



City of Summerside – Economic Development Business Directory Update

Request for Proposal

RFP for Business Directory Update

Issued: June 4, 2020

Closing Date: June 26, 2020 - 3pm AST

RFP for Business Directory Update

Attention Neil Moore
275 Fitzroy Street
Summerside, PE
C1N 1H9

Overview and Scope of Work

The City of Summerside invites proposals from qualified Proponents to undertake a complete update to its online business directory. It is the preference of the City to award this project to the highest ranked Proponent.

The City of Summerside, Department of Economic Development (EDO) requires a full update to its Business Directory. Summerside is PEI's second largest city with a population of about 15,000 and accesses a local trading population of 45,000. Summerside and adjacent areas are home to about 900 businesses of all shapes and sizes, including home businesses, seasonal businesses, and part-time businesses.

The Business Directory is a core tool of any EDO. This Request for Proposals represents its first major update since 2014. Significant internal work has already been done in terms of populating the directory with basic information. The successful bidder will flesh out their full details via telephone interviews and other means to complete a fulsome update.

The goal is to have a complete and up-to-date listing of all businesses in Summerside. This listing will contain all the information laid out in the "Project Scope" section and will be published and displayed by the EDO as it sees fit.

While price is important, other criteria will influence choosing the successful bidder as outlined in the "Evaluation Criteria" section.

Project Description

A Business Directory is not simply a glorified version of the Yellow Pages. Its usefulness spans many users, including governments, local businesses, international businesses, prospective businesses, tourists, students, ex-pats, private sector investors, site selectors, job seekers, and more. Making the directory resembles taking a census, except for businesses.

Just like a census, a Business Directory allows one to properly survey the landscape and plan accordingly. For the businesses, a directory can help them identify networking opportunities, strategic partners, new markets, and new clients. For the EDO, a directory is used for strategic planning, business retention and expansion, statistics, and marketing the City of Summerside.

For this project, all data will be collected by the winning bidder via telephone interviews or other means necessary to collect all data of our business makeup.

Project Scope

Upon awarding the contract, the winning bidder will be supplied with a spreadsheet containing all businesses known to us. The crux of this project is connecting with each of these businesses and asking a slate of questions as specified by the EDO. These answers will then be entered into the spreadsheet. Upon completion, this will be the principal deliverable. A list of questions proposed to each business can be found in Appendix A.

Upon completing all field work, a finished spreadsheet will be sent to the EDO along with any businesses that have closed, moved, or were otherwise unreachable (no phone number found, no one that could answer, disconnected phone, fax number, etc.) A full report detailing all interactions and exchanges with business including those that have been updated, closed, or relocated will be provided in the spreadsheet deliverable.

Consultant Selection

All submissions must demonstrate an understanding of the City's needs, the consultant's approach to addressing that need, and the unique attributes of the consultant that make it the best choice to undertake this work.

Specifically, proposals must provide details on:

- lead consultant and proposed sub-consultant team (if any);
- project team background and achievements;
- an overview of relevant projects (include references);
- public consultation experience;
- project management and implementation track-record;
- the role and responsibilities of each member of the consulting team, including project management responsibilities;
- standard per-diem rates;
- proposed budget and approach to conduct work including method of correspondence with company's number of callback attempts and other methods to compile complete data;
- any conflicts of interest with other consultant projects or clients;
- draft work program including task timing;
- the extent and timing of involvement required by City staff in the process.

Proposal Schedule and Closing Times

Task	Date
Request for Proposal Issuance	June 4, 2020
Receipt of Proponents' Questions	June 15, 2020
Response to Proponents' Questions	June 15, 2020
RFP Closes	June 26, 2020

Proposal Evaluation

EDO will evaluate each of the RFPs received in accordance with the evaluation criteria as set out in the table below. EDO reserves the right to enter into further discussions in order to obtain information that will allow the EDO to reach a decision with a Proponent, and to waive irregularities and omissions if, in doing so, the best interest of the Corporation will be served.

Evaluation Criteria

Selection of a proposal will be based on, but not solely limited to, the following criteria and weighting:

ITEM	QUALIFICATION CRITERIA	POINTS
1	Company Overview	5 pts
2	Corporate Experience with Similar Projects	10 pts
3	Project Team Qualifications and Experience	20 pts
4	Scope of Services & Methodology	25 pts
5	Schedule	15 pts
6	Cost Proposal	25 pts
		100 pts

Contents of Proposal

Proposals to be submitted must include, at minimum, the following information and be no longer than **TWENTY-FIVE (25)** pages (excluding attachments):

- i. A summary of the Proponent's understanding of the project;
- ii. A detailed description of the suggested approach to the proposal with a critical path illustrating the specific phases to the project, vision and approach to meeting the project outcomes;
- iii. The extent and timing of involvement required by City staff in the process;
- iv. The background and achievements of the firm(s) with a listing of previous projects of a similar nature (include references);
- v. Supporting documentation that determines sufficient resources are in place to meet the City's needs;
- vi. Identification of Lead Consultant and proposed sub-consultant team (if any);
- vii. Identification and (if possible) curriculum vitae of all persons who will make up the project team, together with an indication as to each individual's role and responsibility in the project, and their past experience in similar projects;
- viii. Identification of Public Consultation experience;
- ix. Project Management and implementation track-record;
- x. Identification of any Conflicts of Interest with other Consultant projects or clients; and,
- xi. Proposed Budget to complete work. Price proposal that includes overall price along with a breakdown of costs. This could include an hourly rate, total number of hours, price per attempt, and so forth.

Note: The consultant's technical submission shall include a time – task matrix, without fees, to clearly demonstrate the level of effort assigned to each task by key project team members. A summary of fees shall be included in the consultant's separate pricing submission.

Proponent Registration

All firms are required to register directly with the City of Summerside EDO via email at neil@summerside.ca , with subject line **City of Summerside – Business Directory Update 2020**

Proponent Questions

Questions from Proponents concerning this RFP can be forwarded by email to Neil Moore via email: neil@summerside.ca. Please note that questions from Proponents will only be accepted by email prior to noon (AST) on Monday, June 15, 2020. If a question(s) results in amendments of clarification directives, a copy of the amended response will be directed to those Proponents that have completed the registration process.

Freedom of Information

Careful consideration should be given before confidential information is submitted as part of this process. Consideration should include whether this information is critical or relevant for evaluating a proposal. All proposals submitted in response to this RFP will become public records and are therefore subject to the Municipal Freedom of Information and Privacy Act.

If Proponents desire to include confidential information, they should submit the information in a separately bound document with a cover letter indicating the contents and reason why it would provide an unfair competitive advantage for other companies if made part of the public record.

Proposal Submission

Interested Proponents must provide a full electronic package (PDF) of their proposal via email to neil@summerside.ca by 3:00pm AST on June 26, 2020, with subject line **City of Summerside – Business Directory Update Proposal 2020**

General Information

- The proposal shall clearly demonstrate the consultant's skill and experience in completing this project citing work of similar scope and complexity.
- The proposal shall be valid for 90 days after the closing date.
- This RFP assumes that the necessary financing will be available to move the project forward. We assume no responsibility for any costs that might be incurred to respond to this RFP and we offer no guarantee that the project will take place.
- The proposal must be signed by an authorized representative with the corporate power and authority to execute and deliver obligations as proposed.
- The stakeholders reserve the right to reject any or all submissions and to determine in their own judgment the consultant(s) best qualified to undertake this project.
- The stakeholders reserve the right to cancel this RFP at any time without penalty or cost to the stakeholders.
- The stakeholders will not be responsible for any cost incurred by Proponents in the preparation or submission of a proposal.
- The stakeholders further reserve the right to request Proponents to address specific requirements not adequately covered in their initial submission and/or to provide additional information.

Appendix A: List of Questions to be updated per each business

Field Question	Summerside Note
Tombstone Information	
Business Name	
Address	
City	Default Summerside
Province	Default PEI
Postal Code	
Phone	
General Inquiry Email	
Website	
Twitter	
Facebook	
Contact Person	
Contact Title	
Year Established in Summerside	
Are you a Public or Privately Held Company	
Summarize Products/Services (150 words) (Please include Keywords)	
Parent Company	
Parent Company	
Parent Location	
Employment Questions	
FT Jobs	
PT Jobs	
% Workforce Local	
Facility Questions	
Building Size (sq ft)	
Trade Questions	
Export Product or Service	Yes/No. If “yes”, ask next two
% of Product/Service Exported	
Int'l Markets Exported to (list 6)	List Country
Internal Questions	
Created Entry (Date)(Office Use Only)	To Be completed Post Interview
Updated Entry (Date)(Office Use Only)	
NAICS (Office Use Only)	
MEZ (Office Use Only)	