



**Economic Development Lethbridge
(Lethbridge Economic Development Initiative Society)**

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REQUEST FOR PROPOSAL (B)

***Industry Market Research and Lethbridge Regional Data
Collection, Manipulation and Geo-Tagging Project***

Data collected in the industrial market research – similar to the Lethbridge Manufacturing Directory – and other Lethbridge regional data will be incorporated into the layered selection components required for the interactive mapping functionality. Along with investment elements, users will be able to view regional attractions, public facilities, services and infrastructure.

Communication of this market research will be facilitated within the interactive mapping model, anchored to an on-line customizable “Business Investment Profile (BIP)” provided in the form of a publish-quality PDF document retaining all graphic elements and design layouts as on the website. This engaging web-based tool will deliver the regional market data and information regarding current industry sector performance, location, activities and impact. This new service tool will be incorporated into the current redesign and refreshing of its award-winning website.

The goal of this mapping component of our web redesign project is to enhance the functionality of the www.chooselethbridge.ca website, increase the quality and usability of relevant information and provide more compelling reasons to choose Lethbridge for business within the targeted industry sectors.

EDL has built a strong brand identifying Lethbridge as a preferred place to live, learn, invest, visit and do business. The promotion and building of our brand continues with this project as EDL seeks to expand the availability and accessibility of relevant business information to further build our Lethbridge and area business profile.

The successful Service Provider will work in collaboration with various members of our Business Investment Profile team, and other content providers as appropriate, to create a leading-edge interactive tool highlighting the assets in our region.

III. ORGANIZATIONAL BACKGROUND

Economic Development Lethbridge was established in 2003 and is an arms-length, not-for-profit society with a 25-member Board of Directors representing various aspects of business and industry in Lethbridge.

EDL’s mission is to strengthen and develop the Lethbridge economy by initiating and facilitating proactive economic development strategies and by promoting Lethbridge as an excellent place in which to live, learn, invest, visit and do business.

For further details about Economic Development Lethbridge, our Mission, Vision and Initiatives, please access www.chooselethbridge.ca.

IV. REQUIREMENTS

The Service Provider is required to conduct and provide the following Project elements.
The service provider will:

- Source out all relevant industry/business cluster information, directly survey businesses and find sources of data that can be easily fed into the database (example: the City of Lethbridge Business License Directory, Yellow Pages Directory, etc).
- Identify, collect, and report all necessary data content components required for multi-faceted interactive mapping. These components are expected to include (but are not limited to) the identification of requisite data sources, performing all required data research and manipulation of data as required for geo-tagging.
- Recommend data sources to subscribe to, purchase and/or procure as necessary to facilitate the mapping.
- Identify and communicate gaps regarding data which is required but currently unavailable.
- Document the process used for data collection to ensure future consistency and duplication.
- Validate the information as accurate and timely.

A. Data Collection

Data to be collected in this project are as follows:

- Detailed Data on City and County of Lethbridge industrial businesses, to be collected via survey in the following topic categories, and recorded in a database for easy analysis and data manipulation:
 - Organizational Data: (current to 2010)**
 - Company Details (address, phone number, website, as well as key representatives)
 - Number of Employees: Figures for year started, present number of employees, as well as number of employees required at full production and anticipated changes in staffing levels
 - Number of years in business
 - NAICS Code
 - Re-investment in business in last five years
 - Annual Gross Payroll
 - Start-up Date (How many years they have been in business)
 - Square footage of facility
 - Operational Data:**
 - Lease or own property? Lease space cost per square foot
 - Annual Sales – Information will be kept confidential and only used for explaining the collective economic impact of an individual sector
 - Identify Cluster that business belongs to: Options include: Agri-food, Supply Chain Logistics, Oil & Gas Technology & Services and Metal Fabrication, Environmental Products and Services, Aerospace & Defense and Information and Communications Technology
 - Utilities:**
 - Volume of water and amount of electricity load demand used annually (Does it fluctuate weekly, monthly, seasonally?) What other forms of energy do they use?
 - Production & Logistics Data**
 - Current production capacity, maximum capacity and any recent or anticipated changes to capacity
 - Hours of Daily/Monthly/Yearly Production
 - Key Products, Services and raw materials (key inputs to products)
 - How do companies ship their products and frequency of shipments? Do they require access to rail, airport and sea port?
 - Annual Freight Volume
 - Which countries and/or provinces do companies export to? Anticipated exporting changes in future?
 - Countries they export to or predominant shipping region
 - Other Pertinent Data**
 - What business they would like to attract to Lethbridge
- Current and accurate Lethbridge Business License List in a Digital Format with all elements required for geo-tagging and NAICS categorization
- City and County of Lethbridge Business as per the Yellow Page Directory (to supplement and augment the information provided by the Business License List)
- County of Lethbridge Business Listings and Information
- City of Lethbridge and County of Lethbridge Land Zoning data
- Transportation information pertaining to major vehicular routes, distance to centres, rail access and location within business parks, and others as defined by EDL Business Development Team.
- GIS specific geo-tagging data on the City and County of Lethbridge: health care centres and services, Day-care providers, elementary schools, post-secondary institutions (including enrollment numbers), sports facilities, parks and local attractions (defined by the EDL Business Development Team).

B. Resources Available to the Provider from EDL

Economic Development Lethbridge has multiple resources available to the vendor:

- www.chooselethbridge.ca
- Economic Development Lethbridge Manufacturing Directory 2005-2006
- City of Lethbridge Business Investment Profile 2007-2008
- County of Lethbridge Business Investment Profile 2007-2008
- Multiple contacts with individuals and organizations that can facilitate progress

C. Data Requirements

All of the data collected must be recorded in a database which allows for easy data manipulation and conforms to the geo-tagging requirements to assign accurate GIS coordinates to facilitate mapping. For example, Microsoft Excel is an available option. However, determination of this will be part of the project finalization with EDL and the other service providers.

All data collected will be the property of Economic Development Lethbridge.

In the event data must be purchased or subscribed to, the service provider will submit a request to procure the data through the project manager, and will provide the background on the data, its release or publication schedule, the relevance to the project and the cost of the purchase.

All data collected must be available on a consistent basis and provided by a reliable and reputable source to allow for scheduled and consistent updates.

D. Partnership

- Liaise with Senior Manager of Business Development and Research and Operations Officer for data gathering and industry background.
- EDL will always provide the main contact and coordinate communications. It is also expected that “one-point of contact” will be provided by the Service Provider to minimize communication confusion and maximize effectiveness.
- Work closely with the project team and treat all other members with respect and consideration due between colleagues.

F. Acceptable Practices, Ethics & Warranty

The provider is responsible to ensure that all data collected is up-to-date and accurate. To help ensure quality data, the provider must employ extensive measures, including direct contacts with businesses and quality review at both the point of collection and at the end of the data collection process¹.

The provider will use standard accepted practices of data collection and statistical analysis to ensure accurate data collection, manipulation and reporting. In the event that there is an error in the data, or the collection methods, the provider will, at no cost to EDL, perform the necessary corrections.

The vendor will maintain strict confidentiality while working on this project and conduct business in a professional manner. Further to this, the vendor will:

- preserve the confidential information obtained during the length of the project within the meaning of the Freedom of Information and Protection of Privacy Act and will not use the information for personal gain, nor in a way that would be damaging to Economic Development Lethbridge.
- Operate within all local, provincial and federal laws, rules and regulations.

¹ www.dnd.ca/privacy-policy-dnd-canada.html

- Demonstrate a commitment to the quality of work and results obtained for Economic Development Lethbridge.
- Operate with the same professional standards and practices as expected from an on-site contractor.
- Always act in a professional manner, being honest, morally responsible and competent. When dealing with project stakeholders, to hold themselves free of any interest, influence, or relationship regarding any professional activity that could impair professional judgment or objectivity, or which in the reasonable view of the observer, has that effect.

V. PROJECT SCOPE

The purpose of this project is to collect detailed information from regional businesses and other regional data sources, to catalogue and geo-tag the data for use in the creation of an interactive map for Economic Development Lethbridge. The purpose of this interactive mapping tool is to provide accurate, detailed and timely information on current industry sector performance, location, activities and impact.

Information will be collected in the form of surveys and in-depth internet and publication research. All data will be compiled into a database to allow for data manipulation and geo-tagging.

This will be the **core base** that the Technical Design and Layout consultants will build from.

The **Project Team** will consist of:

- Director of Business Development and Marketing, EDL Senior Manager, Business Development & Operations, EDL
- Research & Operations Officer, EDL
- Industry Market Research and Lethbridge Regional Data Collection Service Provider
- Interactive Map Designer and Technician
- Web Designer and Developer

Budget

When responding to this RFP, please provide a detailed budget including the vendor's full range of services and standard rates, if applicable. Maximum budget allotted for this phase: \$20,000.

VI. PROJECT DELIVERABLES

The major milestone and deliverables are as follows:

- **February 23:** Contract begins
- **March 11:** Framework complete for research
- **March 24:** Mid-term template to Project Team on research progress.
- **April 9:** Preliminary Results Overview
- **May 1:** Data Transfer to Mapping software
- **May 15:** Methodology report which documents and outlines the process used for data collection. Functional mapping with Data Review with Project Team
- **May 31:** Project Completion Date

VII. ATTRIBUTES & QUALIFICATIONS

The Service Provider will require good detective skills, an inquisitive mind, an understanding of industry clusters, excellent communication skills, outstanding analytical and research capabilities, and a solid ability to build relationships and establish rapport with people in order to gather information.

Knowledge and experience: The Service Provider must demonstrate expertise and a history of success in meeting the service needs described in this RFP. Service Providers who specialize in one or two areas may work collaboratively with another organization or individual

to provide the range of services required.
 This will be assessed in areas such as:

- Proven Technical Expertise
- Design and Layout Experience
- Proven Ability to come in on budget and within agreed upon timelines

Experience with a related project: The Service Provider should possess experience in gathering detailed data from multiple businesses and having the ability to collect data from a variety of sources and put it in an easy-to-understand format.

Capacity and flexibility to deliver services: The Service Provider must demonstrate a certain degree of flexibility in how and where services are provided and must have the ability to tailor content and delivery methods to meet the specific needs of EDL and partner groups.

Quality of written communications: The vendor will have excellent written and verbal English communication skills with outstanding analytical and research capabilities.

Demonstrated results on previous research, data collection and compilation projects:
 The vendor will have experience managing extensive information and data sets and compiling them into an easy-to-understand format that can be readily transferred into a usable document.

VIII. WORKING GUIDELINES

Note: The vendor will work closely and co-operatively with EDL's existing team and the project team to ensure project meets tight deadlines, meshes with the technical portion of the project which is simultaneously designing and creating the layout of the interactive map on www.chooselethbridge.ca.

- Liaise with the EDL Staff Team for data gathering and industry background.
- Maintain high level of knowledge about Economic Development Lethbridge core businesses and goals, the city of Lethbridge and the surrounding region.
- Develop and retain effective and efficient working relationships with partner organizations, service providers and vendors, as appropriate and keeping in mind that EDL will always provide the main contact and coordinate communications. It is also expected that a "one-point of contact" will be provided by the Service Provider to minimize communication confusion and maximize effectiveness.

IX. TERMS & CONDITIONS

In addition to the terms and conditions in the agreement:

- The vendor may obtain information outside of their area of expertise by subcontracting with other vendors at the vendor's own expense. The proposal shall indicate the names of subcontractors or joint venture interests to be included, if any.
- At the vendor's request, relevant materials that are in the possession of Economic Development Lethbridge will be provided.
- Confidentiality for this project is of utmost importance due to the competitive nature of our business.

X. MANAGEMENT & ADMINISTRATIVE CONTROLS

Supervision of work:

The Business Investment Profile Team at Economic Development Lethbridge as well as the website developer will maintain constant communication with the vendor.

Terms of Payment:

Payment for this project will be delivered as follows: 25% at start-up, 25% at the draft stage and 40% at the completion of the project with 10% after 60 days of active use to allow for data verification and source confirmation.

Comment [N2]: Not sure if there should be 10% holdback ?

XI. SUBMISSION PROCESS

To be considered, applicant will address each point below and organize the information accordingly.

- EDL desires and expects bids based on the ability of the vendor to meet or exceed the requirements contained in this request.
- Limit your submission to a maximum of ten (10) pages; supplementary materials and appendices are welcome.

Submissions must include the following:

- Service Provider Organizational Background Including Previous Projects and References/Recommendations
- Service Provider Organizational Project Team and Skills Matrix/ Overview
- Proposed Methodology
- Proposed Work Program with related timelines
- Budget Plan

Please submit the proposal in Microsoft Word or Adobe PDF format, **labeled clearly** in the subject line as “**EDL RFP Research and Content Development for Online Mapping**”, to kris@chooiselethbridge.ca

Note: Copies of your proposal will be made available for all senior team members. If you would like to provide the copies by mail, please send four copies to:

Kris Hodgson, Senior Manager of Business Development

Economic Development Lethbridge
308 Stafford Drive South
Lethbridge, AB T1J 2L1

For questions or clarification, please inquire by e-mail to kris@chooiselethbridge.ca. per the deadlines as indicated in Section I. *BID & CONTRACT SCHEDULE, Submission of Questions Process*, page 1. Answers to questions will be compiled and responses provided back to all qualified bidders.

Submissions must be received at the Economic Development Lethbridge office **no later than 4:00 pm (MST) on Wednesday, February 310, 2010.**

XII. EVALUATION OF RESPONSES

An evaluation committee will score the responses to the RFP.

The proposals will be scored based on the criteria established in the RFP. Only material presented in the written proposals and vendor demonstrations will be considered in the evaluation.

After the evaluation committee has scored the proposals, they will be discussed and, if necessary, a shortlist will be created based on qualifications. Shortlist candidates will be interviewed and it is at this point that additional questions may be addressed.

XIII. AWARD OR REJECTION OF BID

Bidders will be contacted via phone on or about February 22 if they are the successful candidate for this RFP.

Those who are not the successful candidate will be notified after a contract has been signed with the successful candidate to ensure that all negotiation have been successfully completed, and there are no possibilities of requiring the services of the runner-up RFP candidates.

XIV. DEFINITIONS

Contract or Agreement: The legal document the client issues to bind the contractor to provide the product and/or service described in the scope of work.

Clusters: A group of similar businesses that are inter-related. (Example: Agriculture Processors and Producers belong to the Agri-Food Cluster).

Economic Development: Economic Development is the process of developing and maintaining suitable economic, social, cultural, learning, environment and political environments, in which balanced growth may be realized and to increase the prosperity of the community. *Economic Development Lethbridge*

Request for Proposal or RFP: A competitive negotiation process to ensure the best value for the client, and in accordance with the policies of the client.

Vendor: An individual, partnership or corporation from whom the client is soliciting a proposal.