

# Request for Proposal

## Community Activity Guide Design

**RFP # REC-72-2020-04**



### **Proposal Closing Time:**

Proposals must be received by June 26, 2020 at 16:00 (MST).  
This date and time may be changed by addenda.

## 1. OBJECTIVE

Lac La Biche County (herein referred to as the County) is seeking qualified Proponents to design and produce four (4) Community Activity Guides and removeable “pull out” membership/drop in insert with community map for each edition:

- Fall 2020/Winter 2021
- Spring/Summer 2021
- Fall 2021/Winter 2022
- Spring/Summer 2022

## 2. BACKGROUND

Lac La Biche County has a population of approximately 10,000 residents, with increases in seasonal residents and visitors over the summer months. Lac La Biche is located two hours north of Edmonton and about two and a half hours south of Fort McMurray. Lac La Biche is surrounded by provincial parks, lakes and wilderness with abundant outdoor recreation, leisure activities and opportunities. The County serves rural hamlets as well as two (2) urban centres with a variety of programs, services, events and boasts several sports and non-profit organizations.

The Activity Guide has focused on County run programs for the past several years. Lac La Biche County wishes to expand the current guide to increase awareness of programs and services offered, and to help promote clubs and community groups through third-party advertising.

Below is a list of items considered acceptable for the community activity guide and insert. This list is not limited to other items that may be considered for future editions.

- Message from the Mayor or CAO.
- Description of Lac La Biche County – specific to living/visiting & recreation/leisure opportunities in the area (ie) Camping, lakes, boating, etc.
- A community directory that lists contact information for local non-profit sport, cultural recreation, and service groups who provide programs, services or events to the community at large.
- Upcoming Community Events offered in the County.
- Community Maps of public parks, spaces, trails, outdoor rinks, boat launches, etc. in Lac La Biche County, including details / amenities (equipment, rinks, etc.).
- Other outdoor seasonal recreation opportunities, including the location of public hills for sledding or water bodies for winter skating, ATV safety, water safety, etc. (*education pieces and advisories*).
- Recreation & fitness classes, camps, workshops, leagues, etc.
- Drop-in schedules for fitness classes
- Information on child minding services, including a list of rules and costs
- Personal training services & trainer information
- FCSS programs and services, including information on services provided to children, families, individuals, and seniors.
- Volunteering and employment opportunities.
- Portage Pool programs and services.

- Other community programs offered by non-profit organizations (e.g.) *Library, Adult Learning, Cultural programs, Dance, Martial Arts, Soccer, hockey camps, golf lessons, etc.*
- Initiatives and awareness strategies (e.g.) Physical Literacy, Mental Health, Nutrition month, June is Parks & Rec month, Affordable Access, etc.
- Fee assistance and general assistance programs/services available
- Basic information of grant programs & funding
- Sponsorship/Advertising (Community Partnerships) details/ads
- Paid advertising (limited based on space & availability) – available to organizations or businesses that provide or enhance sport or recreational opportunities within the County (e.g.) *minor sports, non-profit organizations, fitness classes or gyms, sport therapists, recreational equipment rentals, programs or services such as horseback riding, etc.*
- Other: Success stories, new initiatives and updates on community space projects (e.g.) trails, fields or facility enhancements or development, etc.

Audiences served by the Community Activity Guide include:

- a) Community and regional residents;
- b) Community and non-profit organizations, sports associations;
- c) Visitors and tourists staying in the area;
- d) Local businesses and clientele;
- e) Community or area employees (permanent and seasonal);
- f) Area school districts; and
- g) Newcomers or those seeking to relocate to area.

### 3. SCOPE OF WORK

The scope of work involves two parts (a) the design/production of four (4) Community Activity Guides with pull out pamphlet & (b) printing of those activity guides for Lac La Biche County. The production of each of the guides should include the following:

- \*48 page for community activity guide
- \*8 page pull-out of membership/drop in schedule including community trails & map
- 80lb text
- Full color all pages
- 11 x 17 inch, folded, double-sided, and stapled to make an 8.5 x 11 inch booklet
- Includes all crop marks and bleeds as required
- \*1,500 copies for Spring/Summer and 1,750 copies for Fall/Winter
- Online ISSU version provided for each edition
- Digital image of front cover provided for each edition
- Community & non-profit organization advertisements

\* number of pages, copies and pull out schedule with map may change base costs on those provided

Lac La Biche County will provide all static information and core program content along with photos by initial content deadlines. Any ready-made ads will be provided at least one day before initial proof deadline for each edition.

The successful Proponent must provide all proofs, layouts and printing within the timelines stated below. Approval of completed proof must be obtained prior to printing.

### **Submission & Print Deadlines**

Fall/Winter Guides (content for September 1 to March 31)

- Content provided to Proponent by July 15
- Initial proof completed and sent to County by July 25
- Final proof with edits completed by July 31
- Printed by August 5, online versions provided to County
- Activity guide delivered for distribution on or before August 15

Spring/Summer Guides (content for April 1 to August 31)

- Content provided to Proponent by February 15
- Initial proof completed and sent to County by February 25
- Final proof with edits completed by February 28
- Printed by March 2, online versions provided to County
- Activity guide delivered for distribution on or before March 15

## **4. DESIGN STANDARDS**

- Your approach in re-designing the style and general look of the activity guide is encouraged. Lac La Biche County is open to suggestions and improvements to layout and design while maintaining a “community feel” for the guide;
- Professional, clean and interactive design and layout;
- User-friendly and easy to read (consider target audiences for size of print and colours incorporated);
- Incorporates Lac La Biche County branding and meets design standards for logo use;
- Incorporates real life photos of participants wherever possible;
- Online version must be compatible with modern browsers;

The County has final approval of visual design and content management. A similar look and feel throughout the guide should be maintained.

## **5. SUPPLIED MATERIALS**

The County can provide a digital copy of the current activity guide and pull out schedule as product samples upon request. The current Activity Guide can be viewed online at [www.boldcenter.ca](http://www.boldcenter.ca). Once awarded, the County will provide requests for changes, content, design standards and logos, photos, and other related documents or files to assist with the design of the Community Activity Guide to the selected Proponent.

## 6. PROPOSAL FORMAT AND REQUIREMENTS

The proposal shall include the qualifications requested below. Information should be complete and demonstrate that the Proponent can perform the work requested.

### **Introduction & Experience**

Prepare a brief introduction of your company; contact information, how long you have been in business, and what services you provide. Briefly describe your understanding of the scope of the project and identify related projects completed in the last three (3) years.

### **Personnel**

Identify individuals and list qualifications and related experience of key personnel who would be assigned to this project. Specify who will serve as the main point of contact for the project.

### **Creative Design**

Showcase your company's creative design abilities related to activity guide and community map design. Clearly specify which services are provided in-house and which are outsourced.

### **Pricing and Costs**

Based on the preliminary scope of work, provide a detailed breakdown of the estimated costs for design services, printing charges, consultation services if required and any other associated costs. Contract costs and fees will be negotiated with selected Proponent.

\*\*Provide breakdown of work/costs for each when providing pricing/costs:

- Community activity guide
- 8-page insert (membership/schedule/maps)
- Third party advertising (cost to create ads if incorporated in agreement)

### **Client References**

Provide a minimum of three (3) client references with contact names, emails and phone numbers for whom you have designed or redesigned similar publications.

## 7. EVALUATION CRITERIA

Proposals will be ranked based upon the merits of the proposal, qualifications and experience. Proposals will be reviewed and scored based on a 100 point total as follows:

- Innovation and creativity in approach (40 points);
- Pricing & costs (30 points); and
- Qualifications of team, relevant experience and client references (30 points).

The County reaffirms its right to make any selection it deems prudent.

The selected Proponent and the County will finalize the contract terms and conditions. If the County and the selected Proponent are unable to agree on terms and conditions at this point, the County may exercise its right to negotiate with other Proponents.

## **8. SUBMISSION**

Interested Proponents will provide a PDF version of proposal outlining the proposed costs for design and printing (refer to section 6). Proponents must include at least two (2) current publications in PDF or ISSU versions produced by Proponent. Proponents may also choose to develop one (1) PDF or ISSU mock-up design (4 to 6 pages of content) for the County's consideration.

Please submit inquiries and proposals to:  
Lac La Biche County  
Attention: Staci Lattimer (Manager, Recreation & FCSS)  
P.O. Box 1679  
Lac La Biche, AB T0A 2C0  
E-mail: [staci.lattimer@laclabichecounty.com](mailto:staci.lattimer@laclabichecounty.com)

Proposals will not be accepted if received after the Closing Time.

The County reserves the right to amend or revise the Request for Proposal documents.

## **9. MANDATORY PROPOSAL REJECTIONS**

Proposals which omit any of the following may be rejected by Lac La Biche County at its sole and unfettered discretion:

- Pricing and costs;
- Company profile and personnel qualifications;
- Minimum of three references; and
- Samples of current publications

## **10. SHORTLISTED PROPONENTS**

A short-list of up to three of the highest evaluated Proponents will be determined. The County may schedule interviews/presentations with one or more Proponents in order to seek clarification and to provide a further opportunity to assess the short-listed Proponent's understanding of the project requirements. Evaluations may be modified after such interviews/ presentations.

## **11. AWARD**

Subject to the right to negotiate with other Proponents as described in sections 13.5 and 13.9, the County may seek to negotiate a contract with the Proponent that provided the proposal with the highest evaluated total score.

## **12. PROCUREMENT METHOD**

Competitive method by Request for Proposal open tender.

## **13. GENERAL TERMS AND CONDITIONS**

### **13.1 Notice of nonbinding solicitation**

Lac La Biche County reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal or to enter into a contract in relation to this Request for Proposal.

### **13.2 Confidentiality**

All information provided by Lac La Biche County as part of this solicitation must be treated as confidential. In the event that any information is inappropriately released, the County will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential, except as otherwise noted.

### **13.3 Communication**

All communications regarding this solicitation shall be directed to appropriate parties at Lac La Biche County.

### **13.4 Acceptance**

Acceptance of a proposal does not constitute an agreement. Lac La Biche County reserves the option to negotiate on the final terms and conditions. We additionally reserve the right to negotiate the substance of the finalists' proposals, as well as the option of accepting partial components of a proposal if appropriate.

### **13.5 Right to Final Negotiations**

Lac La Biche County reserves the option to negotiate the final costs, scope of work and modified terms and conditions as well as the option to limit or include third parties at Lac La Biche County's sole and full discretion in such negotiations.

### **13.6 Rights to Data**

Lac La Biche County will have ownership rights to all data generated by the project. Lac La Biche County will collaborate with the Proponent on publications of findings.

This RFP should not be considered as an agreement to purchase goods or services. Lac La Biche County is not bound to negotiate a contract with any Proponent. Proposals will be assessed in light of the evaluation criteria. The County will be under no obligation to receive further information, whether written or oral, from any Proponent.

Neither acceptance of a proposal nor execution of a contract will constitute approval of any activity or development contemplated in any proposal that requires any approval, permit or license pursuant to any federal, provincial, regional district or municipal statute, regulation or bylaw.

### **13.7 Definition of Contract**

Only the full execution of a written contract will constitute a contract for the services, and no Proponent will acquire any legal or equitable rights or privileges relative to the services until this occurs.

### **13.8 Right to Accept or Reject Proposals**

Lac La Biche County reserves the right to accept or reject any or all proposals in whole or in part, whether irregular, non-conforming or non-compliant.

### **13.9 Delay in Negotiating a Contract**

If a written contract cannot be negotiated with the successful Proponent, Lac La Biche County may, at its sole discretion at any time thereafter, terminate negotiations with the Proponent and either negotiate a contract with the next qualified Proponent or choose to terminate the solicitation process and not enter into a Contract with any of the Proponents.

#### **14. FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY**

This Request for Proposal is subject to all applicable legislation including the Municipal Government Act, the Freedom of Information and Protection of Privacy Act, the bylaws and policies of Lac La Biche County, and all other relevant governing legislation.