



Request for proposals

Community Identity Project

Background

The Town of Wolfville has the fortune of being regularly declared one of Canada's best small Towns. Wolfville's mix of cultural and culinary amenities nestled in the idyllic Annapolis Valley are an easy starting point when explaining Wolfville's appeal but there are many other factors which are often appreciated but seldom acknowledged or celebrated. This point was highlighted in the Town of Wolfville's Commercial Development Plan (Ekistics Planning and Design, 2006) which suggests that Wolfville has:

"a strong identity that simply needs to be organized and cultivated to a greater degree"

While this statement seems simple enough the task of organizing and cultivating community identity is complex. We believe that the solution requires a community-based process which integrates elements from the fields of social science and commerce. Our methodology is detailed in the remaining sections of this document.

Purpose

The purpose of the Community Identity Project is to:

1. Partner with the Community Foundation of Nova Scotia to collect baseline data on key community vitality indicators.
2. Use community vitality data to develop a community profile for Wolfville.
3. Use the community profile to develop community identity themes and messages
4. Develop resources and a process to communicate Wolfville's community identity to target audiences

Project Partners & Steering Committee

The Community Identity Project is funded by the Town of Wolfville, Wolfville Business Development Corporation, Province of Nova Scotia and the Atlantic Canada Opportunities Agency. The Community Foundation of Nova Scotia is also a project partner and has provided access and support for the VitalSigns component of the report. Acadia University has also agreed to provide in-kind support to the project and as a major community stakeholder has been asked to participate in the project.

A four-member Community Identity Project Steering Committee has been established and is composed of representatives from the Town, WBDC, Community Foundation of Nova Scotia and Acadia University. The Steering Committee is responsible for providing direction to the consultant and for managing communications with the project partners.

Process

The following tasks should be accomplished to complete the community identity project.

Part A: Understanding Wolfville's community identity

1. We have chosen to partner with the Wolfville Community Foundation to complete the Vital Signs process for Wolfville in an effort to better understand our community. The Vital Signs process engages the community in measurement of the general well being of the community and identification of key action items. Vital Signs has been paid for access to resources and support to complete the Vital Signs Report.
2. The first task component the Vital Signs process is to draft an Issues and Indicators Document. This step will be completed by the Wolfville Community Foundation.
 - a. The Issues and Indicators Document identifies the key issues which will be researched (arts and culture, work, environment, housing, health and wellness, etc) and the indicators (population, unemployment rates, housing prices, etc) which will be used to describe each issue.
3. The final draft of the Issues and Indicators Document will provide details of the issues and indicators which will be measured in Wolfville.
4. It will be the responsibility of the consultant to work with Vital Signs (Andrew Sharp) to assemble a Vital Signs Report for Wolfville using the Issues and Indicators Document as a guide. Vital Signs can provide most of the data required but other information may need to be collected. The consultant will use the data to develop a Vital Signs Report for Wolfville.
5. The draft Vital Signs Report will be submitted to the Wolfville Community Foundation and community stakeholders (including the project partners) for review and approval.
6. Once approved by the Wolfville Community Foundation the Vital Signs report will be sent to Vital Signs in Ottawa for final review and approval.
7. We expect it will take about three months to respond to the Issues and Indicators Document and finalize the Vital Signs Report.

Part B: Organizing and Cultivating Wolfville's Community Identity

1. The vital signs report will provide a comprehensive profile of which will be used to organize Wolfville's Community Identity. Provision should be made to engage the project partners and the community in the development of Wolfville's Community Identity. At a minimum, Wolfville's community identity should be organized into the following categories
 - a. A description of Wolfville's attributes: attributes are the most positive, provable facts about Wolfville's identity. The attributes will be used to develop identity messages which will be communicated to target audiences.
 - b. A description of Wolfville's personality traits. The personality traits should be strategically linked to the Vital Signs Report and should help to communicate community identity on more personal level.
 - c. A community identity statement for Wolfville which incorporates the attributes and personality of the community and is strategically linked to the issues and opinions identified in the Vital Signs Report.
 - d. Other categories or tools should be used to organize Wolfville's Community identity so that can be easily and clearly communicated.
2. Once Wolfville's identity is organized, the consultant must identify target audiences and communication tools which will help Wolfville to cultivate its community identity.
 - a. Identify target audiences for community identity messages. Audiences should include current and potential residents, businesses and visitors and should be strategically linked to community action items identified in the Vital Signs Report
 - b. Develop images, text and themes to assist with communication of Wolfville's Community Identity. This should include sample website designs, letterhead, promotional brochures, advertisements and other promotional tools as deemed appropriate for the purpose of communicating Wolfville's community identity.

Project Schedule

The Community Identity Project will be completed according to the following project schedule:

June - July 2009

- *Completion of the Issues and Indicators Report by the Wolfville Community Foundation*

August - September 2009

- *Development of the Vital Signs report by the consultant*

October & November 2009

- *Work completed to organize and cultivate Wolfville's community identity*

December 2009

- *Final Community Identity Project submitted to Steering Committee and project partners for review and approval.*

Budget

The Town of Wolfville has allocated funds towards this project as part of their 2009-10 Budget and intends to complete the project within this fiscal year.

Resources to be provided by Town of Wolfville

- 1. Assist with provision of information*
- 2. Related planning documents including previous studies and reports*
- 3. Access to Director of Community Services*

Deliverables

The agency shall deliver the following to the Project Steering Committee:

- 1. Copies of each phase of the project to Committee members*
- 2. Provide support for presentation of plans to Council (Town), Board of Governors of Acadia University and Town/University Committees.*
- 3. Construction/Administrative Services as described in the objectives*

Proposal Requirements

Respondents should include the following in their proposals:

- 1. General information on the firm.*
- 2. A description of relevant experience of the firm in similar projects.*
- 3. An indication of personnel of the firm that would be available to work on this project and their Curricula Vitae.*
- 4. The proposed work plan for the project, including projected date of completion.*
- 5. The level of effort proposed for the project as indicated by estimated hours and rates for individuals working on the project.*
- 6. A fee proposal.*

Administration

Interested parties should contact:

*R. Andrew Fry
Director of Community Services
Town of Wolfville
359 Main Street
Wolfville, Nova Scotia
B4P 1A1*

*Phone: 542-2400
Fax: 542-4789
e-mail: afry@town.wolfville.ns.ca*

Submission

Proposals are to be clearly and submitted to:

*Department of Community Services
Town of Wolfville,
359 Main Street
Wolfville, N.S.
B4P 1A1*

Five copies of the proposal must be received by 2:00 p.m. on September 25, 2009

NOTE: The following issues shall be taken into consideration in assessing and evaluating any tenders received:

- (1) Price (primary Consideration)*
- (2) Background, experience and reputation in carrying out the specified type of work, or providing the goods, materials or equipment (primary consideration)*
- (3) Resources, availability and ability to perform the contract or provide the good, materials or equipment within the time specified, without delay or interference (primary consideration)*
- (4) Financial capability (primary consideration)*
- (5) Construction methods or provision of service methods, if applicable, (secondary consideration)*
- (6) Origins of labour, plant, materials and local content (secondary consideration)*
- (7) Key personnel (secondary consideration, may be a primary consideration for consultants / investigations)*
- (8) Sub-contractors to be used (secondary consideration)*
- (9) Provision of quality assurance, warranty and or guarantee period (secondary consideration)*
- (10) Associated delivery and set up costs (secondary consideration)*

The Town of Wolfville reserves the right to reject any or all proposals, not necessarily accept the lowest priced proposal, or to accept any proposal it may consider to be in its best interest. The Town also reserves the right to waive formality, informality or technicality on any proposal.