



# REPORT

To: Chair and Directors

Report Number: CS-BRD-274

From: Kevin Clarkson, General Manager of Community Services

Date: January 25, 2024

**Subject: Contract Award RFP No. 38-2023 – NP Leisure Facility Replacement Project  
Community Engagement – Phase 3**

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## **RECOMMENDATION: [Corporate Weighted]**

That the Regional Board provide operating budget pre-approval and award Request for Proposal No. 38-2023 titled “North Peace Leisure Facility Replacement Project Community Engagement – Phase 3” to Mickelson Consulting Inc. at a cost of \$295,635 (excluding taxes) for a one-year term; further that the Chair and Chief Administrative Officer be authorized to sign the agreement on behalf of the Peace River Regional District.

## **BACKGROUND/RATIONALE:**

Phase 3 Engagement for this project was authorized by the Board on November 16, 2023. A formal Request for Proposals (RFP) No. 38-2023 was issued on December 18, 2023, with a submission deadline of January 11, 2024.

The PRRD (Area B and C), City of Fort St. John and District of Taylor have been working together since 2018 to explore options for the proposed North Peace Leisure Facility. The initial feasibility study was completed and presented to partner jurisdictions in 2023 and outlined the best opportunities to replace the aging facility. Now, additional community input is desired to ensure proposed facility amenities are balanced with what residents in partner jurisdictions will accept in terms of tax increases.

The scope of work for the North Peace Leisure Facility Replacement Project Community Engagement - Phase 3 project involves four stages. The first includes bringing the communities up to date on the project status and what has been learned from the first two rounds of community engagement, how the public’s input has been applied, and the work that has been completed over the last year. The second and third stages in this project will be focusing on gaining insight into a facility configuration to help identify an appropriate balance of amenities with what residents in the partner jurisdictions will accept in terms of tax increases. Finally, the project will focus on providing the jurisdictions and Board with the information needed to move forward with a facility option that would be supported in a referendum, and optionally (if approved), the communication work required to bring the project to referendum. The scope of the Community Engagement – Phase 3 project is detailed below under communications considerations.

Three qualified submissions were received in response to this RFP and proposals were reviewed and evaluated in accordance with the scoring matrix set out in the procurement documents and based on the Procurement Policy. Scoring was based on proponent’s understanding of the project, company profile, experience and qualifications, methodology and work plan, proposed value-added services,

references and pricing. This procurement process was qualification-based and did not prioritize the lowest price. Solicitation rules specified that the winning proposal would be determined based on the highest ranked proponent.

	Formidable Public Relations Inc.	Mickelson Consulting Inc.	SITE Marketing Partners Inc
<b>Mandatory Requirements</b>			
Submission Form (Appendix B)	✓	✓	✓
Pricing (Appendix C)	✓	✓	✓
<b>Scoring Matrix Results</b>			
Executive Summary and Company Profile (10%)	7.17	8.83	6.83
Experience and Qualification (30%)	22.50	26.25	21.00
Methology and Workplan (30%)	17.40	26.10	17.10
Value Added Offerings (5%)	3.25	4.25	3.25
References (5%)	3.75	4.50	2.75
Project Budget (20%)	20.00	5.00	8.00
<b>Total Score</b>	<b>74.07</b>	<b>74.93</b>	<b>58.93</b>

While all three proposals met the mandatory requirements of the RFP, based on the disclosed evaluation criteria, the highest ranked proponent is Mickelson Consulting Inc. and it is recommended that they receive the project contract and complete the work.

Mickelson Consulting Inc. has demonstrated a strong understanding of the project scope to be completed and demonstrates the organizational capacity to complete the work within the desired expedited timeline outlined by the Project Steering Committee. The firm is familiar with this project, having previously worked on this project in prior phases including provision of messaging, and materials development, for the Phase 2 community engagement. Mickelson Consulting Inc. has provided a detailed overview of tasks and time allotted to each task as well as deliverables for each phase of work.

**ALTERNATIVE OPTIONS:**

1. That the Regional Board provide further direction.

**STRATEGIC PLAN RELEVANCE:**

- Not Applicable to Strategic Plan

**FINANCIAL CONSIDERATION(S):**

The project Steering Committee considered the recommendation for the 2024 project budget on [January 19, 2024](#). Their recommendation will be considered by the Board on February 8, 2024 as part of the deliberation of the overall Function 220 – Regional Recreation budget. The budget for this project is to be requisitioned from only Electoral Area B, Electoral Area C, Fort St. John and Taylor.

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## COMMUNICATIONS CONSIDERATION(S):

While there have been communications about this high-profile project and information provided to the public up to this point, communication, and engagement with ratepayers to determine next steps is critical to advancing the North Peace Leisure Facility Replacement Project.

The Phase 3 Community Engagement will complete the following objectives in the **inform** category with internal and external/public audiences:

- Increase awareness about the outcomes from the first two rounds of community engagement and how that input is being applied.
- Increase understanding of the various facility configurations being proposed and related costs for options.
- Increase awareness about the benefits of jurisdictional project partnership and that any reduction in that partnership affects what can be built.
- Increase understanding of the estimated tax impacts for each facility configuration.
- Increase awareness about the status of the existing pool, how partners are making it a priority to address the issues stemming from failing infrastructure and actions to move the project forward based on input from the community; and
- Raise awareness about why a referendum is required, why it is important to vote and how the referendum process works.

Further, the Community Engagement Plan will complete the following objectives in the **consult** category with both internal and external/public audiences:

- Build relationships with residents, local community, and sport groups/organizations.
- Generate broad participation in the next round of community engagement.
- Gain insight into cost/tax impact tolerance levels.
- Gain insight into various options for aquatics and indoor recreation amenity priorities that best align with the cost/tax tolerance; and
- Increase understanding of any specialty priorities for swim and sport/community groups as compared to general community priorities.

The proposed **collaborate** strategic approach will engage the Steering Committee and include:

- Determining next steps to move towards a referendum for recommendation to the Board.

The proposed **empower** strategic approach will engage the Steering Committee, PRRD Board, and finally voters in the proposed referendum. This phase of work has been included in the budget for this project but will not be advanced until such a time as the Board authorizes moving forward to public assent. If/when approved, this phase of work will include:

- Raise awareness about the upcoming referendum including highlights of what was learned through Phase 3 Community Engagement, why a referendum is required, who can vote, the importance of voting.
- How, when, and why the referendum will take place; and
- The question to be asked.

**OTHER CONSIDERATION(S):**

Given the desire by the Steering Committee to move this project forward in 2024, the Committee has not yet had the opportunity to review or recommend this contract award to the Board. The Steering Committee will be informed of the Board’s decision at the next Committee meeting.

External Links:

1. [Draft 2024 Project Budget – North Peace Leisure Facility Replacement](#)  
(Jan. 19/24 North Peace Leisure Facility Replacement Steering Committee Meeting, Item 8.1)