



Committee of the Whole

Meeting Date: November 12, 2024

Submitted by: Bill Rayburn, CAO

Subject: Award of RFP # ADMN-2024-03 – Consulting Services for the County of Middlesex Strategic Plan

BACKGROUND:

On September 10, 2024, the Council of Middlesex County passed the following resolution:

THAT the [Middlesex County Strategic Plan Report](#) be received for information;

AND THAT County Council direct staff to proceed with Strategic Plan development planning utilizing Option B - Development by a combination of internal staff and external consultants.

ANALYSIS:

Following Council's direction, County staff prepared and issued a Request for Proposal (RFP) for the aforementioned consulting services on September 16, 2024, closing on October 16, 2024 with the County receiving sixteen (16) submissions.

Evaluations were conducted by the County Engineer/Deputy CAO, County Treasurer/Deputy CAO, General Manager of Strategic Initiatives & Innovations, and the Procurement Services Manager with proposals being graded on the following criteria:

- Experience and Qualifications – An overview of the organization, staff assigned to the County for the project, methodology and overall experience in performing Strategic Plans, and examples of past work.
- Project Plan – Identifying timelines as to which they will be completing the Strategic Plan utilizing the proposed approach of the respondent.
- Proposal Pricing

At the conclusion of the evaluation process the Proposal from Quarry Consulting Inc. received the highest evaluation score as they demonstrated their organization's experience in conducting Strategic Plans for entities such as the County of Renfrew,

Township of Arnprior, Township of Douro-Dummer and London Hydro at a competitive cost.

Quarry Consulting’s approach to complete the County Strategic Plan will involve interviews and engagement sessions with both County Council and senior staff as well as engagement of local municipalities, business and industry associations, community groups and local Indigenous community members through a combination of focus groups and surveys.

If awarded, the project will commence immediately upon contract execution with the anticipated completion of the final Strategic Plan being presented to County Council by Spring 2025.



A summary of the Respondents is attached hereto as Appendix ‘A’.



FINANCIAL IMPLICATIONS:

The Proposal from Quarry Consulting total is \$28,900.00 excluding HST. Funding for these services will be from Tax Rate Stabilization (Surplus).

ALIGNMENT WITH STRATEGIC FOCUS:

This report aligns with the following Strategic Focus, Goals, or Objectives:

Strategic Focus	Goals	Objectives
<p>Cultivating Community Vitality</p> 	<p>Advance a diverse, healthy, and engaged community across Middlesex County</p>	<ul style="list-style-type: none">• Promote and support community wellness
<p>Connecting Through Infrastructure</p> 	<p>Ensure communities are built on a sustainable foundation that is connected and thriving</p>	<ul style="list-style-type: none">• Use County infrastructure in an innovative way to provide a seamless service experience for residents

Strategic Focus	Goals	Objectives
<p data-bbox="203 262 406 331">Strengthening Our Economy</p> 	<p data-bbox="464 262 730 441">Encourage a diverse and robust economic base throughout the county</p>	<ul data-bbox="760 262 1412 556" style="list-style-type: none"> • Support opportunities to create a stronger and sustainable agricultural sector • Create an environment that enables the attraction and retention of businesses, talent, and investments • Attract visitors to Middlesex County • Support the development and prosperity of downtown core areas in Middlesex County
<p data-bbox="203 583 357 682">Promoting Service Excellence</p> 	<p data-bbox="464 583 714 724">Innovate and transform municipal service delivery</p>	<ul data-bbox="760 583 1412 871" style="list-style-type: none"> • Anticipate and align municipal service delivery to emerging needs and expectations • Engage, educate and inform residents, businesses, and visitors of county services and community activities • Build organizational capacity and capabilities

RECOMMENDATION:

THAT the Award of RFP # ADMN-2024-03 – Consulting Services for the County of Middlesex Strategic Plan report be received for information;

THAT the Chief Administrative Officer be authorized and directed to award the Request for Proposal # ADMN-2024-03 to Quarry Consulting Inc. in the amount of \$28,900.00 before taxes;

AND THAT Chief Administrative Officer be authorized to execute, on behalf of the County of Middlesex, all agreements and other documents necessary to implement this award on confirmation that such agreements and other documents be in a form satisfactory to the County Solicitor.

ADMN-2024-03

Respondent	City/Province
Blackline Consulting	Toronto, Ontario
Capital Park Consulting Inc.	Ottawa, Ontario
Capstone Project Solutions Inc.	Barrie, Ontario
Creative Futures	Toronto, Ontario
Crestview Strategy Inc	Toronto, Ontario
DPRA Canada Inc.	Toronto, Ontario
Ember Experience	Halifax, Nova Scotia
KL Branding & Consulting Inc.	Leamington, Ontario
Linton Consulting Services	Elora, Ontario
MEMAR Value Strategies Inc.	Calgary, Alberta
Optimus SBR Inc.	Toronto, Ontario
Overlap Associates Inc.	Kitchener, Ontario
Quarry Consulting	Kanata, Ontario
StrategyCorp Inc.	Toronto, Ontario
Stratford Group	Ottawa, Ontario
Town Hall Consulting Inc.	Orangeville, Ontario