



**WESTON VILLAGE BUSINESS IMPROVEMENT AREA
(WVBIA)**

**Request for Proposals
Weston Village BIA Safety Campaign Manager**

Deadline: April 30, 2024

WESTON VILLAGE BIA (WVBIA)
Request for Proposals
Weston Village BIA Public Relations and Marketing Plan

Project Overview

The Weston Village Business Improvement Area (WVBIA) has determined the need for a strategic safety campaign to address an array of concerns for visitors and businesses in Weston Village, which aligns with our strategic vision. We are looking for a consultant or firm that will implement the campaign and provide an evidence-based report on new strategies to engage long term.

Organization Background

The Weston Village Business Improvement Area (WVBIA) is an association of local businesses and commercial property owners that was formally established in 1979. The WVBIA is located primarily along Weston Road, north to Church Street and south to Wilby Crescent; west on Lawrence Ave to Hickory Tree Rd and east on Lawrence Ave to South Station.

There are approximately 250 merchants and property owners who are members of the WVBIA. The board of management is comprised of members from within the designated area who are elected to the board by the membership and includes the municipal councillor from Ward 5. As a local board with the City of Toronto, the WVBIA has a procurement process requiring consideration from a minimum of three qualified vendors.

Activities of the BIA include public realm improvements, beautification, member and neighbourhood promotion and hosting special events.

For more information, please visit www.westonvillagebia.com

Situational Background

Through feedback from the business community surrounding safety issues negatively affecting the ability to operate and prosper; the following were the key points identified as needing urgent action;

- There is a poor reputation of Weston; so customers, my family or friends do not feel safe on the street or want to visit.
- There aren't enough police and bylaw officers assigned to our ward to deal with the frequency of issues on the main street.
- Businesses can't stay open late, have difficulty keeping staff, feel they are not a priority and are solely responsible for crime prevention efforts.
- Toronto Community Housing is not being held accountable for tenants that cause issues in the neighbourhood or in their building at 1901 Weston rd; and they do not provide enough support or resources.

- There are no social service workers on the street being proactive to help those who are street involved or struggling with mental illness/addiction.
- There is a need for increased community investment and infrastructure improvements (i.e. lighting, public spaces) we should be prioritized for as a designated Neighbourhood Improvement Area
- Our concerns have been dismissed by our elected officials and various stakeholders and responsibility has been deflected.

Project Scope

The WVBIA is seeking a Toronto-based vendor (consultant/firm) to facilitate a safety campaign that will aim to address the issues above through coordination with various stakeholders, media, and reviewing of reports and data. All materials related to WVBIA and this project must remain the property of the WVBIA and be available to the organization beyond the terms of any agreements or contracts.

In close collaboration with the Board of Management and in consultation with WVBIA members, the successful applicant will provide two deliverables associated with this project:

- 1) Initial Report
 - a. Crime Current Status – review of crime statistics of the area (specifically; B&E, mischief, assaults) to determine the baseline.
 - b. Opportunities – review and summarization of literature for programs that have worked in other comparable cities/areas (some resources provided by the BIA)
- 2) Final Report
 - a. Detailed report of new programs or services established through consultation of stakeholders
 - b. Recommendations for the BIA for projects to invest
 - c. Guideline to monitoring success

The final plan will include long-term goals and short-term objectives and anticipate the challenges WVBIA will face in the future. The plan should also consider creative and sustainable strategies to help support organizational long term goals and operations.

The vendor will be responsible for providing expert advice and facilitation throughout the project, while being responsive to WVBIA Board identified priorities and the following key deliverables:

- Facilitate regular planning and review sessions to update the Board of Management throughout the progression of the plan.
- Develop and provide biweekly updates to a page on the WVBIA website dedicated to the safety campaign
- Create and distribute marketing materials related to the campaign i.e. social media, flyers, posters etc.
- Host a minimum of 10 workshops with members to provide updates and address concerns

- Organize and lead one-on-one and group meetings with key stakeholders to develop a strategy to address issues and concerns, with detailed meeting notes
- Establishing a streamlined reporting system for members
- Monthly collection of metrics on member engagement and crime rates
- Final Report provided electronically in PDF format and five copies printed and professionally bound delivered to office
- In-person presentation of final plan to the Board of Management

The consultant/firm will report directly to the WVBIA Board of Management. The consultant can expect that WVBIA will assist in the logistics related to planning for stakeholder meetings and WVBIA will be available to provide meeting facilitation support.

Project Schedule

The following is a planned schedule. Depending upon the number of proposals, intended completion dates may change.

Date	Deliverable
March 30, 2024	Call for Request for Proposals (RFP)
April 15, 2024	Deadline for Request for Information (RFI)
April 30, 2024	RFPs Due
May 15, 2024	Review of proposals complete and successful candidate notified
June 1, 2024	Firm commences work
July 15, 2024	Initial Report Due
May 30, 2025	Final Report Due
June 11, 2025	Presentation to Board of Management

RFP Submission Requirements

1. Executive summary
2. Description of the services provided and your proposed approach for managing the safety campaign for the WVBIA
3. Timeline, availability and plan of action for implementing services
4. Profile, background and qualifications of firm and the specific personnel assigned to this project, including relevant case histories involving any organizations similar to the WVBIA
5. Key competitive differentiators, other value-added services or benefits
6. References of other similar projects
7. Your proposed fees/compensation structure. Any proposed or foreseeable reimbursable expenses to be on a separate line item. No extras or claims will be entertained unless the scope of work has changed at the direction of the WVBIA Board of Management.
8. Key contact information
9. Your standard contract you would expect the WVBIA to execute if selected (if available)

Proposals may include supplemental information that strengthens submissions.

Your response to the RFP will be used to screen all bidders. A meeting with members of the WVBIAs Board of Management and staff members may be held with one or more selected bidders for the purposes of proposal clarification. All information provided in your RFP and any individual meetings will be considered when making a recommendation to the Board of Management.

Responses to this call for proposal submission should be addressed to WVBIAs and sent electronically in PDF format by April 30, 2024 to admin@westonvillagebia.com.

Communication

Prospective bidders may approach Audrey Swartz, Coordinator, about this project for requests for information regarding specifications of this RFP. The questions should be submitted in writing via e-mail, no later than April 15, 2024 to admin@westonvillagebia.com

The goal is to answer each question within two working days of its receipt. The answers to questions will be distributed to all bidders who have informed the Board Coordinator, WVBIAs of their intent to make submissions. Questions and Answers will also be posted via email to all proponents.

General Conditions

Conflict of Interest: Proponents must disclose to WVBIA in their Proposal any potential conflict of interest, including any which may involve WVBIA employees, membership or members / employees of agencies, boards, or commissions who may have a financial interest in the Proponent's firm. If such conflict of interest does exist WVBIA may, at its discretion, refuse to consider the Proposal.

Right to Amend RFP: WVBIA reserves the right to amend or supplement the RFP, giving equal information and cooperation by way of issued addendum to all proponents through the WVBIA website.

Bidder Incurred Costs: All costs incurred in the preparation and presentation of proposals in any way whatsoever shall be wholly absorbed by the bidder(s).

Indemnity: The bidder(s) will indemnify and save harmless WVBIA from and against all claims, demands, losses, damages, costs and expenses made against or incurred, suffered or sustained, done or omitted by WVBIA at any time before or following termination of the agreement.

Acceptance of Proposals: WVBIA is not bound to accept the lowest price or any proposal of those submitted. Proposals will be assessed in light of the evaluation criteria specified above.

Evaluation & Selection of Proposals: At least three (3) members of the WVBIA Board will evaluate all complete proposals, and may request to conduct in-person interviews with the top proponents. The right is reserved to make an award based directly on the proposals submitted or to negotiate further with one or more proponents. By responding to this RFP, proponents will be deemed to have agreed that the decision of the Selection Committee will be final and binding. The selection of the proponent will be based on the cost as well as the following criteria: Proponent Profile, Experience and Qualifications of the Proponent, Proposed Staff Team and Resources, Creativity and Innovation and Work Plan and Deliverables.

Ownership: The proposal shall be the property of WVBIA and shall not be published or released without the written consent of WVBIA.