

# Social Procurement Program



REGIONAL MUNICIPALITY  
OF **WOOD BUFFALO**

*This is a living document and will continue to be updated as the Social Procurement Program evolves.*

Version date: December 2021

---

## Strategic Plan Linkages

Strategic Priority 1 - Responsible Government

Strategic Priority 3 - Regional economic development

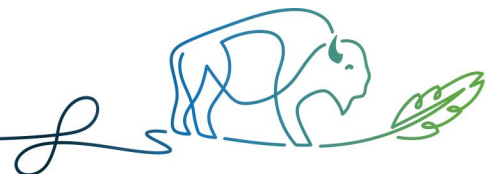
Strategic Priority 4 - Rural and Indigenous communities and partnerships

## Introduction

Every purchase has a social, economic, and environmental impact, whether intended or not. Through Social Procurement, the Regional Municipality of Wood Buffalo (the “Municipality” or “RMWB”) seeks to leverage existing procurement activities to achieve positive Social Value outcomes such as social, economic, environmental, and cultural benefits that align with the values of shaping Wood Buffalo into “a vibrant, sustainable region we are proud to call home.”<sup>1</sup>

The Social Procurement Program (2021) is an update of the framework developed in 2016. Accompanying amendments have been made to the Council Policy regarding Procurement (SCM 100) and the Supply Chain Management Administrative Procedure (FIN 190) to support this program.

<sup>1</sup> Regional Municipality of Wood Buffalo 2018-2021 Strategic Plan



# Objectives

The objectives of the Social Procurement Program are aligned with the Municipality's strategic goals as found in the RMWB Strategic Plan 2018 – 2021, the RMWB Municipal Development Plan 2011, the RMWB Diversity Plan 2017 – 2022, the RMWB Culture Plan 2019, and the RMWB Social Sustainability Plan 2018:

- Building responsible government
- Rural and Indigenous communities and partnerships
- Socio-economic reconciliation
- Employment and skill development opportunities
- Regional economic development
- Economic resilience
- Building sustainable communities
- Foster equality, diversity, and inclusion
- Reduce barriers to access resources
- Downtown revitalization

From these strategic goals, the following are the Social Value objectives that the Social Procurement Program seeks to promote and advance:

## 1. Local Economic Development and Business Diversity

- Local Businesses
- Indigenous Businesses
- Social Enterprises
- Diverse-owned Businesses
- Small- and medium-sized enterprises (SME)

## 2. Local Jobs

- Hiring of full-time residents

## 3. Supportive Employment

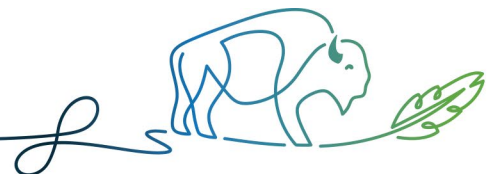
- Building capacity in the social profit sector to support employment for people with barriers through Social Enterprise activity

## 4. Skills Development

- Training and apprenticeship programs

## 5. Inclusive Hiring

- Employment of individuals from Equity-deserving Groups



# Social Procurement Tactics

The following Social Procurement tactics are aligned with supporting the Municipality's Social Value objectives, while adhering to Municipality policies, procedures and legislative requirements.

## 1. Local Business Opportunities and Directory

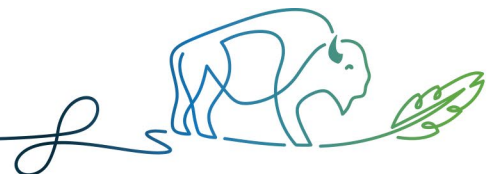
- Procurements valued at less than \$10,000, including all P-Card purchases, where possible will prioritize purchases from Local Businesses, which is inclusive of local Indigenous Businesses.
- For below trade agreement threshold purchases (between \$10,000 - \$75,000 for goods and services and \$10,000 - \$200,000 for construction activities) at least three quotes, where possible, will be obtained from Local Businesses, which is inclusive of local Indigenous Businesses.
- The Municipality is currently creating a Local Business directory through the eBidding system, bids&tenders, for registered suppliers. Upon confirmation that a local registered supplier meets the definition of a Local Business, which is inclusive of a local Indigenous Business, the registered supplier will be added to the Local Business directory. Once this Local Business directory is completed, a request will be sent to all Local Businesses through the e-Bidding system, if the registered supplier identified interest in the type of good, service or construction commodity being requested by the Municipality.

## 2. Social Procurement Questionnaire

- Competitive Request for Proposals (RFP) and Request for Quotations (RFQ) will include the Social Procurement Questionnaire with a weighting of 5-25% depending on the procurement.
- The scoring of each question is aligned and consistent with the prioritization of the Social Procurement Program objectives. The standard questionnaire will be applied across a wide variety of procurements. This allows for consistency for evaluators and allows for suppliers to streamline their response by preparing their response once and using it on multiple solicitations. With this streamlined approach, suppliers can improve their responses over time.
- The Social Procurement Questionnaire has a yes/no, plus evidence design so that subjectivity is reduced. If a response is yes, with sufficient evidence, then points are awarded.

## 3. Community Benefit Agreements

- This portion of the program is still in development and will be updated.



# Reporting

Administration will report on, at minimum, the following Social Procurement metrics to the Social Procurement Working Group quarterly, and to Council on an annual basis:

- % and # of bids received from Local Businesses and local Indigenous Businesses;
- % and # of bids awarded to Local Businesses and local Indigenous Businesses;
- % and \$ spend of contracts to Local Businesses and local Indigenous Businesses; and
- Aggregated response data from the Social Procurement Questionnaire for all proponents/respondents and for contract awardees.

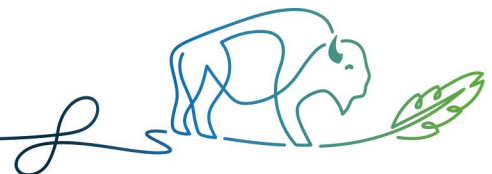
## Recurring Three Year Program Review

Every three years the Social Procurement Program will be reviewed. The data collection and reporting will support this review and will allow Administration to assess progress to-date in achieving the objectives of the program. The program goals and objectives may need to be adapted, pending the outcome of this review. For instance, if targets are regularly being met, they can be increased to continue to be aspirational and ensure Best Value is continuously sought for.

## Social Procurement Working Group

Social Procurement requires engagement, communication, and collaboration across departments at the Municipality and stakeholders within the community. To ensure that there is opportunity for continuous assessment of the program, improvements if required, and consideration for the Social Value objectives to be achieved, a Social Procurement Working Group will meet regularly to provide input on the implementation and adoption of the program.

The Social Procurement Working Group will consist of members from various municipal departments, the local business community associations, the Indigenous business community, the not-for-profit sector, and industry.



# Multi-phased Implementation Plan

Throughout the multi-phased implementation of the Social Procurement Program, there are opportunities for feedback and iteration of the program. Continuous learning and improvement is key to the success of the program. If the objectives set are being continuously met, the targets can be adjusted to maximize the Social Value outcomes for the Wood Buffalo community.

## Phase 1: September 2021 – March 2022

- Social Procurement training for internal and external stakeholders
- Social Procurement Questionnaire included on select RFPs and RFQs
- Local Business directory development and campaign to grow awareness
- Establish the Social Procurement Working Group
- Review responses to the Social Procurement Questionnaire for published RFPs and RFQs
- Tabulate reporting on Social Procurement Questionnaire responses
- Develop of the Community Benefit Agreement aspect of the program and aim to pilot the rollout of Community Benefit Agreements on select construction projects

## Phase 2: April 2022 onwards

- Social Procurement Questionnaire included on all RFPs and RFQs, with a weighting of 5%-25%
- Community Benefit Agreement aspect of the program fully implemented (pending outcome of the pilots)



# Social Procurement Program Definitions

**Best Value** – Is the optimal combination of total cost, performance, economic, environmental, and social sustainability of goods and services being offered. Solicitations should be evaluated on a combination of price, total cost of ownership, as well as inclusion of environmental and/or social considerations, delivery, servicing, and the capacity of the proponent to meet other criteria, all stated in the proposal documents.

**Diverse-owned Business** - A business that is majority owned, operated, and controlled by a member of one of the following diverse groups: Indigenous persons; members of a visible minority group; immigrants and refugees; people with recognized disabilities; racialized communities; women; members of the 2SLGBTQIAPP+ community.

**Equity-deserving Groups** - Also referred to as equity-seeking groups; groups who have historically been denied equal access to employment, education, and other opportunities and includes, without limitation, the following: Indigenous persons; members of a visible minority group; immigrants and refugees; people with recognized disabilities; racialized communities; Youth; women; members of the 2SLGBTQIAPP+ community; low-income residents; people with mental or physical health barriers; people facing employment barriers, unemployment or underemployment; and others experiencing barriers to economic opportunity and participation.

**Indigenous Business** - A business which is 51% or more owned, operated, and controlled by an Indigenous person(s).

**Local Business** - A business with a Resident Regional Municipality of Wood Buffalo business license and an office in the region. The Municipality reserves the right to ensure the business employs at least one local employee.

**Social Enterprise** - A business that sells goods and/or services; embeds a social, cultural or environmental purpose into the business, and reinvests the majority of profits (51%+) into their social mission.

**Social Procurement** - A procurement practice that seeks to leverage existing procurement activities to achieve positive Social Value outcomes such as social, economic, environmental, and cultural benefits that align with community values and strategic objectives.

**Social Value** - The impacts of programs and organizations on the wellbeing of individuals and communities.

