any Proponent.

26.7 The Town reserves the right to make adjustments to price proposals for the purposes of evaluation with the objective of creating a level playing field, including, but not limited to, arithmetical mistakes and the addition or deletion of optional items.

26.8 The Town reserves the right to request an in-person presentation by possible Proponents before making a final decision.

26.9 Proponents are solely responsible for their own expenses in preparing, delivering or presenting a proposal and for subsequent negotiations with the Township, if any.

## 27. ENTIRE AGREEMENT

27.1 The contract with the successful Proponent shall consist of:

- The executed Agreement
- Addenda to the Request for Proposal
- Request for Proposal document
- The Proponent's proposal and any subsequent negotiated changes

27.2 These documents and portions thereof, take precedence in the order in which they are named above, notwithstanding the chronological order in which they are issued or executed.

27.3 The successful proposal shall become an integral part of the contract. It shall not, however, be considered the total binding obligation for the contract. Any and all proposal conditions may be included at the discretion of the Town as part of the final negotiated and approved Agreement.

27.4 The Town reserves the right to include additional terms and conditions during the process of contract negotiations. These terms and conditions shall be within the scope of the original RFP document and contract documents and shall be limited to cost, clarification, definition and administrative and legal requirements.

## 28. PAYMENT

28.1 Payment for work and/or services performed under a Contract resulting from this proposal shall be made net thirty (30) days from the date of receipt of correct and proper monthly invoices, provided the service is acceptable to the Town.

28.2 Invoices shall be delivered to the Town of Petawawa,  
Attn: Christine Mitchell, Town Economic Development Officer  
1111 Victoria Street  
Petawawa, ON K8H 2E6  
or emailed to: [cmitchell@petawawa.ca](mailto:cmitchell@petawawa.ca)  
referencing CIP Project ED -02-2021.

28.3 Invoicing shall include a summary of charges as they relate to the breakdown of project components and associated fees included in the Request for Proposal.

28.4 Any and all costs for work requested by the Town, that is considered additional to the services provided for in the proposal, shall be negotiated with the Town, prior to the work being completed. This includes any Scope of Work changes, disbursements and deliverables. No consideration will be given for additional invoicing without prior approval of the Town.

## 29. CANCELLATION OF CONTRACT

The Town may cancel the contract for substantive failure on the part of the successful Proponent to provide the necessary services in accordance with the Instructions, Terms & Conditions, and Terms of Reference of this proposal, or in a manner which does not meet the expectations of the Township. The opinion of the Town in this regard shall be final in all instances.

### 30. ASSIGNMENT OF CONTRACT

An awarded contract shall not be assigned, sub-contracted or let out in whole or in part, without the prior written consent of the Town.

### 31. CONDUCT OF PROPONENT'S EMPLOYEES

The Town reserves the right to demand the removal or any successful Proponent's employees or contracted staff engaged in the contract if, in the Town's opinion, their conduct has been of an unacceptable nature.

### 32. DEFAULT

Upon any default of the successful Proponent, the Town, at its election, may reduce or cancel the outstanding balance of any contract. Written notice of the cancellation shall be effective immediately upon the date thereof.

## SECTION B – TERMS OF REFERENCE

### 1. SCOPE OF WORK

1.1 The CIP is to be prepared by a qualified consultant in the field of planning and economic development. The purpose of the project is to create a Community Improvement Plan to help build a foundation for economic growth and sustainable development. The Project will engage local leadership, increase collaboration and build capacity for evidence-based economic development. Community engagement will be facilitated through the cooperation of a variety of stakeholders including the Town, property/business owners, economic development/business organizations and residents. This engagement will help develop the direction of the CIP and is essential to help stakeholders understand the justification and economic benefits for offering municipal financial assistance/incentives to private property owners.

1.2 The Plan shall include incentive-based programs to be implemented and the process shall include but not be limited to consideration of programs for the following areas:

- Brownfield Redevelopment Improvements;
- Tax Increment Equivalent for Rehabilitation and Redevelopment Improvements;
- Signage Improvements;
- Residential or Commercial Conversion/Rehabilitation Improvements;
- Accessibility Improvements;
- Planning and Building Fees;
- Improvements to incentivize energy conservation/renewable energy; and
- Temporary COVID-19 relief supports

1.3 The Plan seeks to validate the selection of the entire geographic area of Petawawa as the defined Community Improvement area(s). The CIP will identify areas in need of repair, redevelopment, and rehabilitation. In compliance with provincial regulation, the final plan will provide incentive programs for encouraging and supporting private sector reinvestment in the building stock or the Town as a whole and the redevelopment of underutilized brownfield lands.

1.4 With respect to Brownfield lands, the CIP will allow the Town to establish comprehensive financial incentive programs to assist in the redevelopment of these underutilized lands.

1.5 As part of the comprehensive review of financial incentive programs through the CIP process, other incentives such as reduced Development Charges, planning amendment applications or building permit fees can be considered. This comprehensive review would involve looking at the feasibility of certain programs, eligibility criteria for the programs as well as application and administrative details.

1.6 This Terms of Reference is not limited to these programs. It is anticipated that through Community Open Houses/Meetings, surveys and other public consultation methods that other ideas for CIPs will be identified.

## 2. MILESTONES

### 2.1 *Stage 1 - Background Study/Report*

- Hold a virtual pre-consultation meeting with Planning and Development Committee, The Director of Planning and Development and the Town Economic Development Officer.
- Consult the Ministry of Municipal Affairs and Housing.
- Analyse and gather data on the characteristics of the study area.
- Conduct background analysis of planning information, virtual open houses, surveys, land use and other policies and strategies applicable to the study area.
- Provide a copy of the draft background report to the Town Economic Development Officer and the Planning and Development Committee for review.
- Conduct a presentation (in person or virtual depending on provincial restrictions) attended by Town Council, staff and the Public summarizing findings of the background analysis, potential benefits of the CIP programs and recommendations for designating a community improvement project area.

### 2.2 *Stage 2 - Draft Community Improvement Plan*

- Prepare a draft of the CIP inclusive of incentive programs, allocation of resources, implementation policies, eligibility criteria, monitoring and evaluation, marketing policies, application process, administrative practices, etc. as well as application form(s).
- Provide a copy of the draft document to the Town Economic Development Officer and Planning and Development Committee for review and complete modifications as requested.
- Present and report through a Municipal Workshop (in person or virtual depending on provincial restrictions) attended by Town Council, staff, and the Public of the draft CIP.
- Revise the draft plan where appropriate.

### 2.3 *Section 3 - Final Community Improvement Plan and Tools/Educational Materials*

- Prepare the final accessible copy of the CIP in accordance with (WCAG) 2.0 Level AA standards.
- Circulate to the Town Economic Development Officer, Planning and Development Committee and the Ministry of Municipal Affairs and Housing.
- Revise the plan where appropriate.

- Conduct a formal public meeting (in person or virtual depending on provincial restrictions) and provide the finalized CIP to Council for adoption.
- Provide two (2) hard copies of the Final CIP and application form(s) in accessible compliant formats, as well as electronic copies.
- Provide two (2) hard copies of Tools/Educational Materials, and affiliate application and agreement forms, in accessible compliant, editable formats as well as, electronic copies.
- Any required Official Plan Amendment must also be addressed in the Scope of Work. The County of Renfrew is the Approval Authority for Amendments to the Towns Official Plan and therefore, pre-consultation with the County may also be required.

### 3. ADDITIONAL REQUIREMENTS

The following general items are required throughout this project:

3.1 The successful Proponent shall develop, maintain and regularly update a detailed work plan, cost estimate and schedule for this entire assignment.

3.2 All submittals by the successful Proponent shall include one (1) hard copy and one (1) electronic file. Electronic submissions shall be submitted by email or on USB and conform to Microsoft Office Word 2007 format and PDF files.

3.3 The successful Proponent shall obtain written approval from the Town to change any member of its team from what is identified in its proposal at any time throughout this project.

### 4. INFORMATION TO BE PROVIDED BY THE TOWN OF PETAWAWA

The Town of Petawawa shall provide to the successful Proponent the following information:

4.1 Electronic copies of the Town of Petawawa Official Plan, and, Zoning By-law 456/07.

4.2 Town of Petawawa Mapping.

4.3 Town of Petawawa Economic Action Strategy.

### 5. SCHEDULE

All work undertaken under these Terms of Reference shall be completed and invoiced before the end of calendar year 2021.

<b>Milestone</b>	<b>Deliverable Date</b>
Stage 1 - Background Study/Report	June 28, 2021
Stage 2 - Draft CIP Preparation (date of report to Council)	August 23, 2021
Stage 3 - Final CIP & Tools/Educational Materials (date of report to Council)	September 27, 2021

### 6. PROPOSAL SUBMISSION REQUIREMENTS

Proposals submitted by interested Proponents shall address the following four (4) items listed below and Proponents shall ensure that their submissions are sectioned and titled/labeled accordingly. The responses to the following items shall be evaluated to determine the preferred Proponent to fulfill the requirements as stated in this RFP. Interested Proponents are encouraged to keep their proposals brief and readable.



## 6.1 Understanding of Requirement

Proponents shall provide a demonstrated understanding of the objectives, scope and particulars of the work required by providing a detailed description of the approach and methods that will result in the desired results of the project being delivered to the Town. Proponents shall provide a work plan, including an estimate of the number of hours to complete the CIP, and shall identify any Town resources required to complete the project. Further, the Proponent shall clearly identify how the public and key stakeholders will be engaged and the frequency of meetings, interviews, focus group sessions, etc.

## 6.2 Experience and References

Proponents shall name the key members assigned to this project, advise of the specific roles and responsibilities which will be assigned to each, describe their educational background, training and specialized skills, and provide their past relevant experience.

Proponents shall provide a listing of at least three (3) recent relevant municipal planning projects undertaken by their firm and shall include the following for each:

- Name of project;
- Name of client organization and principal contact (include phone number);
- Duration of study;
- Approximate total cost; and
- Brief (one or two sentences) description of project.

The above listed contacts shall be considered references and may be contacted to attest to the Proponents performance on the assignments.

## 6.3 Schedule

Proponents shall provide a draft project schedule with relevant milestone dates identified, recognizing the CIP deliverable date or validating the alteration of the proposed schedule.

## 6.4 Cost

Proponents shall provide their total project cost with a detailed statement of all proposed fees and expenses. All costs associated with the implementation and completion of this project must be included, including the hourly rates for proposed project staff, together with the approximate time to be spent by each staff member on the project.

In addition to the above proposal requirements, the Town will also take into consideration the following, during the evaluation of the proposal submissions:

## 6.5 Completeness of Submission & Overall Impression of Proposal Document

The overall quality and presentation of the proposal will be evaluated. The proposal should be clear and readable. Information should be easy to find and should include all requirements as requested in the RFP. Elaborate brochures and other representations beyond those sufficient for presenting a complete and effective proposal submission are neither required nor desired. Proponent shall ensure that Section C – Signing Sheet is completed in its entirety and included with the proposal submission.

## SECTION C – SIGNING SHEET

I/WE ACKNOWLEDGE AND HAVE CAREFULLY EXAMINED THE INSTRUCTIONS, TERMS & CONDITIONS, AND TERMS OF REFERENCE STATED IN THIS PROPOSAL, AND OFFER TO COMPLETE A CONTRACT IN ACCORDANCE WITH SAME, SHOULD I/WE BE THE SUCCESSFUL PROPONENT IN THIS REQUEST FOR PROPOSAL.

Signer must have authority to bind the company.

Confirmation

	<b>Location</b>		<b>Day</b>	<b>Year</b>
Signed, and delivered at		this		2021

Signature Authority

Requirements	Details
Proponent/Legal Company Name:	
Address (street)	
Province (in full)	
Postal Code	
Signature of Authorized	
Name (print/type)	
Title/Position	
Email	
Telephone #	

Addendum Acknowledgement

I/We, agree that we have received addenda inclusive, and the Proposal Pricing includes provisions set out in such addenda.

Requirements	Details
Detail Addenda	
Detail Addenda	
Detail Addenda	
Signature of Authorized	
Name (print/type)	
Title /Position	
Email	
Telephone	