



THE CITY OF WINNIPEG

REQUEST FOR PROPOSAL

RFP NO. 30-2012

**DEVELOPMENT OF BRANDING AND PUBLIC AWARENESS/EDUCATION
STRATEGY AND COMPONENTS TO PROMOTE WINNIPEG'S GARBAGE AND
RECYCLING SERVICES**

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PART B - BIDDING PROCEDURES

B1. CONTRACT TITLE

B1.1 DEVELOPMENT OF BRANDING AND PUBLIC AWARENESS/EDUCATION STRATEGY AND COMPONENTS TO PROMOTE WINNIPEG'S GARBAGE AND RECYCLING SERVICES

B2. PURPOSE

B2.1 The purpose of this request is to invite qualified Bidders to submit proposals for the development of overall branding for Winnipeg's garbage and recycling services, and the development of a public awareness/education strategy, including the development and production of strategy components, to promote changes to Winnipeg's garbage and recycling services in 2012.

B3. SUBMISSION DEADLINE

B3.1 The Submission Deadline is 4:00 p.m. Winnipeg time, February 14, 2012.

B3.2 Proposals determined by the Manager of Materials to have been received later than the Submission Deadline will not be accepted and will be returned upon request.

B3.3 The Contract Administrator or the Manager of Materials may extend the Submission Deadline by issuing an addendum at any time prior to the time and date specified in B3.1.

B4. ENQUIRIES

B4.1 All enquiries shall be directed to the Contract Administrator identified in D4.1.

B4.2 If the Bidder finds errors, discrepancies or omissions in the Request for Proposal, or is unsure of the meaning or intent of any provision therein, the Bidder shall promptly notify the Contract Administrator of the error, discrepancy or omission at least five (5) Business Days prior to the Submission Deadline.

B4.3 If the Bidder is unsure of the meaning or intent of any provision therein, the Bidder should request clarification as to the meaning or intent prior to the Submission Deadline.

B4.4 Responses to enquiries which, in the sole judgment of the Contract Administrator, require a correction to or a clarification of the Request for Proposal will be provided by the Contract Administrator to all Bidders by issuing an addendum.

B4.5 Responses to enquiries which, in the sole judgment of the Contract Administrator, do not require a correction to or a clarification of the Request for Proposal will be provided by the Contract Administrator only to the Bidder who made the enquiry.

B4.6 The Bidder shall not be entitled to rely on any response or interpretation received pursuant to B4 unless that response or interpretation is provided by the Contract Administrator in writing.

B5. BACKGROUND

B5.1 On October 19, 2011, City Council approved the Comprehensive Integrated Waste Management Strategy (Garbage and Recycling Master Plan), in order to achieve a greater than 50% waste diversion rate for Winnipeg. Appendix A is the Council-approved report.

B5.2 Within this Council-approved strategy, there are 30 recommendations, many of which will have a direct impact on the citizens of Winnipeg and their use of garbage and recycling services. Concerted public awareness/education efforts will be required to help citizens transition to a new way of putting out their garbage and recycling, along with new garbage and recycling

services, all designed to help them support the goal of a greater than 50% waste diversion rate for Winnipeg.

- B5.3 In 2012, changes to garbage and recycling services that must be communicated to citizens include:
- (a) Transition of all single-family residential customers (187,000) from manual and AutoBin collection to automated cart collection for both garbage (black cart) and recycling (blue cart).
 - (b) Recycling and garbage collection service once every week of the year, including those weeks with statutory holidays (change from a 5-day collection calendar to a weekly collection calendar).
 - (c) Introduction of yard waste collection once every two weeks from April to November each year and the closing of existing Leaf-It (yard waste) depots in 2013.
 - (d) Additional garbage and recycling services available upon request for a fee (i.e., bulky waste pick-up, extra garbage bags, cart upgrades)
 - (e) Quarterly user fee charge (\$12.50 per single-family dwelling) being introduced on water bills in January 2013.
- B5.4 Appendix B – Timelines for 2012 Garbage and Recycling Services outlines the timelines involved in communicating and implementing various programs/services and/or changes being made in 2012.
- B5.5 Appendix C – Key Messages – Garbage and Recycling Master Plan outlines the various messages to be communicated to Winnipeg residents surrounding the different garbage and recycling services and programs (2012 and beyond).
- B5.6 The implementation of garbage and recycling cart collection will be phased in across Winnipeg between June and September 2012. Appendix D – Collection Areas is a colour-coded map that outlines the different collection areas.
- B5.7 Beyond 2012, the City of Winnipeg will be introducing the following major program/service changes:
- (a) Introduction of kitchen organics collection (pilot program in 2014, city-wide program implementation based on pilot program's results)
 - (b) Establishment of up to four Community Resource Recovery Centres (CRRCs), where residents will be able to drop off items including, but not limited to, reusable items and household items, as well as construction and demolition materials, and associated residual waste. The first CRRC will be developed at the Brady Road Resource Management Facility (Brady Road Landfill) starting 2013.
- B5.8 A Public Awareness/Education strategy will ensure a coordinated approach for the implementation of the reduction, diversion and disposal initiatives of the Garbage and Recycling Master Plan. Sustained programs with year-round exposure are identified as a best practice, and will set the stage for implementation of various awareness/education initiatives throughout the following year. As a reference, Stantec, the consulting firm that worked with City officials to develop the Master Plan, included a section titled Public Awareness and Education Strategy (Section 5.4) in its final report. To review Stantec's final report, see <http://garbage.speakupwinnipeg.com/files/2011/09/CIWMP-FINAL-REPORT.pdf>
- B5.9 The Public Awareness/Education Strategy should focus on motivating behavioural change. To ensure that a greater diversion rate is reached, social marketing is seen as a key tool.
- (a) Social marketing is primarily about having a conversation (two-way communication) as opposed to trying to disseminate information (one-way communication). Social marketing can help improve residents' understanding of a particular waste program, direct them to legitimate forms of information, mitigate against misinformation, and generally better engage the public. See Section 5.4.1.7 (Social Marketing) of Stantec's final report for the

types of barriers that may be faced during implementation of the Garbage and Recycling Master Plan.

- B5.10 Appendix D is a sample of the user guide produced in the fall of 2011, which was delivered with garbage carts to residents of the William Whyte/Dufferin neighbourhoods. The City conducted a pilot project, removing and replacing AutoBins with an automated garbage cart collection system, recycling boxes, and leaf and yard waste curbside collection. The user guide was written in plain language and included photos/diagrams to help residents better adapt to the new services they were receiving. Focus testing was done with community groups to ensure that it would meet their needs. This user guide will be modified by City staff to reflect the introduction of recycling carts and curbside seasonal yard waste collection program. The branding developed through this RFP will be used for this user guide when implementing city-wide.

B6. CONFIDENTIALITY

- B6.1 Information provided to a Bidder by the City or acquired by a Bidder by way of further enquiries or through investigation is confidential. Such information shall not be used or disclosed in any way without the prior written authorization of the Contract Administrator.
- B6.2 The Bidder shall not make any statement of fact or opinion regarding any aspect of the Request for Proposals to the media or any member of the public without the prior written authorization of the Contract Administrator.

B7. ADDENDA

- B7.1 The Contract Administrator may, at any time prior to the Submission Deadline, issue addenda correcting errors, discrepancies or omissions in the Request for Proposal, or clarifying the meaning or intent of any provision therein.
- B7.2 The Contract Administrator will issue each addendum at least two (2) Business Days prior to the Submission Deadline, or provide at least two (2) Business Days by extending the Submission Deadline.
- B7.2.1 Addenda will be available on the Bid Opportunities page at The City of Winnipeg, Corporate Finance, Materials Management Division website at <http://www.winnipeg.ca/matmgt/bidopp.asp>
- B7.2.2 The Bidder is responsible for ensuring that he has received all addenda and is advised to check the Materials Management Division website for addenda regularly and shortly before the Submission Deadline, as may be amended by addendum.
- B7.3 The Bidder shall acknowledge receipt of each addendum in Paragraph 9 of Form A: Proposal. Failure to acknowledge receipt of an addendum may render a Proposal non-responsive.

B8. SUBSTITUTES

- B8.1 The Work is based on the Plant, Materials and methods specified in the Request for Proposal.
- B8.2 Substitutions shall not be allowed unless application has been made to and prior approval has been granted by the Contract Administrator in writing.
- B8.3 Requests for approval of a substitute will not be considered unless received in writing by the Contract Administrator at least five (5) Business Days prior to the Submission Deadline.
- B8.4 The Bidder shall ensure that any and all requests for approval of a substitute:
- (a) provide sufficient information and details to enable the Contract Administrator to determine the acceptability of the Plant, Material or method as either an approved equal or alternative;

- (b) identify any and all changes required in the applicable Work, and all changes to any other Work, which would become necessary to accommodate the substitute;
- (c) identify any anticipated cost or time savings that may be associated with the substitute;
- (d) certify that, in the case of a request for approval as an approved equal, the substitute will fully perform the functions called for by the general design, be of equal or superior substance to that specified, is suited to the same use and capable of performing the same function as that specified and can be incorporated into the Work, strictly in accordance with the proposed work schedule and the dates specified in the Supplemental Conditions for Substantial Performance and Total Performance;
- (e) certify that, in the case of a request for approval as an approved alternative, the substitute will adequately perform the functions called for by the general design, be similar in substance to that specified, is suited to the same use and capable of performing the same function as that specified and can be incorporated into the Work, strictly in accordance with the proposed work schedule and the dates specified in the Supplemental Conditions for Substantial Performance and Total Performance.

B8.5 The Contract Administrator, after assessing the request for approval of a substitute, may in his sole discretion grant approval for the use of a substitute as an “approved equal” or as an “approved alternative”, or may refuse to grant approval of the substitute.

B8.6 The Contract Administrator will provide a response in writing, at least two (2) Business Days prior to the Submission Deadline, only to the Bidder who requested approval of the substitute.

B8.6.1 The Bidder requesting and obtaining the approval of a substitute shall be entirely responsible for disseminating information regarding the approval to any person or persons he wishes to inform.

B8.7 If the Contract Administrator approves a substitute as an “approved equal”, any Bidder may use the approved equal in place of the specified item.

B8.8 If the Contract Administrator approves a substitute as an “approved alternative”, any Bidder bidding that approved alternative may base his Total Bid Price upon the specified item but may also indicate an alternative price based upon the approved alternative. Such alternatives will be evaluated in accordance with B22.

B8.9 No later claim by the Contractor for an addition to the Total Bid Price because of any other changes in the Work necessitated by the use of an approved equal or an approved alternative will be considered.

B8.10 Notwithstanding B8.2 to B8.9 and in accordance with B9.6, deviations inconsistent with the Request for Proposal document shall be evaluated in accordance with B22.1(a).

B9. PROPOSAL SUBMISSION

B9.1 The Proposal shall consist of the following components:

- (a) Form A: Proposal;
- (b) Form B: Prices;
- (c) Branding and Public Awareness/Education Strategy Proposal;
- (d) Portfolio Submissions;
- (e) Experience.

B9.2 The Proposal should also consist of the following components:

- (a) Detailed Prices.

B9.3 Further to B9.1, the Bidder should include the written correspondence from the Contract Administrator approving a substitute in accordance with B8.

- B9.4 All components of the Proposal shall be fully completed or provided, and submitted by the Bidder no later than the Submission Deadline, with all required entries made clearly and completely, to constitute a responsive Proposal.
- B9.4.1 Bidders should submit one (1) unbound original (marked "original") and five (5) copies.
- B9.5 Bidders are advised not to include any information/literature except as requested in accordance with B9.1.
- B9.6 Bidders are advised that inclusion of terms and conditions inconsistent with the Request for Proposal, including the General Conditions, will be evaluated in accordance with B22.1(a).
- B9.7 The Proposal should be submitted enclosed and sealed in an envelope clearly marked with the RFP number and the Bidder's name and address.
- B9.7.1 Samples or other components of the Proposal which cannot reasonably be enclosed in the envelope may be packaged separately, but shall be clearly marked with the RFP number, the Bidder's name and address, and an indication that the contents are part of the Bidder's Proposal Submission.
- B9.8 Proposals submitted by facsimile transmission (fax) or internet electronic mail (e-mail) will not be accepted.
- B9.9 Proposals shall be submitted to:
The City of Winnipeg
Corporate Finance Department
Materials Management Division
185 King Street, Main Floor
Winnipeg MB R3B 1J1

B10. PROPOSAL

- B10.1 The Bidder shall complete Form A: Proposal, making all required entries.
- B10.2 Paragraph 2 of Form A: Proposal shall be completed in accordance with the following requirements:
- (a) if the Bidder is a sole proprietor carrying on business in his own name, his name shall be inserted;
 - (b) if the Bidder is a partnership, the full name of the partnership shall be inserted;
 - (c) if the Bidder is a corporation, the full name of the corporation shall be inserted;
 - (d) if the Bidder is carrying on business under a name other than his own, the business name and the name of every partner or corporation who is the owner of such business name shall be inserted.
- B10.2.1 If a Proposal is submitted jointly by two or more persons, each and all such persons shall identify themselves in accordance with B10.2.
- B10.3 In Paragraph 3 of Form A: Proposal, the Bidder shall identify a contact person who is authorized to represent the Bidder for purposes of the Proposal.
- B10.4 Paragraph 11 of Form A: Proposal shall be signed in accordance with the following requirements:
- (a) if the Bidder is a sole proprietor carrying on business in his own name, it shall be signed by the Bidder;
 - (b) if the Bidder is a partnership, it shall be signed by the partner or partners who have authority to sign for the partnership;
 - (c) if the Bidder is a corporation, it shall be signed by its duly authorized officer or officers and the corporate seal, if the corporation has one, should be affixed;

- (d) if the Bidder is carrying on business under a name other than his own, it shall be signed by the registered owner of the business name, or by the registered owner's authorized officials if the owner is a partnership or a corporation.

B10.4.1 The name and official capacity of all individuals signing Form A: Proposal should be printed below such signatures.

B10.5 If a Proposal is submitted jointly by two or more persons, the word "Bidder" shall mean each and all such persons, and the undertakings, covenants and obligations of such joint Bidders in the Proposal and the Contract, when awarded, shall be both joint and several.

B11. PRICES

B11.1 The Bidder shall state the lump sum price in Canadian funds (GST extra) for the Work on Form B: Prices.

B11.2 Payments to Non-Resident Contractors are subject to Non-Resident Withholding Tax pursuant to the Income Tax Act (Canada).

B12. QUALIFICATION

B12.1 The Bidder shall:

- (a) undertake to be in good standing under The Corporations Act (Manitoba), or properly registered under The Business Names Registration Act (Manitoba), or otherwise properly registered, licensed or permitted by law to carry on business in Manitoba, or if the Bidder does not carry on business in Manitoba, in the jurisdiction where the Bidder does carry on business; and
- (b) be financially capable of carrying out the terms of the Contract; and
- (c) have all the necessary experience, capital, organization, and equipment to perform the Work in strict accordance with the terms and provisions of the Contract.

B12.2 The Bidder and any proposed Subcontractor (for the portion of the Work proposed to be subcontracted to them) shall:

- (a) be responsible and not be suspended, debarred or in default of any obligations to the City. A list of suspended or debarred individuals and companies is available on the Information Connection page at The City of Winnipeg, Corporate Finance, Materials Management Division website at <http://www.winnipeg.ca/matmgt/debar.stm>

B12.3 The Bidder and/or any proposed Subcontractor (for the portion of the Work proposed to be subcontracted to them) shall:

- (a) have successfully carried out work similar in nature, scope and value to the Work; and
- (b) be fully capable of performing the Work required to be in strict accordance with the terms and provisions of the Contract; and
- (c) have a written workplace safety and health program, if required, pursuant to The Workplace Safety and Health Act (Manitoba);

B12.4 The Bidder shall submit, within three (3) Business Days of a request by the Contract Administrator, proof satisfactory to the Contract Administrator of the qualifications of the Bidder and of any proposed Subcontractor.

B12.5 The Bidder shall provide, on the request of the Contract Administrator, full access to any of the Bidder's equipment and facilities to confirm, to the Contract Administrator's satisfaction, that the Bidder's equipment and facilities are adequate to perform the Work.

B13. BRANDING AND PUBLIC AWARENESS/EDUCATION STRATEGY PROPOSAL

B13.1 The Bidder shall submit, within the proposal, the following:

- (a) A branding strategy that will reflect the overall changes to Winnipeg's garbage and recycling services, based on the Garbage and Recycling Master Plan approved by City Council in October 2011;
- (b) A public awareness/education strategy to communicate to Winnipeg residents the changes being made to garbage and recycling services in 2012;
- (c) An outline of the components to be used as part of the public awareness/education strategy to communicate the 2012 changes to garbage and recycling services.

B13.2 The Bidder shall submit a detailed list and description of all components included in the public awareness/education strategy as follows:

- (a) Strategy component deliverables;
- (b) Cost breakdown of strategy components;
- (c) Strategy component timeline recommendations.

B14. PORTFOLIO SUBMISSIONS

B14.1 Bidders shall include a minimum of two (2) samples of similar work that demonstrate capability of the Bidder. Samples will be returned following award of contract.

B15. EXPERIENCE

B15.1 Bidders shall provide the following information:

- (a) Qualifications/Professional Experience of the Bidder.
- (b) Personal Profiles of individuals assigned to the project, and any Subcontractors.
- (c) Experience of proposed team members in communications, and the estimated percentage of each of their time to be assigned to the project.

B16. DETAILED PRICES

B16.1 The Bidder should provide a detailed listing of all costs included in the Lump Sum Price on Form B: Prices.

B17. OPENING OF PROPOSALS AND RELEASE OF INFORMATION

B17.1 Proposals will not be opened publicly.

B17.2 After award of Contract, the name(s) of the successful Bidder(s) and the Contract amount(s) will be available on the Closed Bid Opportunities (or Public/Posted Opening & Award Results) page at The City of Winnipeg, Corporate Finance, Materials Management Division website at <http://www.winnipeg.ca/matmgt>

B17.3 To the extent permitted, the City shall treat all Proposal Submissions as confidential, however the Bidder is advised that any information contained in any Proposal may be released if required by City policy or procedures, by The Freedom of Information and Protection of Privacy Act (Manitoba), by other authorities having jurisdiction, or by law.

B17.4 Following the award of Contract, a Bidder will be provided with information related to the evaluation of his submission upon written request to the Contract Administrator.

B18. IRREVOCABLE OFFER

B18.1 The Proposal(s) submitted by the Bidder shall be irrevocable for the time period specified in Paragraph 10 of Form A: Proposal.

B18.2 The acceptance by the City of any Proposal shall not release the Proposals of the other responsive Bidders and these Bidders shall be bound by their offers on such Work until a

Contract for the Work has been duly executed and the performance security furnished as herein provided, but any offer shall be deemed to have lapsed unless accepted within the time period specified in Paragraph 10 of Form A: Proposal.

B19. WITHDRAWAL OF OFFERS

- B19.1 A Bidder may withdraw his Proposal without penalty by giving written notice to the Manager of Materials at any time prior to the Submission Deadline.
- B19.1.1 Notwithstanding C22.5, the time and date of receipt of any notice withdrawing a Proposal shall be the time and date of receipt as determined by the Manager of Materials.
- B19.1.2 The City will assume that any one of the contact persons named in Paragraph 3 of Form A: Proposal or the Bidder's authorized representatives named in Paragraph 11 of Form A: Proposal, and only such person, has authority to give notice of withdrawal.
- B19.1.3 If a Bidder gives notice of withdrawal prior to the Submission Deadline, the Manager of Materials will:
- (a) retain the Proposal until after the Submission Deadline has elapsed;
 - (b) open the Proposal to identify the contact person named in Paragraph 3 of Form A: Proposal and the Bidder's authorized representatives named in Paragraph 11 of Form A: Proposal; and
 - (c) if the notice has been given by any one of the persons specified in B19.1.3(b), declare the Proposal withdrawn.
- B19.2 A Bidder who withdraws his Proposal after the Submission Deadline but before his offer has been released or has lapsed as provided for in B18.2 shall be liable for such damages as are imposed upon the Bidder by law and subject to such sanctions as the Chief Administrative Officer considers appropriate in the circumstances. The City, in such event, shall be entitled to all rights and remedies available to it at law.

B20. INTERVIEWS

- B20.1 The Contract Administrator may, in his sole discretion, interview Bidders during the evaluation process.

B21. NEGOTIATIONS

- B21.1 The City reserves the right to negotiate details of the Contract with any Bidder. Bidders are advised to present their best offer, not a starting point for negotiations in their Proposal Submission.
- B21.2 The City may negotiate with the Bidders submitting, in the City's opinion, the most advantageous Proposals. The City may enter into negotiations with one or more Bidders without being obligated to offer the same opportunity to any other Bidders. Negotiations may be concurrent and will involve each Bidder individually. The City shall incur no liability to any Bidder as a result of such negotiations.
- B21.3 If, in the course of negotiations pursuant to B21.2 or otherwise, the Bidder amends or modifies a Proposal after the Submission Deadline, the City may consider the amended Proposal as an alternative to the Proposal already submitted without releasing the Bidder from the Proposal as originally submitted.

B22. EVALUATION OF PROPOSALS

- B22.1 Award of the Contract shall be based on the following evaluation criteria:
- (a) Compliance by the Bidder with the requirements of the Request for Proposal or acceptable deviation therefrom (pass/fail);

- | | |
|---|--------------|
| (b) Qualifications of the Bidder and the Subcontractors, if any, pursuant to B12: | (pass/fail); |
| (c) Total Bid Price; | 10%; |
| (d) Branding Strategy; | 15% |
| (e) 2012 Public Awareness/Education Strategy and Components; | 25% |
| (f) Portfolio Submissions; | 25% |
| (g) Experience; | 25% |
| (h) Detailed Prices | * |

* Detailed Prices shall be evaluated as part of Total Bid Price

B22.2 Further to B22.1(a), the Award Authority may reject a Proposal as being non-responsive if the Proposal Submission is incomplete, obscure or conditional, or contains additions, deletions, alterations or other irregularities. The Award Authority may reject all or any part of any Proposal, or waive technical requirements or minor informalities or irregularities if the interests of the City so require.

B22.3 Further to B22.1(b), the Award Authority shall reject any Proposal submitted by a Bidder who does not demonstrate, in his Proposal or in other information required to be submitted, that he is responsible and qualified.

B22.4 Further to B22.1(c), the Total Bid Price shall be the lump sum price shown on Form B: Prices.

B22.4.1 Further to B22.1(c), the Award Authority may reject a Proposal as being non-responsive if it exceeds the budget as shown on Form B: Prices.

B22.5 Further to B22.1(d) and B22.1(e), the Branding and Public Education/Awareness Strategy shall be evaluated considering the information submitted in response to B9.1 and B13.

B22.6 Further to B22.1(f), the Portfolio Submissions shall be evaluated considering the information submitted in response to B9.1 and B14.

B22.7 Further to B22.1(g), Experience shall be evaluated considering the information submitted in response to B9.1 and B14.

B22.8 Further to B22.1(h), Detailed Prices shall be evaluated as part of the Total Bid Price.

B22.9 This Contract will be awarded as a whole.

B22.10 If, in the sole opinion of the City, a Proposal does not achieve a pass rating for B22.1(a) and B22.1(b), the Proposal will be determined to be non-responsive and will not be further evaluated.

B23. AWARD OF CONTRACT

B23.1 The City will give notice of the award of the Contract, or will give notice that no award will be made.

B23.2 The City will have no obligation to award a Contract to a Bidder, even though one or all of the Bidders are determined to be responsible and qualified, and the Proposals are determined to be responsive.

B23.2.1 Without limiting the generality of B23.2, the City will have no obligation to award a Contract where:

- (a) the prices exceed the available City funds for the Work;
- (b) the prices are materially in excess of the prices received for similar work in the past;
- (c) the prices are materially in excess of the City's cost to perform the Work, or a significant portion thereof, with its own forces;

- (d) only one Proposal is received; or
- (e) in the judgment of the Award Authority, the interests of the City would best be served by not awarding a Contract.

B23.3 Where an award of Contract is made by the City, the award shall be made to the responsible and qualified Bidder submitting the most advantageous offer.

B23.3.1 Following the award of contract, a Bidder will be provided with information related to the evaluation of his Proposal upon written request to the Contract Administrator.

B23.4 Notwithstanding C4 and Paragraph 6 of Form A: Proposal, the City will issue a purchase order to the successful Bidder in lieu of the execution of a Contract.

B23.5 The Contract Documents, as defined in C1.1(n)(ii), in their entirety shall be deemed to be incorporated in and to form a part of the purchase order notwithstanding that they are not necessarily attached to or accompany said purchase order.

PART C - GENERAL CONDITIONS

C0. GENERAL CONDITIONS

- C0.1 The *General Conditions for Supply of Services* (Revision 2007 04 12) are applicable to the Work of the Contract.
- C0.1.1 The *General Conditions for Supply of Services* are available on the Information Connection page at The City of Winnipeg, Corporate Finance, Materials Management Division website at http://www.winnipeg.ca/matmgt/gen_cond.stm
- C0.2 A reference in the proposal to a section, clause or subclause with the prefix “**C**” designates a section, clause or subclause in the *General Conditions for Supply of Services*.

PART D - SUPPLEMENTAL CONDITIONS

GENERAL

D1. GENERAL CONDITIONS

D1.1 In addition to the *General Conditions for Supply of Services*, these Supplemental Conditions are applicable to the Work of the Contract.

D2. SCOPE OF WORK

D2.1 The Work to be done under the Contract shall consist of the development and production of:

- (a) A Branding Strategy that will reflect the overall changes to Winnipeg's garbage and recycling services, based on the Garbage and Recycling Master Plan approved by City Council in October 2011;
- (b) A Public Awareness/Education Strategy to communicate to Winnipeg residents the changes being made to garbage and recycling services in 2012;
- (c) The components to be used as part of the public awareness/education strategy to communicate the 2012 changes to garbage and recycling services, except where indicated in D2.5.

D2.2 For the development of a Branding Strategy, the Work to be done under Contract shall consist of:

- (a) Project management;
- (b) Developing unique graphic identifiers and bilingual tag lines for City approval which will be incorporated into all public awareness/education pieces, including all associated work (i.e., creative design, photography, illustration, production);
- (c) Providing high resolution vector-based source files in multiple formats for all graphic identifiers and bilingual tag lines;
- (d) Providing a basic guideline on the proper use of the graphic identifiers and bilingual tag lines.

D2.3 For the development of a 2012 Public Awareness/Education Strategy and its components, the Work to be done under Contract shall consist of:

- (a) Project management;
- (b) Developing a Public Awareness/Education Strategy for City approval which may include, but is not limited to:
 - (i) media plan (i.e., television, radio, print, web);
 - (ii) direct mail (including delivery methods);
 - (iii) outdoor advertising;
 - (iv) bus boards;
 - (v) web content;
 - (vi) online videos;
 - (vii) stickers and other prompts;
 - (viii) events (i.e., Home Expressions Show, community gatherings, local meetings);
 - (ix) social media (any social media developed for the City of Winnipeg must be done in accordance with the City's Social Media Standards);
 - (x) any other media or activities as recommended by the Contractor and approved by the City.
- (c) Developing and producing the various components of the Public Awareness/Education Strategy, including services such as writing, creative design, photography, illustration and production, except where indicated in D2.5.

- (d) Media buy for all advertising components identified in media plan.
- (e) The creative design of a display booth (no larger than 10' x 10') to be used at events (e.g. Home Expressions Show) and a recommendation on the stand to be used for the display booth.
- (f) Focus testing.
- (g) Refining key messages in conjunction with the City (refer to Appendix B for further information).

D2.4 The Public Awareness/Education Strategy should be based upon community-based social marketing methods that will focus on motivating behavioural change. To ensure that a greater diversion rate is reached, social marketing is seen as a key tool to deliver Public Awareness/Education strategy.

- (a) The strategy should indicate an understanding of the principles of community-based social marketing and use these principles for strategy component development.
- (b) The strategy will be the blueprint for all future public awareness/education and communications planning. The strategy will ensure a coordinated approach for the implementation of the reduction, diversion and disposal initiatives of the Garbage and Recycling Master Plan.

D2.5 Work excluded from the Contract shall consist of:

- (a) Implementation of any components outlined for the Public Awareness/Education Strategy, including:
 - (i) Printing and distribution of printed material;
 - (ii) Development of, and updates to, the existing Water and Waste web pages;
 - (iii) Social media;
 - (iv) Email notifications to all interested citizens through online subscription process.
- (b) Translation of all copy in French and other languages, as required.
- (c) Development of a mobile application.

D2.6 The City intends to award this Contract by March 5, 2012.

D3. SCHEDULE OF WORK

D3.1 The Branding Strategy, graphic identifiers and bilingual tag lines shall be delivered within five (5) weeks of the award of Contract.

D3.2 The Public Awareness/Education Strategy shall be delivered within five (5) weeks of the award of Contract.

D3.3 The components of the Public Awareness/Education Strategy shall be delivered in time to communicate required information to residents, according to the operational timelines in Appendix B and in consultation with the Contract Administrator.

D3.4 The Contractor must commit the necessary resources to meet the timing requirements outlined in Appendix B.

D4. CONTRACT ADMINISTRATOR

D4.1 The Contract Administrator is:

Kathy Taylor
Business and Internal Communications Coordinator
Water and Waste Department
Telephone No. (204) 986-4478
Facsimile No. (204) 986-3725

Email: kathytaylor@winnipeg.ca

- D4.2 At the pre-commencement meeting, the Contract Administrator will identify additional personnel representing the Contract Administrator and their respective roles and responsibilities for the Work.

D5. CONFIDENTIALITY AND OWNERSHIP OF INFORMATION

- D5.1 Information provided to the Contractor by the City or acquired by the Contractor during the course of the Work is confidential. Such information shall not be used or disclosed in any way without the prior written authorization of the Contract Administrator.
- D5.2 The Contract, all deliverables produced or developed, and information provided to or acquired by the Contractor are the property of the City. The Contractor shall not disclose or appropriate to its own use, or to the use of any third party, all or any part thereof without the prior written consent of the Contract Administrator.
- D5.3 The Contractor shall not make any statement of fact or opinion regarding any aspect of the Contract to the media or any member of the public without the prior written authorization of the Contract Administrator.

D6. INTELLECTUAL PROPERTY RIGHTS

- D6.1 The rights to all developed source work and intellectual property (illustrations, artwork, branding, video, sound recordings, Actionsript or other programming) are the property of the City of Winnipeg.

D7. NOTICES

- D7.1 Notwithstanding C22.3, all notices of appeal to the Chief Administrative Officer shall be sent to the attention of the Chief Financial Officer at the following facsimile number:

The City of Winnipeg
Chief Financial Officer

Facsimile No.: (204) 949-1174

SUBMISSIONS

D8. AUTHORITY TO CARRY ON BUSINESS

- D8.1 The Contractor shall be in good standing under The Corporations Act (Manitoba), or properly registered under The Business Names Registration Act (Manitoba), or otherwise properly registered, licensed or permitted by law to carry on business in Manitoba, or if the Contractor does not carry on business in Manitoba, in the jurisdiction where the Contractor does carry on business, throughout the term of the Contract, and shall provide the Contract Administrator with evidence thereof upon request.

D9. INSURANCE

- D9.1 The Contractor shall provide and maintain the following insurance coverage:
- (a) commercial general liability insurance, in the amount of at least two million dollars (\$2,000,000.00) inclusive, with The City of Winnipeg added as an additional insured; such liability policy to also contain a cross-liability clause, non-owned automobile liability and products and completed operations cover, to remain in place at all times during the performance of the Work;
 - (b) if required, automobile liability insurance for owned automobiles used for or in connection with the Work in the amount of at least two million dollars (\$2,000,000.00), to remain in place at all times during the performance of the Work.

- D9.2 Deductibles shall be borne by the Contractor.
- D9.3 The Contractor shall provide the Contract Administrator with a certificate(s) of insurance, in a form satisfactory to the City Solicitor, at least two (2) Business Days prior to the commencement of any Work on the Site but in no event later than the date specified in C4.1 for the return of the executed Contract.
- D9.4 The Contractor shall not cancel, materially alter, or cause the policy to lapse without providing at least thirty (30) Calendar Days prior written notice to the Contract Administrator.

SCHEDULE OF WORK

D10. COMMENCEMENT

- D10.1 The Contractor shall not commence any Work until he is in receipt of a notice of award from the City authorizing the commencement of the Work.
- D10.2 The Contractor shall not commence any Work on the Site until:
- (a) the Contract Administrator has confirmed receipt and approval of:
 - (i) evidence of authority to carry on business specified in D8;
 - (ii) evidence of the workers compensation coverage specified in C6.14.
 - (b) the Contractor has attended a meeting with the Contract Administrator, or the Contract Administrator has waived the requirement for a meeting.
- D10.3 The Contractor shall commence the Work within seven (7) Working Days of receipt of the notice of award.

D11. TOTAL PERFORMANCE

- D11.1 The Contractor shall achieve Total Performance by December 31, 2012.
- D11.2 The date on which the Work has been certified by the Contract Administrator as being totally performed to the requirements of the Contract through the issue of a certificate of Total Performance is the date on which Total Performance has been achieved.

CONTROL OF WORK

D12. JOB MEETINGS

- D12.1 Regular meetings may be held with the Contract Administrator and key stakeholders, as required, throughout the development of the strategy.
- D12.2 The Contract Administrator reserves the right to cancel any job meeting or call additional job meetings whenever he deems it necessary.

MEASUREMENT AND PAYMENT

D13. INVOICES

- D13.1 Further to C11, the Contractor shall submit an invoice for each order delivered to:

The City of Winnipeg
Corporate Finance - Accounts Payable
4th Floor, Administration Building, 510 Main Street
Winnipeg MB R3B 1B9

Facsimile No.: (204) 949-0864
Email: CityWpgAP@winnipeg.ca

D13.2 Invoices must clearly indicate, as a minimum:

- (a) the City's purchase order number;
- (b) date of delivery;
- (c) delivery address;
- (d) type and quantity of goods delivered;
- (e) the amount payable with GST and MRST shown as separate amounts; and
- (f) the Contractor's GST registration number.

D13.3 The City will bear no responsibility for delays in approval of invoices which are improperly submitted.

D13.4 Bids Submissions must be submitted to the address in B9.9

D14. PAYMENT

D14.1 Further to C11, the City may at its option pay the Contractor by direct deposit to the Contractor's banking institution.

D14.2 Further to C11, payment shall be made in Canadian funds net thirty (30) Calendar Days after receipt and approval of the Contractor's invoice.

D15. PAYMENT SCHEDULE

D15.1 Further to C11, payment shall be in accordance with the completion of deliverables as set out in D3.