



The Corporation of the Township of Huron-Kinloss

Staff Report

Report Title: Engagement Strategy RFP Results and Recommendation

Prepared By: Michelle Goetz, Manager, Strategic Initiatives

Department: BED

Date: Mar. 7, 2022

Report Number: BED-2022-03-18

File Number:

C08 ENG 22

Attachments:

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby approves report number BED-2022-03-18, prepared by Michelle Goetz, Manager, Strategic Initiatives AND approves the proposal of Redbrick Communications for an engagement strategy not exceeding \$12,500 AND FURTHER authorizes the appropriate By-Law coming forward

Background:

The creation of an engagement strategy was included as an important step in our communications strategy and action plan (approved by Council in the Fall of 2021). This project was also included in the 2022 Economic Development Business Plan and will be funded through the NWMO Resource Fund.

Discussion:

The Township received 6 proposals through the Request for Proposals process and the Team would like to recommend working with Redbrick Communications. Redbrick has a great understanding of what we are trying to achieve through the engagement strategy as they assisted in the development of our communications strategy and action plan. The Redbrick team also has a lot of experience working with municipalities of all sizes, including other Bruce County municipalities, so they have a solid understanding of who we are and any challenges we face with engagement. Finally, their proposal provided a great cross-section of engaging the public and staff in the development of the strategy, as well as pulling from industry

best practices to provide a final product that will be tailored to what Huron-Kinloss needs to excel at community engagement.

We received the following submissions to the engagement RFP:

(quotes do not include HST)

- Darwin Logic Inc. - \$11,470
- Dillon Consulting - \$12,480
- GHD Digital - \$12,250
- Limestone Partners- \$11,490.90
- LURA Consulting - \$12,380
- Redbrick Communications - \$11,500 - \$12,500

The team reviewed all proposals using a weighted scoring matrix and scheduled interviews with the top three scoring proponents to determine who was the best fit for this project.

Financial Impacts:

\$12,500 has been included in the proposed 2022 budget for this project; however, this project is being funded through the NWMO Resource Fund.

Strategic Alignment / Link:

The information provided in this report is consistent with and in keeping with the Municipality's Vision & Mission. The recommendations contribute to the goals in achieving a prosperous, spirited, vibrant and accessible community.

Projects in this report assist staff in achieving the following projects in the 2019-2023 Strategic Plan Action Plan:

A6.1 Communication Plan

Respectfully Submitted By:

Michelle Goetz, Manager, Strategic Initiatives

Approved By:

Mary Rose Walden, Chief Administrative Officer