



ALBERNI-CLAYOQUOT
REGIONAL DISTRICT

Request for Proposal

Emergency Communication & Public Notification Plan RFP – ECPNP01-25

Submission Deadline:

February 3, 2025, at 2:00pm Pacific Time

Designated Contact Person:

Shane Koren, Manager of Financial Services

Email: procurement@acrd.bc.ca



SUBMISSION DETAILS

This completed Request for Proposal must be received in the office of the Alberni-Clayoquot Regional District **not later than 2:00 PM local time, February 3, 2025**, to the attention of:

Shane Koren, Manager of Financial Services
Email procurement@acrd.bc.ca
3008 5th Ave, Port Alberni
BC, V9Y 2E3

Note: Office Hours are 8:00am to 4:30pm, Monday to Friday, excluding statutory holidays

Paper proposal submissions must be delivered to the address above in a sealed envelope and labelled "Request for Proposal ECPNP01-24 - Emergency Communication & Public Notification Plan."

Alternatively, proposals may be submitted:

- Through BCBid - <https://www.bcbid.gov.bc.ca>
- By email with the subject line "*Request for Proposal ECPNP01-24 - Emergency Communication & Public Notification Plan*" to procurement@acrd.bc.ca.

Enquiries about this request shall be directed to only Shane Koren – Manager of Financial Services

Email: procurement@acrd.bc.ca

Telephone: 250-720-2724



Table of Contents

SECTION I – GENERAL	5
1.1 PURPOSE OF REQUEST FOR PROPOSAL (RFP)	5
1.2 OBJECTIVES OF THE RFP	5
1.3 BACKGROUND FOR RFP	5
1.4 RFP DISTRIBUTION & ENQUIRIES.....	6
1.5 RFP TERMINOLOGY.....	6
SECTION II – TERMS & CONDITIONS.....	7
2.1 ESTIMATED TIME FRAME	7
2.2 RESPONSIBILITY OF PROPONENT	7
2.3 PROPOSAL SUBMISSION/CONDITIONS.....	7
2.3.1 Proposal Submission.....	8
2.3.2 Enquiries, Errors, Omissions & Addenda.....	8
2.3.3 Conditions.....	9
2.3.4 Freedom of Information & Privacy Protection Act (FOIPPA).....	9
2.3.5 Confidentiality	10
2.3.6 Conflict of Interest & Legal Proceedings	10
2.3.7 Changes to Proposal	10
2.3.8 Proponent’s Expenses	10
2.4 ADDENDA.....	11
2.5 OFFER ACCEPTANCE	11
2.6 EVALUATION TEAM & CRITERIA	11
2.7 NEGOTIATIONS.....	12
SECTION III – SUBMISSION REQUIREMENTS	12
3.1 BACKGROUND, EXPERIENCE & QUALIFICATIONS	13
3.2 PROJECT UNDERSTANDING & PROPOSAL QUALITY	13
3.3 APPROACH & SCHEDULE	14
3.4 SOCIAL PROCUREMENT.....	14
3.5 REFERENCES.....	14
3.6 PRICE	15
3.7 INTERVIEW	15



SECTION IV – SPECIFICATIONS..... 15

 4.1 ACCEPTANCE OF TERMS 15

 4.2 THE ALBERNI-CLAYOQUOT REGIONAL DISTRICT RESERVES RIGHTS 16

 4.3 NOTIFICATION OF AWARD 16

 4.4 TERM OF AGREEMENT..... 16

SECTION V – RFP PARTICULARS 16

 5.1 CONTRACT CONDITIONS 16

SECTION VI – APPENDICES..... 17

 SCHEDULE A: FORM OF PROPOSAL 18

 SCHEDULE B: STATEMENT OF WORK & DELIVERABLES 19



SECTION I – GENERAL

1.1 PURPOSE OF REQUEST FOR PROPOSAL (RFP)

The Alberni-Clayoquot Regional District (ACRD) is seeking proposals from qualified proponents experienced in Emergency Communication and Public Notification Plan development.

This RFP outlines the overall scope of services, sets out the basic requirements for the RFP, provides the evaluation criteria to be used as a basis for awarding the Contract, and includes engagement required for completing this project. All work will include early and ongoing dialogue with the Tseshaht and Hupacasath First Nations.

The ACRD may, among the submissions received, deal or negotiate with any party as the ACRD sees fit, and with more than one such party concurrently. In no event will the ACRD be required to offer any modified terms to any other party. The ACRD shall incur no liability to any person as a result of such negotiations or modifications.

This RFP does not constitute an offer and does not give rise to any Contract A-based tendering law duties, and the ACRD will not have any liability or obligation to anyone in connection with this RFP unless an agreement is approved by the ACRD Board of Directors and executed and delivered in writing.

1.2 OBJECTIVES OF THE RFP

A significant component of the work will be early and ongoing engagement with the Tseshaht and Hupacasath, upon whose traditional and unceded territories the Alberni Valley is located. Throughout the project, and included in all interim and final documents, will be meaningful First Nations Land Acknowledgement and engagement.

The evaluation of responses will be based on a number of factors, weighted according to the needs and judgement of the ACRD. Any Proposal will not necessarily be selected. Any implication that the lowest cost or any Proposal will be accepted is hereby expressly negated. The ACRD reserves the right to accept the Proposal which it deems most advantageous, and the right to reject any or all Proposals, in each case without giving any notice. In no event will the ACRD be responsible for the costs of preparation or submission of any Preliminary Submission or Proposal.

1.3 BACKGROUND FOR RFP

A comprehensive regional crisis communication plan is essential for enhancing emergency preparedness and response capabilities. This initiative aims to establish a foundation for clear, coordinated, and timely information sharing during emergencies by developing communication protocols and procedures, developing new strategies, and creating practical tools such as templates, messaging frameworks, and operational guides.



Recognizing that hazards often transcend jurisdictional boundaries, the ACRD has partnered with the City of Port Alberni, Tseshaht First Nation and Hupacasath First Nation to create a unified plan. This plan will provide clear direction for internal communication processes, foster effective inter-agency information sharing and ensure consistent, harmonized messaging for the public.

By developing an Emergency Communication and Public Notification Plan, the ACRD aims to enhance situational awareness, strengthen collaboration, and reduce confusion during crises. Ultimately, a robust crisis communication plan improves the efficiency of emergency responses, builds public trust, mitigates misinformation, and bolsters community resilience in the face of disasters.

1.4 RFP DISTRIBUTION & ENQUIRIES

The ACRD will not be opening Proposals in public and reserves the right to open Proposals in public at its sole discretion.

Proponents must ensure that they have received all addenda and the complete RFP. The complete document consists of twenty-three (23) pages including the Cover Page.

All enquiries related to this RFP are to be directed in writing, only to the Procurement Coordinator (or designate) at the contact address below:

Shane Koren, Manager of Financial Services

Email: procurement@acrd.bc.ca

3008 5th Ave, Port Alberni

BC, V9Y 2E3

Information obtained from any other source is not official and should not be relied upon. Enquiries and responses will be recorded and will be distributed to all Proponents who have registered with Procurement Coordinator as having received a copy of this RFP.

1.5 RFP TERMINOLOGY

Throughout this RFP terminology is used as follows:

- “Contract” means a written agreement resulting from this Request for Proposal executed by the Alberni-Clayoquot Regional District and the Contractor, it being understood that it may be the case that no Contract will result.
- “Contractor” means the successful Proponent(s) to this Request for Proposals who enter(s) into a written Contract with the Alberni-Clayoquot Regional District for the Services as a result of this RFP.
- “Evaluation Team” means the team appointed by the Alberni-Clayoquot Regional District.



- “must,” “mandatory,” and “required” mean a requirement that must be met in order for the Proposal to receive consideration.
- “Proponent” means an individual or a company that submits, or intends to submit, a Proposal in response to this “Request for Proposal.”
- “Proposal” means any proposal made or submitted by anyone in connection with this Request for Proposal or the subject matter hereof.
- “Subcontractor” includes, inter alia, a person, firm or corporation having a contract with the Successful Proponent for the execution of a part or parts or furnishing to the Successful Proponent materials and/or equipment called for in the RFP.
- “ACRD” mean the Alberni-Clayoquot Regional District.

SECTION II – TERMS & CONDITIONS

2.1 ESTIMATED TIME FRAME

The following timetable outlines the anticipated schedule for the RFP and Contract process. The timing and the sequence of events resulting from this RFP may vary and shall ultimately be determined by the ACRD.

EVENT	ANTICIPATED DATE
Request for Proposal is issued	January 13, 2025
Deadline for receipt of questions	January 22, 2025 @ 2:00 PM PST
Addenda issued (if required)	January 24, 2025
Request for Proposal closes	February 3, 2025 @ 2:00 PM PST
Award Date	February 13, 2025
Deadline for project completion	July 31, 2025

2.2 RESPONSIBILITY OF PROPONENT

Proponents shall be responsible for informing themselves as to the contents and requirements of this RFP. Each proponent is solely responsible to ensure that they have obtained and considered all information necessary to understand the requirements of this RFP and to prepare and submit their Proposal. The ACRD will not be responsible for any loss, damage or expense incurred by a Proponent as a result of any inaccuracy or incompleteness in this RFP, or as a result of any misunderstanding or misinterpretation of the terms of the RFP on the part of any Proponent.

2.3 PROPOSAL SUBMISSION/CONDITIONS



2.3.1 Proposal Submission

Proposal submissions must include a completed Proposal Submission Form, with all addenda acknowledged.

The Proponent's Submission Form must be fully and properly completed and conform to these Instructions for Submission. Submissions which are incomplete, conditional or obscure may be rejected. Late Proposals will not be accepted.

Proposal submissions must be received **no later than 2:00 PM local time on February 3, 2025**, in order to be considered.

Proposals on paper must be submitted in a sealed envelope, clearly marked "Request for Proposal ECPNP01-25 - Emergency Communication & Public Notification Plan" and directed to the person identified under the Submission Details of this RFP.

Proposals made through BCBid (<https://www.bcbid.gov.bc.ca>) are to be made in accordance with BCBid's submission platform.

Proponents mailing proposals, or sending by courier, should allow sufficient delivery time to ensure the timely receipt by the Procurement Coordinator. Alternatively, Proposals may be submitted by email with the subject line "Request for Proposal ECPNP01-25 - Emergency Communication & Public Notification Plan" to the person identified under the Submission Details of this RFP. If the Proponent chooses to submit by email the following risks are assumed:

1. Delays in delivery
2. Rejection of the email
3. Emails may be delayed or rejected due to spam, virus software, or malware
4. Inboxes may become too full
5. The email may be missed and not identified as a submission

2.3.2 Enquiries, Errors, Omissions & Addenda

All communications regarding the submission must be directed to the person(s) identified under the Submission Details of this RFP.

Proponents must obtain their own information on all matters and things that may in any way influence them in making their submissions.

Proponents must satisfy themselves in all respects as to the risks and obligations to be undertaken by them in order to fulfil their obligations.

Communications to the ACRD may be made only by Proponents and not by prospective subcontractors, material suppliers or others.



While the ACRD has taken considerable effort to ensure an accurate representation of information in this RFP, the information contained is supplied solely as a guideline for the Proponent. The information is not guaranteed or warranted accurate by the ACRD, nor is it necessarily comprehensive or exhaustive. Nothing in this RFP is intended to relieve the Proponent from forming their opinions and or conclusions with respect to the goods and services as described by this RFP. If a Proponent discovers any inconsistency, discrepancy, ambiguity, or omission in the Proposal Documents, it must notify the Procurement Coordinator immediately in writing.

The ACRD may provide additional information, clarification, or modification by written addenda. All such addenda shall be incorporated into and become part of the Proposal Documents. The ACRD shall not be bound by verbal or other information explanations or clarifications not contained in such addenda.

Proponents should note that the Proposal Submission Form requires an acknowledgement of receipt of all addenda. Parties submitting Proposals are responsible to ensure that they are aware and have received all addenda and are advised to check immediately prior to submitting their Proposal Submission Form.

The ACRD will assume that all statements, verbal or in writing, made by persons submitting Proposals are true, accurate, complete, and not misleading. All such statements will constitute representations and warranties made to the ACRD.

Requirements outlined in the RFPs shall not be interpreted in a way that would exclude warranties as to fitness for the purpose, suitability, or any other implied warranties.

2.3.3 Conditions

Proponents are advised that after receipt of Proposals they may be required to provide to the ACRD additional information concerning themselves or their Proposal including further details or breakdowns, and additional information to clarify whether a Proposal meets the mandatory requirements set out in this RFP.

Proposals which contain qualifying conditions or otherwise fail to conform to these Instructions for Submissions may be disqualified or rejected. Anything to the contrary herein notwithstanding, the ACRD may at its sole discretion elect to retain for consideration Proposals which are non-conforming, and may waive irregularities, failure to comply or time stipulations required by these Instructions for Submission, whether material or not. The stipulations herein are for the sole benefit of the ACRD and may be waived by the ACRD unilaterally.

2.3.4 Freedom of Information & Privacy Protection Act (FOIPPA)

The ACRD advises Proponents that submissions may be subject to the provisions of *FOIPPA* and the *Community Charter*. Proponents who wish to ensure particular parts of their submission are protected from disclosure under *FOIPPA* should specifically identify those portions that constitute a) trade secrets,



and b) that are supplied in confidence, and c) the release of which could significantly harm their competitive position. Information that does not meet all three of the foregoing criteria may be subject to disclosure to third parties. Personal information provided in the submission will be collected pursuant to *FOIPPA* and the *Community Charter*. The personal information will not be released except in accordance with the *FOIPPA*.

Proposals will be held in confidence by the Regional District, subject to the provisions of the *Freedom of Information and Protection of Privacy Act*, or unless otherwise required by law. As an exception to the foregoing, Proponents are advised that any Contract entered into as a result of this RFP may be subject to Regional Board approval, which may be discussed and voted on at a meeting of the Board that is open to the public. If Board approval is required, aspects of Proposals may be provided to the Board in a publicly available staff report, and discussed at a Board meeting that is open to the public.

2.3.5 Confidentiality

All submissions become the property of the ACRD and will not be returned to the Proponent. All submissions will be held in confidence by the ACRD unless otherwise required by law.

2.3.6 Conflict of Interest & Legal Proceedings

Proposals will not be evaluated if the Proponent's current or past corporate or other interests are, in the reasonable opinion of the ACRD, deemed or perceived to be a conflict of interest in connection with this RFP or the activities or mandate of the ACRD.

The ACRD reserves the right to disqualify or reject a proposal in whole or in part where the Proponent or its directors, officers, shareholders or any person associated with the Proponent has a claim or has initiated a claim or legal proceeding against the ACRD with respect to any previous Contracts, tenders or business transactions.

2.3.7 Changes to Proposal

By submission of a clear and detailed written notice, the proponent may amend or withdraw its proposal prior to the closing date and time. The Proponent will not change the wording of its Proposal after closing and no words or comments will be added to the Proposal unless requested by the ACRD for clarification.

2.3.8 Proponent's Expenses

Proponents are solely responsible for their own expenses in preparing and submitting Proposals and for any meetings, negotiations, or discussions with the ACRD or its representatives and consultants, relating to or arising from this RFP. The ACRD and its representatives, agents, consultants and advisors will not be liable to any Proponent for any claims, whether for costs, expenses, losses or damages, or loss of anticipated profits, or for any other matter whatsoever, incurred by the Proponent in preparing and submitting a Proposal, or participating in negotiations for an Agreement, or other activity related to or arising out of this RFP.



2.4 ADDENDA

If the ACRD determines that Addendum or Question and Answer response is necessary, the ACRD will post an Addendum on the ACRD and Bid BC Websites and shall become part in parcel of the RFP Document(s).

- Questions for clarification that alter the method, pricing and or specifications of the submissions will be posted in the form of an Addenda and must be signed and included with the submission.
- Questions for clarification that do not alter the method and pricing of the submission will be posted in the form of a Question and Answer document and are not required to be signed and returned with the submission.

It is the responsibility of the Proponent to ensure that it has retrieved any Addenda as posted. Proponents are required to check the ACRD’s Website for all information.

2.5 OFFER ACCEPTANCE

Proponents are requested to keep their Proposals open for acceptance for a period of sixty (60) days after the closing date for receipt of Proposals. Proposals will be assessed during the evaluation of the Proposals and any alteration could adversely impact the evaluation and ranking of the Proposals.

2.6 EVALUATION TEAM & CRITERIA

The evaluation of Proposals will be undertaken on behalf of the ACRD by the Evaluation Team. The Evaluation Team may consult with others including ACRD staff members, third party consultants and references, as the Evaluation Team may in its discretion decide is required. The Evaluation Team will give written recommendation for the selection of a Preferred Proponent(s) to the ACRD Board.

The Evaluation Team will compare and evaluate all Proposals to determine the Proponent’s strength and ability to provide the Services in order to determine the Proposal which is most advantageous to the ACRD; using the following criteria:

Evaluation Criteria	Points	Weighting	Max Score	Section
Background, Experience and Qualifications	/10	2.5	25	3.1
Project Understanding & Proposal Quality	/10	2.0	20	3.2
Approach and Schedule	/10	2.0	20	3.3
Social Procurement	/10	0.5	5	3.4
References	/10	2.0	20	3.5
Total (Non-Monetary)			90	
Price	/10	N/A	10	3.6
Total			100	

Prices will be evaluated on a value per point basis: (Lowest Price / Proponent Price)*10.



Points will be assigned for each criterion based on the information provided in the RFP. Scoring shall be awarded on a scale of 0 to 10, where the range is defined as follows:

0-3	Incomplete response Doesn't meet expectations Missing/mismatched attributes Poor level of details in response Unsupported claim(s)
4-7	Mostly complete response Partially meets expectations Partially fits desired attributes Medium level of detail in response Partially supported claim(s)
8-10	Meets or exceeds expectations Strongly fits desired attributes High level of detail in response Well-supported claim(s)

Note: Ratings have been noted in the Points column, and evaluation within each area of evaluation criteria will be done at the complete and total discretion of the ACRD. Submission of RFP, which is to be completed by the Proponent, must align with the above criteria.

2.7 NEGOTIATIONS

The top-ranked Proponent will be invited to enter into direct Contract negotiations to finalize the agreement with the ACRD.

Negotiations will not constitute a legally binding offer to enter into a Contract on the part of the ACRD or the Proponent and there will be no legally binding relationship created with any Proponent prior to the execution of a written agreement. The terms and conditions found in Section 5 are to form the basis for commencing negotiations between the ACRD and the selected Proponent.

The ACRD may terminate Contract negotiations with any Proponent and enter into Contract negotiations with the next highest-ranked Proponent if, in the opinion of the ACRD at any time, the Contract negotiations with the initially selected Proponent will not be satisfactorily completed in its best interests.

The ACRD may, at its sole discretion, reject any or all Proposals at any time throughout the proposal evaluation, Proponent selection, or Contract negotiation process.

SECTION III – SUBMISSION REQUIREMENTS



It is the sole responsibility of each Proponent to ensure their Proposal contains all required information. Failure to follow the instructions contained in this RFP may result in the Proposal being deemed non-compliant in which case, it will be returned to the Proponent and receive no further consideration.

Schedule “A” contains the Form of Proposal and must be submitted with each proposal.

Please refer to Schedule “B” - Statement of Work and Deliverables for requirements and Proponent reference when applicable.

The budget for this project is a maximum of \$80,000.00 for Phase 1 through 4 including all fees and expenses. Phase 5, if optioned, has a budget of \$35,000 including all fees and expenses.

Proposals must be received by the ACRD or submitted to procurement@acrd.bc.ca before 2:00 pm on February 3, 2025, Pacific Time. Late Proposals will not be accepted and will be returned to the Proponent.

Note: Although every attempt will be made to meet all dates, the ACRD reserves the right to modify any or all dates at its sole discretion at any time.

3.1 BACKGROUND, EXPERIENCE & QUALIFICATIONS

- Letter of introduction.
- Proponent’s relevant experience, qualifications, resources, and capacity in delivering services similar to those required by the RFP.
 - The Proposal should include details on only the most recent three (3) or four (4) projects of related + It is the Proponent’s responsibility to demonstrate that they possess the required knowledge, understanding and capacity to carry out the work as outlined in this RFP within the project schedule.
 - Previous Experience in Emergency Planning is desired.

3.2 PROJECT UNDERSTANDING & PROPOSAL QUALITY

Proponents should clearly demonstrate their understanding of the Project requirements outlined in the RFP in their Proposal and how each deliverable will be achieved fully. Identify all key goals that the Proponent expects to address through this Project and discuss how the Proponent’s team will deliver on these goals.

To be included in the Proposal:

- Proposed Project Team: The Proposal shall list key individuals including the Project Manager who will be the single point of contact, and responsible for direct interaction with the ACRD, and sub-consultant(s) or any other person or Contracted service to be assigned to this project, who will have major responsibilities for the performance of the work.
 - Describe the work to be performed by each listed individual and their qualifications, in terms of education and substantive experience directly related to the proposed work.



- Capacity and ability of the Project Manager and Project Team to deliver the services within the defined timeframe must be discussed.
- The sub-contractor(s) and sub-consultant(s) listed in the Proposal may not be changed without the written consent of the ACRD. If the ACRD so requires, the Proponent shall be prepared to confirm to the ACRD the competence of sub-contractor(s) and sub-consultant(s) prior to acceptance of the Proposal.

3.3 APPROACH & SCHEDULE

To be included in the Proposal:

- Provide a schedule for completion of tasks and deliverables. Clearly show milestone dates for completion of key deliverables.
- Outline the approach to communications, engagement and project management throughout the Project, including timing, form and general content of progress updates to ACRD Project staff.
- Clearly identify all services included in this Proposal along with any optional, excluded services, or those services assumed to be provided by others.
- Identify any other person or Contracted service to be assigned to this Project, including any affiliates or sub-consultant(s) and a statement of their responsibilities, experience and expected involvement.

3.4 SOCIAL PROCUREMENT

Please complete the table below concerning the application of Social Procurement principles and practices in your operations and/or performance of works. Contractors may be required to provide certificates and/or third-party validation where applicable.

	Social Procurement Principles or Practices	Yes	No	Describe where applicable	Maximum Points
1	In the last three years, has the Proponent implemented any programs or initiatives to ensure greater economic opportunity and community integration for equity-seeking groups?				5
2	Does the Proponent work with employment support services or Contract within the communities you operate?				5
3	Does the Proponent work with Social Enterprises in any manner?				5

3.5 REFERENCES

Proponents shall include two (2) references of relevant experience for which they have provided similar services. With each reference, proponents shall include the organization’s name, address, phone



number, as well as the name and position of a person the ACRD may contact at the organization. The ACRD reserves the right to contact references without prior notification to the Proponent.

3.6 PRICE

Submissions must include a detailed description of the Proponent’s fees and disbursements (excluding GST) for works and deliverables. The successful Proponent’s estimate will be the Contract price for the work unless otherwise negotiated by the ACRD. If the work cannot be completed within the ACRD’s available budget, the Proponent or the ACRD may suggest options for changing the scope of the work.

Proponents should state their proposed price as follows:

Work Activities (list hourly rate & estimated hours)	Price (excluding GST)
Total Price (excluding GST)	

Proponents must submit an hourly wage rate breakdown for any additional work for items/tasks not included in Schedule B: Scope of Work and Deliverables.

Proponents should present a total price for Phases 1-4 and a separate price for Development of Social Media Graphics. Phase 5 is optional.

3.7 INTERVIEW

The Evaluation Team may, at its discretion, invite some or all of the Proponents to a conference call or video interview to provide clarification of their Proposals. In such event, the Evaluation Team will be entitled to consider the answers received in evaluating Proposals.

SECTION IV – SPECIFICATIONS

4.1 ACCEPTANCE OF TERMS

All the terms and conditions of this RFP are assumed to be accepted by the Proponent and incorporated in its Proposal, except those revisions that are proposed or requested in the Proposal and accepted by the ACRD.



4.2 THE ALBERNI-CLAYOQUOT REGIONAL DISTRICT RESERVES RIGHTS

The ACRD reserves the right to:

1. Waive any irregularity or insufficiency in any Proposal, whether material or not;
2. Accept the Proposal which is deemed most favorable to the interest of the ACRD;
3. Accept any Proposal in whole or in part;
4. Negotiate with the selected Proponent(s);
5. Contact references other than, or in addition to, those furnished by the Proponent.

4.3 NOTIFICATION OF AWARD

If negotiations result in agreement on the terms of a Contract, the successful Proponent(s) will be notified in writing and required agreeable obligations will need to be fulfilled before the executing the Contract.

4.4 TERM OF AGREEMENT

It is anticipated that the Contract term, upon acceptance of Proposal, shall commence on February 13, 2025 and expire on July 31, 2025.

SECTION V – RFP PARTICULARS

It is anticipated that the below Section 5.1 will be incorporated into the Contract with the successful Proponent(s).

5.1 CONTRACT CONDITIONS

The selected Proponent will be required to provide the ACRD with evidence of the following **within two weeks of RFP award notification**

The Contractor will be required to provide the ACRD with evidence of the following **upon execution and delivery of the Contract**

- General Liability Insurance (\$2,000,000.00)
- Professional Liability Insurance (\$1,000,000.00)
- Letter of Good Standing from WorkSafe BC

The Contractor must adhere to the following **upon execution and delivery of the Contract**

The Contractor will be required to provide the ACRD with evidence of the following **upon closure of the Contract**

- GHG emission report for Feb 3, 2025 – July 31, 2025



SECTION VI – APPENDICES

Schedule A: Form of Proposal

Schedule B: Statement of Work and Deliverables



SCHEDULE A: FORM OF PROPOSAL

RFP NO.: ECPNP01-25
PROJECT: Emergency Communication & Public Notification Plan
CLOSING: February 3, 2025 @ 2:00 PM PST

1. PROPOSAL SUBMISSION

Company Name:		
Address:		City:
Postal Code:	Phone:	Fax:
Email:		Date:
Signature of Proponent:		Print Name:
Title of Proponent:		

To: The Alberni-Clayoquot Regional District

RFP Project Title: Emergency Communication & Public Notification Plan

I/We, the undersigned duly authorized representative of the Proponent, having received and carefully reviewed all of the Proposal documents, including the RFP and any issued addenda posted on the Alberni-Clayoquot Regional District Website, and having fully informed ourselves as to the intent, difficulties, facilities and local conditions attendant to performing the Services, submit this Proposal in response to the RFP.

I/We confirm that this Proposal is accurate and true to best of my/our knowledge.

This Proposal is submitted this _____ day of _____, 20__.

I/We have the authority to sign on behalf of the Proponent.

Authorized Signature

Name and Title

Date



SCHEDULE B: STATEMENT OF WORK & DELIVERABLES

The budget for this project is a maximum of \$80,000.00 including all fees and expenses such as, but not limited to, administrative fees, charges for printing, copying and couriers, travel expenses, accommodation expenses, meals, public engagement room rentals.

The scope of work includes all the following (Phases 1 through 4):

- Develop a comprehensive, integrated crisis communications plan that enhances the delivery of timely, clear, and coordinated messaging during emergencies and disasters.
- Identify communication platforms and develop standard operating procedures, including a threshold matrix for their utilization.
- Develop key, standardized, and hazard-specific public messages.
- Develop a communication strategy that identifies primary sources of information, activation triggers, roles and responsibilities, operating procedures with alert escalations, and internal, regional, and public communication procedures.
- Develop protocols for approval and release of information, and regional communication flow.
- Develop guidance for the Information Officer's role including checklists, social media and call centre templates, press release frameworks, and trauma-informed messaging strategies to support crisis communications from immediate response through the first 72 hours.
- Develop templates and procedures for issuing emergency alerts and warnings, following provincial guidance and methodology.
- Develop contact lists and communication flow charts for use during activations.
- Provide guidance for disseminating critical information to First Nations, local authorities and community members during an emergency.
- Additionally, the plan will include an Emergency Support Services (ESS) Support Guide to ensure effective communication with evacuees and partners, and detailed contact lists for operational, hazard-specific, and emergency circumstances.
- Develop a media guide, information officer guide and spokesperson guide.

Phase 5 Optional: Develop hazard-specific social media graphics that visually reinforce key messages for emergency preparedness and response actions. These graphics are designed to bolster communication, delivering consistent, unified messages throughout the region (additional funding available).

The graphics can be completed by the Consultant or Subcontractor, upon approval from the ACRD. If using a subcontract, the Protective Services Manager reserves the right to meet directly with the graphic designer to provide direction, evaluation, and approval of all graphics.

If the ACRD chooses to execute Phase 5 - Social Media Graphics, the maximum budget for the option is \$35,000 including all associated fees and expenses.



The deliverables include all the following:

Work Plan - A detailed work plan will be developed by the Consultant and approved by the ACRD, once a Proponent has been chosen. The following items/tasks are to be included in the project and can be subject to change based on discussions between the successful Proponent and the ACRD. Proponents must submit an hourly wage rate breakdown for any additional work for items/tasks not included in the scope of work.

The following outlines the project framework and deliverables:

Phase 1: Preparation, Plan Design & Communication Expectations

- Conduct background research of existing plans from partner organizations and provincial guidance (i.e. emergency plans, risk assessments, evacuation plans) to ensure alignment and overall cohesiveness.
- Conduct background on existing organizational and local communication platforms.
- Develop a project timeline with identified milestones.
- Collaborate with the ACRD Protective Services Manager to determine the overall plan design.
- Develop a detailed plan for execution.
- Manage overall project design, implementation, and development.
- Coordinate regular meetings with the staff and policy group representatives from the City of Port Alberni, ACRD, Tseshaht First Nation and Hupacasath First Nation.
- Establish project evaluation methodology.

Phase 2: Engagement

- Consult and collaborate with the identified representatives from the City of Port Alberni, Tseshaht First Nation and Hupacasath First Nation.
- Conduct engagement sessions as required with staff, policy group members, and key collaborators to understand organizational and community context.
- Conduct engagement in such a way that fosters collaboration and unity within the overall plan while respecting and accommodating the unique distinctions and procedural differences of each organization.

Phase 3: Plan Development

- Development of Contact Lists
 - The development of contact lists as a resource for the Liaison Officer and Information Officers.
 - Contact lists per hazard and associated severity matrix, i.e. watch versus warning.
 - Contact lists for operational purposes, i.e. local agencies, and partners.
 - Contact lists for extenuating circumstances, i.e. experts and resources.
 - EOC function responsible for contact lists: communication flow.
- Activation Levels and EOC Guidance - Develop key information related to EOC operations, emphasizing Information Officer responsibilities, policy and legislation requirements, EOC roles and responsibilities, and the protocols for approval and release of information.
 - Flow chart of communication through the EOC per activation level.
 - Flow chart of information approval and release per activation level.



- Flow chart of communication across the region per activation level.
- Communication & Operational Procedures - To identify official sources of information, trigger thresholds, EOC response activities, and recommended public communication, incorporating alert systems and including a matrix with associated operating procedures.
 - Threshold matrix of when each platform is utilized.
 - Identifying response actions, internal and regional communication channels, and key public messaging for specific hazards and alert levels.
 - Identify the sequence of information dissemination (i.e. staff, elected officials, social media posts).
 - Identify procedures for sharing information on social media platforms to support lead agencies, promote consistent messaging, and understand the sequence of information release.
- Development of Key Hazard-Specific Messages - To develop key, hazard-specific emergency preparedness and response messages to ensure public safety.
 - Emphasis will be placed on the following hazards: flood, wildfire, air quality, power outages, drought, storms, extreme heat, tsunami, earthquake, and emergency preparedness and evacuations.
 - Development of social media messages and news release templates that provide comprehensive guidance for timely public information dissemination.
- Information Officer Guide - Outlines the roles and responsibilities of the EOC Information Officers and provides strategies and support materials for crisis communications from immediate to 72 hours into an event/emergency.
 - Responsibility checklists.
 - Social media templates both generalized and for key hazards.
 - Call centre templates both generalized and for key hazards.
 - Timeline matrix.
 - Event escalation strategies and matrix.
 - Press release frameworks.
 - Trauma-informed key messages/phrases.
 - Provide recommended guidance for handling misinformation.
- Media Guide - Provides details on roles and responsibilities for the EOC team and policy group and strategies for media-specific communications.
 - Plug-and-play key messages/phrases backed by crisis communication strategies.
 - Media basics – identify media channels, identifying the benefits and weaknesses of each platform.
 - Identifying effective communication platforms for different target audiences.
 - Development of media techniques and providing guidance for specific strategies (i.e. bridging, flagging, switching, holding statements etc.).
 - Media guidance – “do’s and don’ts” of media relations, best practices and media preparations.
 - Develop a crisis communication checklist for media interactions.
- Spokesperson Guide - To develop guidance that will help identify a suitable spokesperson and provide support materials that will support them in their role.
 - Identify the qualities of an effective spokesperson.



- Identify the recommended spokesperson based on the hazard location, type, and scope.
- Media guidance – “do’s and don’ts” of media relations, best practices, and media preparations.
- Development of sample templates for the spokesperson.
- Emergency Support Services (ESS) Support Guide - If there is an evacuation, the EOC Emergency Social Services (ESS) Branch sets up and manages a Reception Centre/Group Lodging for evacuees. Evacuees are a key audience that requires regular updates, assurances, and the opportunity to ask questions. This section provides details on the role and responsibility requirements related to Reception Centre/Group Lodging communications.
 - Flow of communication for ESS Team with an activated EOC and without.
 - Strategies on communication with evacuees and external partners.
 - Visual templates to support reception centre communications: general and hazard specific.
- Non-Activation Approval and Release - Provides guidance for each partner for incidents that do not require an EOC activation. Consider policies, roles and responsibilities, protocols for approval, and release of information.
 - Incidents when local authorities are the lead agency.
 - Incidents with external agency/partners as the lead agency.

Phase 4: Monitoring, Evaluation & Final Report

- Identify strengths and weaknesses for the final report.
- Generate prioritized recommendations for each project component.
- Prepare a draft report for review by the ACRD Protective Services Manager.
- Prepare final report incorporating feedback from ACRD Protective Services Manager.
- Present the plan to the ACRD Board of Directors, Tseshaht Council, and Hupacasath Council, upon approval from staff.

Phase 5: Development of Social Media Graphics (optional)

To develop consistent, unified social media graphics to bolster community awareness and expedite public communication.

- Develop clear, professional, and informative graphics, incorporating accessibility considerations, such as colour contrast for visual impairments or text readability.
- Social media graphics will maintain a consistent design across the region while being customized for each partner by incorporating their individual logos and following branding guidelines.
- Graphics will be developed using Adobe Illustrator.
- Each image will be provided in .ai and .jpeg formats.
- Images will be culturally sensitive, accessible, and inclusive.
- Each social media image will be formatted to accommodate Facebook, X, and Instagram platforms.
- Multiple images will be developed for each of the following hazards and various activation levels: flood, wildfire, air quality, power outages, drought, season weather (i.e. storms, heavy rain, wind, snow, extreme cold and extreme heat), tsunami, earthquake, and emergency preparedness and evacuations.
- Images will align with key messages, EOC response actions, and recommended public instructions.



The deliverables specifications include all the following:

Project communication is a key component in success. At a minimum, the ACRD expects the following:

- Meet with ACRD staff as required in a timely manner to review project objectives, exchange information, and to review project milestones.
- The consultant will develop meeting agendas and provide meeting minutes. The minutes will clearly show actions assigned to all individuals and will be distributed to those in attendance.
- All teleconference calls or virtual/hybrid meetings, if required, shall be facilitated by the consultant, unless otherwise determined.
- In-person meetings and engagement sessions will be organized jointly by the ACRD, project partners and the Consultant.
- The consultant will develop graphics and other communications materials (such as display boards, presentations, social media graphics/content, etc.) with support from ACRD staff. Printing of graphics materials will be provided by the ACRD.

The Consultant will provide project management services throughout all phases in cooperation with ACRD staff. Items required during the performance of the work include the following, at a minimum:

- The Consultant shall manage the project schedule, resources, and budget very closely through all phases of this work.
- The Consultant shall identify specific milestones, generate action plans, set completion dates of the various milestones, track the progress of each task, and ensure the project remains on budget.
- The Consultant shall provide written reports to the ACRD upon request, summarizing the progress to date in comparison to the baseline schedule, project constraints, delivery dates, outstanding items, project budget, and any corrective actions that will be implemented to maintain the approved schedule.

Support and Resources:

ACRD staff are expected to support project with an average of 6 hours a week.

ACRD partners are expected to support project with an average of 3 hours a week.

Project Measurements:

The Consultant will be expected to submit a phase-by-phase reports showing progress and expected completion.

The Consultant is expected to share draft documents when appropriate or requested to ensure alignment with ACRD requirements.