

January 5, 2009

Ausable Bayfield Maitland Valley Drinking Water Source Protection Region  
**Request for Proposals (RFP)**  
Review of Project Communication with Public

The Ausable Bayfield Maitland Valley Drinking Water Source Protection Region is seeking a qualified individual(s), firm, school or organization to conduct an independent review and evaluation of the region's public communication and outreach efforts to date and conduct a statistically-significant market research of public opinion in order to provide more complete information towards implementation of best communications practices in the upcoming year(s).

**General Project Overview**

The Ausable Bayfield Maitland Valley Drinking Water Source Protection Region, through the Ausable Bayfield and Maitland Valley Source Protection Authorities and the Ausable Bayfield Maitland Valley Source Protection Committee, is entrusted with the local development of Assessment Reports and science-based Source Protection Plans to protect municipal, residential drinking water sources in the region under the *Clean Water Act, 2006*. Further information about Drinking Water Source Protection can be found on the Ontario Ministry of the Environment website ([www.ene.gov.on.ca](http://www.ene.gov.on.ca)) or Conservation Ontario's website ([conservation-ontario.on.ca](http://conservation-ontario.on.ca)) or the region's websites at [sourcewaterinfo.on.ca](http://sourcewaterinfo.on.ca) and [sourceprotectionstewardship.on.ca](http://sourceprotectionstewardship.on.ca)

**Objectives of Review of Project Communications**

The local Source Protection Region would like to have an independent review of its communications and public outreach activities to see how well the region has informed the public and stakeholders to date, and provide us with the information required to identify areas of communication that need improvement and public knowledge gaps that still exist and strategies to bridge those knowledge and understanding gaps and engender greater support for the goals of risk prevention, multi-barrier implementation and drinking water source protection.

**Application Details and Requirements:**

**Applicant Required Experience**

The applicant will have demonstrated knowledge in the area of best-practice market research methodology as well as knowledge of best practices in communications and public outreach including community-based social marketing and effective media and public outreach strategies.

**Project Details and Deliverables**

The applicant will be required to complete market research surveying a minimum of 100 respondents within the region through an in-person or telephone survey, review the project's communications materials and outreach activities to date and evaluate the effectiveness of information and direct outreach efforts to date.

The applicant will deliver:

- A conference call midway through the project to update the Source Protection management - by February 20, 2009.
- A Final Summary Report that includes:
  - a) A summary of their market research survey and findings, as well as;
  - b) A review and evaluation of communications activities to date.
- The applicant will supply originals or copies of all survey paper records with names blacked out.

The applicant will:

- Work with Project Manager and Communications Specialist and/or Source Protection Technician in delivery of project.
- Revise a survey provided by the Source Protection Project and have survey approved by project staff prior to administration of survey.
- Review Communications Plans/Strategies, public outreach activities and products to date of the Source Protection project(s), evaluate effectiveness.
- Submit final Summary Report of market research and communications review and evaluation, along with related files, by March 28, 2009.

### **Scientific Methodology**

The applicant should assess stakeholder awareness and commitment to protection of drinking water sources in the region through a statistically-significant sampling of public opinion and valid sample size (i.e., a total of a minimum of 100 people surveyed) – with an error margin of less than 10 per cent and a confidence level of at least 95 per cent. The survey of the public should include representation from both the Ausable Bayfield and Maitland Valley Source Protection Areas.

### **Remuneration/Fee and Timelines**

The applicant is asked to provide the project with a quote for the cost to conduct a review and evaluation of the project's communications strategy and implementation/activities to date and to conduct a market research survey between February 1, 2009 and March 21, 2008 in the two Source Protection Areas of the region. The applicant will be paid according to a payment schedule agreed to by both parties. The applicant will submit a proposed payment schedule as part of their proposal. The successful applicant will be required to submit a summary report of findings and invoice by March 28, 2009. Expenses will be incurred by the applicant and will be included in the quoted project fee.

### **Evaluation Procedures / Criteria for Applicant Selection**

The Source Protection Region will have a panel review all applications based on considerations including but not restricted to: cost, organizational capacity and experience and understanding of Source Protection project goals. Lowest price not necessarily accepted. The project reserves the right to accept the proponent of its

choice and reserves the right not to select any of the proponents and reserves the right not to award a contract.

Each qualifying proposal will be evaluated based on the criteria including:

- Availability
- Applicable experience
- Samples of work provided
- References of clients – quality of service and performance
- Quality of proposal
- Price proposal
- Payment schedule

After the panel has reviewed the proposals, interviews may be conducted.

### **Administrative Notes**

1. Proposal revisions must be received prior to the closing date and time.
2. The cost associated with preparing and submitting a proposal will not be paid by the Source Protection Region or its Source Protection Authority.
3. Proposals will be irrevocable for a period of 30 days from the RFP closing date and time.
4. The project outlined in this RFP may be subject to Source Protection Authority budget approval. The Source Protection Authority reserves the right to terminate any proceedings if deemed necessary by the Source Protection Authority. Acceptance of proposals does not bind the Source Protection Authority to select a successful proposal or to enter into an agreement with any party. Work would only begin if/after a contract were signed by both parties and a meeting held between project administration and successful proponent.
5. Proposals not meeting the requirements set out in the Submission Guidelines will not be considered.
6. Additional work may be commissioned by the Source Protection Authority; however the successful proponent will not automatically be awarded the contract for this additional work.

### **Confidentiality and Privacy**

Confidentiality of records and information concerning this project must be maintained at all times.

All correspondence, documentation and information provided by the Source Protection project to any applicant in connection with this RFP process and/or the acceptance of any proposal:

- Remains the property of the Source Protection Authorities
- Must be treated as confidential
- Must not be used for any purpose other than for submitting a proposal and fulfilling any resulting contract.

The information contained in proposals provided to the Source Protection Region become the property of the Ausable Bayfield and Maitland Valley Conservation Authorities/Source Protection Authorities and as such subject to the Municipal Freedom of Information and Protection of Privacy Act and may be subject to release, pursuant to the Act.

The Ausable Bayfield and Maitland Valley Source Protection Authorities will ensure personal information included in proposals is not circulated or sold to other organizations.

**Submission Guidelines, Closing Date and Location:**

1. Proposal must be submitted:

- In a sealed envelope
- By Wednesday, January 30 at 4 p.m. local time
- Proposals must be clearly marked with the words 'Proposal – Source Protection Communications Review,' and clearly addressed to the attention of:

Cathie Brown, Project Manager,  
Ausable Bayfield Maitland Valley Drinking Water Source Protection,  
c/o ABCA, 71108 Morrison Line,  
RR 3 Exeter, ON  
N0M 1S5

E-mail or fax submissions will not be accepted.

We reserve the right to modify the Request for Proposal up to the closing date and time.

2. Applicant's name, address, telephone and e-mail must be included in the proposal.
3. Please provide three copies of your proposal.
4. Submissions should include a profile of the applicant/company/school including examples of similar projects that have been completed. Samples of previous work and references from other clients should also be included.
5. Identify all staff that will be involved in the project.
6. Clearly outline how the deliverables of the project will be met.

7. Outline a payment schedule.

**Inquiries**

All inquiries can be directed to:

Tim Cumming,  
Communications Specialist,  
Ausable Bayfield Maitland Valley Drinking Water Source Protection,  
519-235-2610 or 1-888-286-2610  
tcumming@abca.on.ca