



REQUEST FOR STATEMENTS OF QUALIFICATIONS (RFSQ) No. 20-028

DATE: August 10th, 2020

Project Title: WaterSmart Outreach Program – Evaluation and Redesign

The Regional District of Nanaimo invites qualified and experienced firms to submit Statements of Qualifications to evaluate how our current *Team WaterSmart* outreach programs align with Community-Based Social Marketing (CBSM) principles and best practices, and receive recommendations on how best to redesign our outreach initiatives to improve impact, equity and uptake. This includes an emphasis on emerging virtual delivery models, and reimagining in-person outreach methods as well, given the new public health reality.

The budget for this project is approximately \$35,000.

A. Intent

This Request for Statements of Qualifications (RFSQ) is issued to determine the most qualified and experienced service provider that can meet the Regional District of Nanaimo's requirements, expectations and timeline.

The Regional District of Nanaimo will review submissions received in response to this RFSQ and enter into discussions with the top-ranked Respondent to negotiate the terms, scope, timeline and cost based on the actual scope of work required (the Work). Should these negotiations fail to result in a contract for the Work, the Regional District of Nanaimo may then elect to negotiate with the next highest ranked service provider.

In any event, the Regional District of Nanaimo (RDN) shall not be bound to enter into a contract with any Respondent to this RFSQ and, at its sole discretion, may elect to collapse this process.

B. Background

The RDN's Drinking Water and Watershed Protection (DWWP) service provides water-focused community outreach initiatives through the *Team WaterSmart* program.

For over ten years, *Team WaterSmart* has been a community presence at events, schools, and online, promoting water conservation and stewardship. This initiative has been successful and well-received by many accounts (see for example, [10-Year Implementation Review of the RDN DWWP Action Plan](#) by Econics, 2018).

It is funded through a portion of the DWWP service parcel tax requisition and is a regional service for the four municipalities of Nanaimo, Parksville, Lantzville and Qualicum Beach, as well as the seven unincorporated RDN Electoral Areas A, B, C, E, F, G, H.

The key objective of *Team WaterSmart* outreach is to build community awareness and stewardship of our region's water. This includes residents in the urban municipalities and the rural electoral areas alike; it promotes both water efficiency and water quality protection. It recognizes community water needs and impacts as well as ecosystem water needs and impacts.

C. Contemplated Scope of Work and Timeline

Scope

We are seeking to engage an experienced and qualified firm to evaluate how our current *Team WaterSmart* outreach programs align with Community-Based Social Marketing (CBSM) principles and best practices, and provide advice on how best to redesign our outreach initiatives to improve impact, equity and uptake. We are interested in both virtual and in-person tools for community outreach and using a diversity of engagement methods that offers a resilient and effective combination of both face-to-face and online water stewardship education opportunities.

Review and evaluation would include the following existing RDN *Team WaterSmart* Outreach Programs including:

- [Event booth](#)
- [Water 2 Earth Month](#) series of events (recently moved to virtual)
- [Workshops](#) including [WellSmart](#)
- [Irrigation Check Ups](#)
- [School Programs](#) (note: high level only; detailed curriculum and delivery review for school program is occurring under a separate scope)
- [Water Stewardship Rebate Programs](#)
- Water Saver Contest / Watershed Friendly Yard Campaign
- Overall [social media](#) and [web presence](#)

RDN staff will provide the available background and supporting information and materials for review, which will be discussed further in negotiations.

The prospective consultant should describe a high-level proposed methodology and approach to conducting the evaluation and redesign and advise on additional elements of scope upfront,

if identified. It is expected that Community-Based Social Marketing (CBSM) principles and best practices will be part of the approach and methodology.

The review should lead to solutions that inform the potential redesign of certain aspects of the *Team WaterSmart* outreach programs to improve the following aspects:

- Behaviour change – water conservation and water protection
- Uptake
- Diversity
- Equitable distribution
- Evaluation of progress
- Efficient delivery
- Online presence
- Others as identified by consultant in discussion with RDN Staff.

Deliverables

The key deliverable is a report summarizing the outreach program evaluation and redesign recommendations.

- *Evaluation* should speak to the achievements and limitations of the current program.
- *Redesign* recommendations should be of a level of detail that allows them to be readily implemented in the following year.
 - This includes outlining priorities, budget needs, staffing needs, communication tools and strategy, and a detailed implementation approach including future evaluation considerations.

Additionally, we will be asking the consultant to also contribute suggested survey questions or lines of inquiry for a related but separate project: a statistically significant survey of public perspective, actions, and priorities regarding water.

Timeline

Project launch in September 2020 with successful proponent.

Interim updates on progress bi-weekly.

Present Preliminary results to Technical Advisory Committee November 12th, 2020.

Draft report late November 2020.

Final report before end of December 2020.

D. Statement of Qualifications and Evaluation

The statement of qualifications should be no longer than five (5) pages in length (not including cover page, cover letter and appendices), and should be submitted electronically in pdf format to: jpisani@rdn.bc.ca. Please include the following:

- Qualifications and areas expertise of the firm and key personnel. Please include CV/Resumes of those that will be working on the project and explain how these individuals will provide value for the RDN.
- Experience of firm and key personnel in previous relevant work. Provide at least (3) examples / short descriptions of similar projects and assignments completed by the Firm.
- General methodology and time management. Include a description of the firm's ability to complete the requested work within the timeframe described.
- References and contact info for three (3) previous clients who have received relevant completed services from your firm.

Statements of Qualifications (the "SOQ") will be evaluated by the Regional District of Nanaimo. Any or all SOQs will not necessarily be accepted. Evaluation criteria will be based on the four above points.

E. Submission Date & Time

Statements of Qualifications should be received by 3:00:00 p.m. local time on August 27, 2020. The RDN reserves the right to accept late submissions.

F. Questions and Submissions

Questions and submissions shall be directed to:

Julie Pisani
Drinking Water and Watershed Protection, Program Coordinator
Regional District of Nanaimo
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