



MAYOR'S IMPLEMENTATION TEAM

AGENDA

**Thursday, April 23, 2015
7:30AM
Build Belleville Project Centre
116 Pinnacle Street**

- 1) Declaration of Pecuniary Interest and the General Nature Thereof
- 2) Confirmation of Minutes – April 9, 2015
- 3) Staff Reports
 - a. Report No. BB-ENG-2015-04: Build Belleville Advertising Budget
 - b. Report No. BB-ENG-2015-05: Build Belleville Radio Campaign
- 4) New Business
- 5) Next Meeting
- 6) Adjournment



MAYOR'S IMPLEMENTATION TEAM

Minutes

Thursday, April 9, 2015

7:30AM

Build Belleville Project Centre

116 Pinnacle Street

A meeting of the City of Belleville Mayor's Implementation Team Committee was held on the above date, commencing at the hour of 7:30 a.m.

Members Present: Mayor Christopher
Councillor Garnet Thompson
Councillor Jack Miller
Councillor Kelly McCaw

Staff Support Present: Rod Bovay, Director of Engineering & Development
Mark Fluhrer, Director of Recreation, Culture & Community Services
Ray Ford, Deputy Director/ Manager of Engineering
Elisha Purchase, Build Belleville Projects Coordinator

Mayor Christopher welcomed Councillor McCaw as a new member of the MIT Committee on behalf of staff and members.

1) Declaration of Pecuniary Interest & the General Nature Thereof

- None noted

2) Confirmation of Minutes

Moved by Councillor Garnet Thompson

Seconded by Mayor Christopher

“THAT the minutes of the March 5, 2015 Mayor's Implementation Team be approved.”

- CARRIED -

3) Staff Reports

a. Report No. ENG-2015-04 – City Centre Revitalization and Redevelopment Project Construction Contract Phase 1

- This report recommends to Council that the tender submission from Len Corcoran Excavating Ltd be accepted in the net amount of \$8,506,887.71.
- Corcoran is the same company that completed the construction project for downtown Kingston.
- Every effort was made by staff to consult with the industry and attract competitive bids:
 - Eliminated pre-qualification process
 - Tendered project during winter season
 - Issued a pre-tender notice
 - Provided four (4) weeks for tender submissions.
- Minimal questions were received, two addendums issues, no extensions were requested.
- The project budget is not broken into three (3) equal amounts. Phase 1 is unique and represents greater complexities than phases 2 and 3:
 - Phase 1 represents more complex underground infrastructure.
 - Vehicle access must be maintained for residential towers.
 - The intersection at Pinnacle and Front Street adds to the complexity of construction in this phase.
- Response received by staff is that the industry is saturated.
- Receiving two (2) closely aligned bids is indicative of the actual costs of this project, a result of supply being low and demand being high.
- Consideration is being made to tender both phase 2 and 3 together.

Moved by Councillor Jack Miller

Seconded by Councillor Garnet Thompson

“THAT the City Centre Revitalization and Redevelopment Project Construction Contract Phase 1 report provided by Ray Ford, Deputy Director/ Manager of Engineering, be received and recommended to Council.”

- CARRIED -

- b. Report No. ENG-2015-05 – Bay Bridge Road CP Rail Overpass and Dundas Street West Reconstruction – 2015 Redesign and Retendering
- A simplified redesign for the Bay Bridge Road project is required as approved by Council following the addition of a \$3.6 million budget to this project.
 - Staff is recommending that the same design engineer who completed original design be engaged to produce a simplified design. Minor changes will occur to the scope of work completed on the bridge.
 - No word has been received about Small Communities Infrastructure funding at this time. Anticipating an announcement in April.
 - Construction for this project is expected to begin September 2015.
 - No issues with MOE.

Moved by Councillor Garnet Thompson
Seconded by Councillor Kelly McCaw

“THAT the Bay Bridge Road CP Rail Overpass and Dundas Street West Reconstruction – 2015 Redesign and Retendering report provided by Ray Ford, Deputy Director/ Manager of Engineering, be received and recommended to Council.”

- CARRIED -

- c. Report No. ENG-2015-07 – Contract Administration and Construction Inspection Services for the City Centre Revitalization Project
- LEA Consulting Ltd is being recommended for this service upon approval of the Phase 1 Construction Contract.
 - Responsibilities of the Contract Administrator are outlined in the report and include but are not limited to inspection/ supervision services, oversight of contractor activities, and oversight of business continuity.
 - LEA Consulting is the same firm that has provided engineered designs for the City Centre Revitalization project and therefore already have a strong understanding of the project.

Moved by Councillor Jack Miller
Seconded by Kelly McCaw

“THAT the Contract Administration and Construction Inspection Services for the City Centre Revitalization Project report provided by Ray Ford, Deputy Director/ Manager of Engineering, be received and recommended to Council.”

- CARRIED -

d. Report No. BB-ENG-2015-03 – Mayor’s Implementation Team – Build Belleville Status Report

- A project summary for the month of April was provided.
- MOE approvals have been received for the North East Feedermain project. Watermain remains on schedule and is expected to be completed by year end. This project includes the complete reconstruction of Lane Avenue with curb and gutter.

Moved by Councillor Garnet Thompson
Seconded by Councillor Kelly McCaw

“THAT the Mayor’s Implementation Team – Build Belleville Status Report provided by Rod Bovay, Director of Engineering and Development Services, be received and provided to Council.”

- CARRIED -

4) New Business
None noted.

5) Next Meeting

The next meeting of the MIT Committee will take place Thursday, April 23, 2015 at 7:30 a.m. at the Build Belleville Project Centre.

6) Adjournment

Moved by Garnet Thompson
Seconded by Mayor Christopher

“THAT the meeting be adjourned at 8:16 a.m.”

- CARRIED -



CITY OF BELLEVILLE
Mayor's Implementation Team
Report No. BB-ENG-2015-04
April 27, 2015

<u>APPROVAL BLOCK</u>	
CAO	_____
DRCCS	_____
DEDS	_____
DF	_____

To: Mayor and Members of Council

Subject: Build Belleville Advertising Budget

Recommendation:

"THAT the Build Belleville Advertising Budget Report BB-ENG-2015-04 be received."

Strategic Plan Alignment:

This report represents effective communications that will assist in the successful delivery of projects identified in the Build Belleville program. The Build Belleville program aligns with all nine (9) strategic themes outlined in the City's strategic plan.

Background:

A report was presented by staff to the MIT on March 5, 2015 and received by Council on March 23, 2015 outlining a strategy for Build Belleville project communications. As a result, a budget has been established based on the approved \$20,000.00 operating budget for Build Belleville advertising.

The operating advertising budget primarily represents passive media. This media type is most effective for prospects that already have awareness of a product or service but supports their ability to absorb the message.

Messaging produced for media types within the operating budget will be focused on awareness and includes the ongoing production of display materials, online advertising, social media exposure, and video production.

Financial/ Analysis:

Appendix A - Proposed 2015 Build Belleville Advertising Budget

Conclusion:

It is recommended for reasons of consistent and effective communications that this report be received by Council.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'E. Purchase', with a long horizontal flourish extending to the right.

Elisha Purchase
Build Belleville Project Coordinator
Engineering and Development Services Department

BUILD BELLEVILLE ADVERTISING BUDGET		
2015 OPERATING		
Media Type	Notes	Cost/ Item
Creative Displays	4 video display screens at BGH for 6 month duration - 20 sec animation running minimum 6 times per hour.	\$1,500.00
Notices	Printing/ delivery of notices to stakeholders.	\$2,000.00
Display Materials	Display boards/ booths/ booklets/ transit ads/ etc	\$4,000.00
Newspaper	Meeting Notices / General Updates	\$2,000.00
	Construction Notices - Project Specific (expense to be charged to project capital as required).	\$0.00
Intel Online (Tall Block Rotating Ad)	7000 impression/ week for 30 weeks - includes data collection.	\$4,000.00
Social Media (Facebook) Advertising	Facebook ad - 15 week campaign including data collection.	\$1,000.00
Video	Updated promotional/ informative video	\$5,000.00
Design/ Production	Creative fees	\$500.00
TOTAL OPERATING		\$20,000.00



CITY OF BELLEVILLE
Mayor's Implementation Team
Report No. BB-ENG-2015-05
April 27, 2015

APPROVAL BLOCK

CAO _____

DRCCS _____

DEDS _____

DF _____

To: Mayor and Members of Council

Subject: Build Belleville Radio Advertising Campaign

Recommendation:

"THAT Section 7 of By-Law Number 2011-101, a By-Law to Regulate Purchasing Procedures for the Corporation of the City of Belleville be waived to accept the quotation and enter into a contract with Quinte Broadcasting in the amount of \$22,950.00 plus \$2,983.54 for a total dollar amount of \$25,933.54 and;

THAT Section 7 of By-Law Number 2011-101, a By-Law to Regulate Purchasing Procedures for the Corporation of the City of Belleville be waived to accept the quotation and enter into a contract with Starboard Communications Inc. in the amount of \$21,420.00 plus \$2,784.60 for a total dollar amount of \$24,204.60."

Strategic Plan Alignment:

This report represents effective communications that will assist in the successful delivery of projects identified in the Build Belleville program. The Build Belleville program aligns with all nine (9) strategic themes outlined in the City's strategic plan. The advertising campaign being proposed will directly benefit infrastructure renewal projects that require enhanced communications.

Background:

A report was presented by staff to the MIT on March 5, 2015 and received by Council on March 23, 2015 outlining a strategy for Build Belleville project communications that provides a consistent framework for individual projects. As a result, an advertising budget has been established on a project by project basis based on the scope, audience, and complexity of the projects that require public and stakeholder awareness.

The use of intrusive media to communicate awareness and key messages for the Build Belleville program is critical to the success of the Build Belleville Communications Plan. Intrusive media influences the consumer's thoughts before they are in the market for a product or service, and creates awareness, interest and desire to drive web traffic, encouraging the consumer to become more informed. Radio is a media type included in this category.

The purpose of this campaign is to inform stakeholders and is not of a promotional nature. Messaging produced will strictly focus on awareness and notifying the public of construction projects that will cause restrictions and impact traffic. The projects identified are unique in nature, impact a number of stakeholders, and result in greater impacts than normally encountered during a roads construction project.

Financial/ Analysis:

Two (2) local broadcasting companies representing four (4) radio stations were engaged to provide formal quotations for this project.

Vendor	Bid Price	HST	Total Bid Price	Net Contract Cost to City
Quinte Broadcasting (Mix 97 / CJBQ)	\$22,950.00	\$2,983.54	\$25,933.54	\$23,353.92
Starboard Communications (95.5 Classic Hits / Cool 100)	\$21,420.00	\$2,784.60	\$24,204.60	\$21,796.99

Based on the active construction projects and scheduling that is planned for 2015, entering into a contract with each company to execute a 30 week campaign for the remainder of the year would provide the best value in terms of communicating information to the public and receiving the most competitive cost per ad being produced. An average of 20% can be saved by the City if this service is purchased as a package instead of purchasing on an as needed basis.

Construction projects with greater impacts have been identified and primarily include the City Centre Revitalization & Redevelopment Project, Bay Bridge Road / CP Rail Overhead Replacement & Dundas Street West Rehabilitation, and the North East Feedermain project. The proposed capital funds for this campaign will be billed to the individual capital budget accounts accordingly.

Section 7 of the Purchasing Bylaw 2011-101, Requests for Quotations (Formal), states that where the total cost exceeds \$15,000.00 but does not exceed \$30,000.00, a minimum of three (3) formal written quotations (where possible) must be solicited through the Purchasing Supervisors. Staff are requesting this process be waived as the

product/ service provided by these vendors represent the largest local audience based on the primary market being targeted for this campaign.

Conclusion:

It is recommended for reasons of effective communications that the Purchasing Procedures for the Corporation of the City of Belleville be waived to accept the quotation and enter into a contract with Quinte Broadcasting in the amount of \$22,950.00 plus \$2,983.54 for a total dollar amount of \$25,933.54 and Starboard Communications Inc. in the amount of \$21,420.00 plus \$2,784.60 for a total dollar amount of \$24,204.60.”

Respectfully submitted,

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Elisha Purchase
Build Belleville Project Coordinator
Engineering and Development Services Department