



City of Spruce Grove
315 Jespersen Avenue
Spruce Grove, Alberta
T7X 3E8

REQUEST FOR PROPOSAL #01-2022

Update the City of Spruce Grove's
Economic Development Strategy & Action Plan

RFP Closing Time
April 14, 2022
4:00pm

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1. Invitation to Submit Proposal

The City of Spruce Grove is inviting proposals from qualified consultants to undertake the update of the Economic Development Strategy & Action Plan 2017-22 to cover the 5 year period 2023 to 2028.

RFP Description: Update the City of Spruce Grove’s Economic Development Strategy & Action Plan
RFP Number: #01-2022
RFP Release Date: March 15, 2022
RFP Closing Date: April 14, 2022 at 4:00pm

****Indicate the RFP Number and RFP Description on all correspondence.**

This Request for Proposal does not commit the City of Spruce Grove to award a contract or pay any costs incurred in the preparation of a proposal or attendance at a meeting with City of Spruce Grove staff.

2. Background

The City of Spruce Grove is one of the municipalities making up the Greater Edmonton Metropolitan Region, a vibrant and growing area characterized by a robust, diverse economy and a youthful, affluent population of 1.4 million people.

Located 11 kilometers west of Edmonton, Spruce Grove is the first major city for travelers approaching Edmonton from the west. We are well connected to major transportation routes including the TransCanada Yellowhead Highway 16, Highway 16A, Highway 60, and Highway 43 which connects to the Mackenzie and Alaska Highways. Spruce Grove has convenient access to the Edmonton International Airport via Anthony Henday Drive or Highway 60, as well as the CN and CP Rail intermodal terminals.

Average daily traffic counts include 46,000 vehicles along the Yellowhead and 30,000 vehicles along Highway 16A. This year, Spruce Grove will be improving Jennifer Heil Way north to the Yellowhead as Spruce Grove’s dedicated oversize overweight (OSOW) transport route.

With a population of 39,348 and an average annual growth rate of 4.2% since 2011, Spruce Grove is one of Alberta's fastest growing municipalities. Spruce Grove, along with adjoining municipalities of Stony Plain and Parkland County, make up the tri-region with a combined population of over 89,000. Spruce Grove also acts as the service and supply hub for a greater retail trade area population of 150,000.

Spruce Grove has an extensive retail and professional office base that has grown dramatically in recent years to 3.4 million square feet of space. Key commercial developments include Westwind Centre, Century Crossing, Westland Market Mall, Westgrove Commons, Creekside Center, Sunrise Town Centre, Tri Leisure Village, and a number of neighbourhood commercial nodes. Pioneer Place is our newest commercial development, with Easton and Creekside Commons as future growth centres. Spruce Grove undertakes a Retail & Office Market Analysis every 2 years to monitor growth and identify retail, office, and commercial opportunities.

Spruce Grove has an approved City Centre Area Redevelopment Plan (CCARP) and implementation is under way. The objective is to revitalize the City Centre and help the area regain its social vibrancy and provide a contemporary urban experience for shopping, working and living. The vision for City Centre is a mixed-use, pedestrian friendly area that attracts a diverse and eclectic range of businesses. This is a

multi-year plan which not only provides for commercial redevelopment but also increased density in the adjacent residential neighbourhoods.

Spruce Grove has a diverse industrial base that includes engineering/procurement/construction (EPS), agri-food processing, transportation & logistics, industrial fabrication, oil & gas service & supply, and others. We are seeing the emergence of two prominent clusters – pipeline services related to oil & gas, and transport companies specializing in heavy, oversize loads. Currently, we have 7 industrial parks with 245 businesses employing 2,300 people. A few minutes east lies the Acheson Industrial Area which is one of the largest and fastest growing industrial parks in western Canada. With over 300 businesses and approximately 10,000 employees, Acheson is a major employment and business centre for Spruce Grove residents and companies.

Spruce Grove completed an Industrial Land Strategy intended to address the current shortage of serviced industrial land. The industrial vacancy rate is around 1% and there is a continuing high demand for spaces to lease. As an initial step, Spruce Grove will be developing and bringing to market a City-owned 18 acre industrial site. Every two years, we undertake an Industrial Profile Analysis to document the current and future industrial supply.

In total, there are over 1,500 resident businesses in Spruce Grove. The Greater Parkland Regional Chamber of Commerce has 900 member businesses and takes an active role in working with Spruce Grove to promote economic and business development. The Chamber also provides Visitor Information Services and both parties recognize the importance of maintaining a positive business climate.

Spruce Grove and TELUS have partnered in the build out of a high-speed fibre optic network throughout the community. Spruce Grove has committed \$4.25 million for the full build out of the industrial area, while TELUS is spending \$50 million to provide service to the rest of the community. When completed by late 2022, over 90% of the premises in Spruce Grove will have access to a fibre-optic connection.

Spruce Grove offers an array of premier sports and recreation facilities, as well as parks and an extensive trail system which links the community. An important component is the Tri Leisure Village which includes TransAlta Tri Leisure Centre, Fuhr Sports Park, Border Paving Athletic Centre (BPAC), along with hospitality, personal services, and commercial amenities. The new Metro Ball Park district to be constructed along Highway 16A and Pioneer Road will be the new home of the Edmonton Prospects baseball club. Planning is also underway for the construction of a civic centre in Spruce Grove which will include a spectator ice arena, a community ice rink, library, and cultural spaces.

The Northern Alberta Institute of Technology (NAIT) acquired 140 acres of industrial land in Spruce Grove on which to consolidate specialized trades at one location. The first phase is the crane and hoist training facility. The NAIT campus will have a major economic impact on Spruce Grove as it builds out.

3. Purpose of Strategy

The EDS Update is a collaboration between the City's Economic & Business Development Department and the Economic Development Advisory Committee (EDAC). The intent is to have an updated 5-year strategy covering the period 2023-28 which would be presented to Council for approval by year end 2022.

The purpose of the strategy is to provide a cohesive economic development vision and plan which can be shared across the community and provides guidance regarding the City's strategic direction and priorities. It recognizes that economic development is part of a larger picture with linkages to other City strategies and policies including transit, culture, recreation, inclusion and diversity, environment and other areas.

4. Target Audience

The primary target audience for the Economic Development Strategy & Action Plan (EDS) Update includes potential investors and businesses from within and outside Spruce Grove. This is intended to present Spruce Grove as an attractive community to invest, start or expand a business, and live. A secondary audience will be real estate, financial, site locators, and other business services that use this type of information to advise their clients on investment and location decisions.

5. Public Consultation Process

Proposals in response to this RFP should outline a stakeholder and public consultation process which will inform the strategy update. The successful proponent is to design a formal community consultation process which outlines the method(s) and tools for engaging the community and maximizing input. They will be responsible for developing a communications plan, the design of the consultation tools and materials, facilitating the consultation process, summarizing feedback and providing a report on the results.

Over the course of the project, the consultant will work directly with the City's Economic & Business Development Department as the point of contact. It is expected that regular progress meetings will be scheduled to provide ongoing coordination. Periodic engagement with EDAC will also be required to provide periodic updates as well as solicit input.

Following is a list of stakeholder groups that should be engaged as part of the consultation process:

- City Administration
- Tri-Region municipalities (Town of Stony Plain and Parkland County)
- Edmonton Global
- Greater Parkland Regional Chamber of Commerce
- City Centre Business Association
- Acheson Business Association
- Spruce Grove businesses and residents

6. Project Scope

The scope of the EDS Update is expected to reflect the changes in the economic environment since development of the current strategy. While not necessarily a comprehensive list, some of the issues that need to be considered are as follows:

- *What should be our key objectives and targets for the next 5 years?*
- *What is our brand/messaging as seen by external investors, developers and businesses?*
- *What are the long-term impacts of COVID on business going forward?*

- *What are the impacts of key technology changes including digitization and artificial intelligence, transition to a low carbon economy and regulatory changes related to climate action?*
- *How can we best support business retention and expansion?*
- *How competitive is Spruce Grove in attracting new investment?*
- *Are there infrastructure gaps that need to be addressed?*
- *What are sectors/industries we should be pursuing - what needs to be done to be successful?*
- *How is the EDS Update going to be measured in terms of whether it is working?*

Terms of Reference

The format and structure of the updated report could be similar to the current strategy. As well, the content needs to be presented in a clear, concise, user-friendly, visually attractive manner with relevant photos and graphics. The City can provide support in sourcing photos and design of the covers.

Following are the terms of reference for the EDS Update:

1. Context - set the context and continuity with the current strategy;
2. Assessment of Results - results achieved from current strategy and what is left unfinished;
3. Methodology – process used for the strategy update including plan for stakeholder and public consultations;
4. Environmental Scan – key economic, technology, and competitive drivers likely to affect economic growth, including recovery from Covid-19;
5. Vision Statement, Goals and Objectives – revisit these from the 2017-22 strategy and propose updates where necessary;
6. Determining our Priorities – the most important issues the EDS Update needs to address;
7. Strategy Elements and Actions – set out for each objective and identify key initiatives to be undertaken over 2023-28 period;
8. Measurable Indicators – key indicators to be used to measure implementation of EDS Update;
9. Appendices:
 - a. Appendix A – detailed demographic and economic profile of Spruce Grove
 - b. Appendix B – competitiveness and brand assessment
 - c. Appendix C – target sectors and alignment with the transformational sectors identified by Edmonton Global
 - d. Appendix D – stakeholder consultation results

7. Budget

The total budget for this project is up \$70,000 plus GST. The consultant shall supply a detailed task list, itemized cost estimate, work plan, and a total proposed cost of the project, including all consulting fees, disbursements, contingencies and all other costs associated with implementing the scope of work. It is the responsibility of the respondent to anticipate and clearly identify all tasks required to satisfy the requirements of the RFP.

The successful consultant will be responsible for submitting detailed invoices which describe the work undertaken within each invoice time period, the personnel employed and hours expended by the hourly rate, disbursements, total fee for each invoice, and total budget expended/remaining on the project.

The consultant shall advise us if this target cannot be met at any time prior to or during the project work and should not undertake any work that would cause the budget to be exceeded without written permission from the City of Spruce Grove.

8. Project Schedule

The intended schedule and timelines for the EDS Update is as follows:

- RFP Release: March 15, 2022
- RFP Submission Deadline: April 14, 2022
- Consultant Selection: April 29, 2022
- Project Kickoff Meeting: May 12, 2022
- Draft Report: November 10, 2022
- Final Report: December 12, 2022

9. Proposal Format

Proponents should submit the proposal response using the following format:

- Table of Contents
- Letter of Introduction
- Project Understanding
- Project Methodology
- Stakeholder and Public Consultation
- Company Profile
- Comparable Project Examples
- Project Team Members & Experience
- Schedule, Milestones & Deliverables
- Schedule of Fees, including Hourly Rates

Proponents must also include the following information as part of their proposal:

1. Experience of the consultant in doing this type of project
2. Knowledge of Spruce Grove and the Edmonton Metro Region
3. Names and qualifications of the people who would be assigned to carry out the study, including time allocation for each person
4. Workplan & timelines
5. Proposed budget
6. References

10. Submission Guidelines

Proposals must be received no later than 4:00 pm local time, April 14, 2022. Proposals will not be considered if received after the submission deadline or if lacking any predetermined requirements.

Proponents should present proposal in a clear and concise format submitted in digital pdf format only via email to:

Subject line: EDS Update RFP#01-2022

Karla Gould, Economic Development Specialist
City of Spruce Grove
kgould@sprucegrove.org

More information can be obtained by contacting Karla Gould by email or at 780-722-2154.

11. Evaluation of Submissions

The review and selection of the proposals will be conducted by a review committee led by the Economic & Business Development Department. The review committee will make the final decision on awarding the contract to the successful proponent.

This following evaluation criteria are intended to be the basis by which each proposal will be evaluated, measured, and ranked.

Proposal Evaluation Criteria	Maximum Points Awarded
Experience in preparing a quality and actionable Economic Development Strategy	30
Project understanding and proposed methodology	25
Consulting team qualifications	20
Overall quality of the proposal (layout, readability, adherence to bid format requirements, etc.)	15
Consideration of price for services solicited by this RFP	10
TOTAL	100

The City of Spruce Grove reserves the right to contact any current or previous client, whether referenced or not, to obtain information required regarding the quality of service provision and to use this information in its sole discretion in the evaluation of the submissions.

12. Ownership of Proposals

All documents, including proposals, submitted to the City of Spruce Grove become the property of the City. They will be received and held in confidence by the City, subject to the provisions of FOIP.

13. Final Report

Design

The Strategy will reflect a professional design with quality images, an attractive cover page, practical layout, and content in a clear, easy-to-read font.

Delivery

The consultant will compile a draft document that will be forwarded by email to Spruce Grove’s Economic & Business Development Department for review and feedback. The consultant will make all necessary revisions to the draft and, on approval by the City, will be finalized. The final strategy will be provided to the City in electronic PDF form and five (5) printed and bound hard copies.

Presentations

The consultant will prepare and deliver three (3) formal presentations of the DRAFT strategy, each with a targeted PowerPoint presentation to the following groups:

- Economic Development Advisory Committee (EDAC)
- City of Spruce Grove Senior Management Team
- Spruce Grove City Council

14. Source Documents

The following documents will be made available to the successful consultant to help inform the EDS update. Additional reports as identified may also be provided.

- Economic Development Strategy & Action Plan 2017-22
- Retail & Office Market Analysis
- Industrial Profile Analysis
- Industrial Land Strategy
- OSOW Feasibility Study
- Fibre-Optic Broadband Strategy
- City Centre Area Redevelopment Plan
- Strategic Plan 2018-2035
- Permit Activity Reports
- Land Use Bylaw
- Area Structure Plans
- Spruce Grove Growth Study 2016
- Transportation Master Plan
- Cultural Master Plan
- Social Sustainability Plan

15. Miscellaneous

- a. **Proposal Expenses:** Any risk, cost and expenses incurred by each Proponent in, or arising from, the preparation of Proposals or any associated presentation, discussions or negotiations, shall be the sole cost and expense of the Proponent. The City shall not under any circumstances be responsible for the payment or reimbursement of the same.
- b. **Conflicts of Interest:** Any material familial, social, financial, commercial or other interest that the Proponent (or any director, shareholder, employee or representative of the Proponent) has with any employee or representative of the City (or any contractor of the City) should be disclosed in your Proposal. Such disclosure will generally not of itself disqualify a Proponent but must be frankly and honestly disclosed so that proper safeguards can be employed to avoid any actual or perceived unfairness or bias.
- c. **Confidentiality:** Any information provided by, or obtained from, the City in connection with this RFP, and the terms of any contract ultimately entered into, is confidential information held for the benefit of the City and shall not be disclosed or released by the Proponent (or used by the

Proponent for purposes other than responding to this RFP) without the City's express written consent.

- d. **Freedom to Contract:** The City is not obliged to accept any of the Proposals submitted in response to this RFP and may terminate this RFP process at any time without notice. The City is not obligated to accept the lowest bid.
- e. **FOIPP:** The City is a public body subject to the privacy and disclosure provisions of the Freedom of Information and Protection of Privacy Act (FOIPP) and any information provided by the City to the Proponents or provided by the Proponents to the City may become subject to disclosure upon application of a third party.
- f. **No Legal Rights Created:** Without any limitation to or by the foregoing, nothing in this RFP or in any communications, discussions or negotiations made or entered into pursuant to this RFP or in any further statements or information made or provided by the City or its representatives give to any Proponent any legal rights whatsoever and in particular, no contractual obligation, duty of care, duty to inform or any other obligation is imposed upon the City. Any liability of the City to a Proponent arising out of this RFP or any Proposal hereunder, including any contract negotiations, whether in tort, contract or otherwise, shall be limited to the sum of \$1,000 in the aggregate for any and all causes and claims. In no event, shall the City be liable or otherwise responsible for claims for lost profits or any indirect or consequential losses of any kind.