

# INFORMATION REPORT

<b>TO:</b>	Chair and Members West Harbour Development Sub-Committee
<b>COMMITTEE DATE:</b>	April 10, 2018
<b>SUBJECT/REPORT NO:</b>	Pier 8 Request for Proposals (RFP) Public Presentation Process (PED14002(g)) (Ward 2)
<b>WARD(S) AFFECTED:</b>	Ward 2
<b>PREPARED BY:</b>	Chris Phillips (905)546-2424 Ext. 5304
<b>SUBMITTED BY:</b>	Mike Zegarac General Manager Finance and Corporate Services Department
<b>SIGNATURE:</b>	

## Council Direction:

On November 9, 2016, Council approved General Issues Committee (GIC) Report 16-028 (Report PED14002(c)) entitled “West Harbour Real Estate Solicitation Process for Pier 8 Lands”, which established the framework for the City to bring the Pier 8 lands to market through an open, competitive and public solicitation process. The Council-approved process is multi-staged commencing with a Request for Qualifications (RFQ), followed by a Request for Proposals (RFP) and concludes with a negotiation stage, wherein the contractual documents that govern the transaction shall be formalized.

The City formally completed the RFQ process on October 6, 2017. The RFP stage was launched on December 15, 2017, with the Technical Proposal Closing on March 13, 2018 and the Financial Proposal and Public Presentation Materials due on April 4, 2018.

This Report is to update members of the Sub-Committee on the process City staff has undertaken to provide an opportunity for the general public to review and comment on the development materials.

## Information:

When developing the formal RFP, City staff incorporated a mechanism for the public to be involved in the process. As required by the RFP, each Proponent provided a set of

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*OUR Vision: To be the best place to raise a child and age successfully.*

*OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.*

*OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.*

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Public Presentation Materials which included a number of illustrative presentation panels, descriptions of target market segments, and a video that provided additional context and descriptions. These materials are appropriate for consumption by a general audience and will be used to solicit feedback from the public which will be shared with the Evaluation Team for consideration.

City staff has developed a program to elicit comments from the public with materials being available for review from April 6, 2018 to April 17, 2018 in the following manner:

**1) Online viewing and comments at [www.hamilton.ca/westharbour](http://www.hamilton.ca/westharbour)**

Utilizing the City's West Harbour webpage, the public will have full access to the materials online. The Proponent videos, presentation panels, and user stories will be posted and the public can comment on a set of prescribed questions for feedback.

**2) Multi-location Open House Display**

Poster Boards and printed materials will be arranged in static displays in several locations throughout the City, the details of which are listed below. Although designed to promote to a city-wide audience, the Open House displays will be limited to only the printed display materials, will be staffed on a limited basis and will still require the public to comment through the website.

<b>Dates</b>	<b>Location</b>
Sat April 7 City Staff 10 am – 1 pm	Williams Fresh Café at Pier 7 on the waterfront – upper level
Sun April 8 City Staff 11 am – 2 pm	CF Lime Ridge Mall, Level 2 Centre Court
Mon April 9 Tues April 10 Daytime hours display City Staff 5 – 7 pm	Hamilton Public Library Central Branch, Main Lobby
Wed April 11 Thurs April 12 Fri April 13 Daytime hours Evergreen Staff City Staff Friday only 6 pm – 9 pm	Evergreen Community Storefront, 294 James St. N.

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Sat April 14 Sun April 15 Daytime hours 12noon – 5 pm display Not Staffed	Art Gallery of Hamilton, Fischer Gallery - 2 <sup>nd</sup> floor
Mon April 16 Tues April 17 Daytime hours display Not Staffed	City Hall, Main Lobby – first floor

Thought was taken to provide a diverse set of locations for the public to visit the Open House display, speak in general with City staff, and gain a better understanding about the proposed developments prior to visiting the website and commenting. To support this program, a cross-promotional marketing campaign will be executed including the City's West Harbour webpage, digital banner on the City's main website, the Economic Development and Corporate Twitter accounts, the Economic Development LinkedIn page, as well as outreach to local, trade and industry media channels.

Public commentary will be limited to the following questions:

1. In your opinion, how does this proposed development create social benefits for the city?
2. In your opinion, how does this proposed development create environmental benefits for the city?
3. In your opinion, how does this proposed development create economic benefits for the city?
4. Do you have any other comments to add regarding this proposed development?

Respondents will be able to answer the four questions for each respectively, so that comments do not get commingled.

To be clear, the public does not get an actual vote on their preference, rather the public's comments only assist to inform the evaluation process. Comments received from the on-line forum will be collated into a briefing document, and disseminated to members of the RFP Technical Evaluation team, who will be asked to evaluate the Proposals, based on the established criteria stipulated within the RFP.

As well, it is important to note that although the materials are available publicly, City Staff has a strict communications protocol with respect to public comments regarding the Proposals, the Proponents, and, most importantly, the evaluation process. It is critical that the evaluation process functions in accordance with the manner established by the RFP. Therefore, City staff will refrain from making any public comments so as to

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avoid any perception of predetermination, bias, or influence on the RFP process. City staff's recommendation will be publicly presented to Council for consideration in June 2018.

**APPENDICES AND SCHEDULES ATTACHED**

N/A

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