

4

CONSULTANT SELECTION FOR WATER FOR TOMORROW PUBLIC EDUCATION PROGRAM

The Environmental Services Committee recommends the adoption of the recommendations contained in the following report dated October 20, 2009, from the Commissioner of Environmental Services.

1. RECOMMENDATIONS

It is recommended that:

1. Regional Council authorize retaining the consulting firm of Resource Management Strategies Inc. to provide program support and strategy for the public education components of *Water for Tomorrow* for three years at a cost not to exceed \$1,055,218.50, inclusive of GST.
2. The Commissioner of Environmental Services, be authorized to execute the contract, subject to the approval of Legal Services as to form and content.

2. PURPOSE

This report seeks authorization to retain the proponent selected as preferred through the procurement process and recommended by Environmental Services staff to support extensive public education initiatives as recommended in the 2007 Water Use Efficiency Master Plan Update.

The Purchasing By-law requires Council authorization to award Requests for Proposals (RFP) over \$500,000 or when the recommended proponent does not have the lowest cost.

In the case of Resource Management Strategies Inc. (RMSi), the proponent has the lowest cost, but the total cost is greater than \$500,000 therefore, Council authorization is required.

3. BACKGROUND

Updating Public Education In 2010

The 2007 Water Efficiency Master Plan recommended continuing the *Water for Tomorrow* water efficient landscape visits and broad-scale public education. York Region recognizes that fostering sustainable behaviour change is the key to successful and

sustainable water efficiency and conservation. In addition to financial incentives like rebates, influencing the water-use attitudes of York Region residents is necessary to encourage such change. A community based social marketing strategy for the education program, including landscape visits, will provide an opportunity to update the program to include an education strategy that will foster sustainable behaviour.

Public education is an invaluable part of *Water for Tomorrow* and supports all program initiatives. It is difficult to estimate the water saved as a direct result of public education alone, however, it is estimated that the landscape visits will save 192,000 litres of water per day at the end of three years. Public education is required to maintain the current 20.3 million litres of water saved per day and to contribute to the 23.4 million litres of additional water saved per day estimated in the Water Efficiency Mast Plan after 10 years.

4. ANALYSIS AND OPTIONS

Water Conservation and Efficiency Education Program Strategy and Support

A Request for Proposal was issued to provide program strategy and three years of support services. In accordance with the Purchasing By-law, a Request for Proposal (RFP) was issued and advertised nationally on biddingo.com.

The following scope of services was identified in the RFP:

- Community Based Social Marketing Education Program strategy including
- Water efficiency and conservation behaviours
- Barriers and benefits report
- Program strategies
- Education Program support
- Subject matter expertise
- Distribution of print materials and promotional giveaways
- 1000 water efficient landscape visits per year
- Coordination of public education seminars
- Promotion of *Water for Tomorrow* message at public and community events
- Promotion, development and maintenance of community garden agreements and garden centre partnerships
- Customer service
- Monitoring including performance monitoring and participant tracking.

Proposals were evaluated using the two envelope system

Four proposals were received and evaluated using the two envelope system with technical and financial information submitted in separate envelopes. Technical proposals were evaluated prior to any knowledge of financial information. Technical content was weighted at 70%. The Region's proposal evaluation team reviewed the four technical/management proposals based on the following criteria headings:

- Firm/project manager/key staff credentials, years of experience in project management, conservation/efficiency programs and community based social marketing.
- Quality of references.
- Demonstrated understanding of Regional requirements.
- Ability to provide programs efficiently and effectively.
- Quality of methodology and approach.
- Compliance with RFP.
- Value added services and innovative concepts

The financial evaluation composed the remaining 30% of the total evaluation. To be considered for award, proponents must achieve a minimum technical score of 60% (42 points) out of the potential 70 points allocated to technical merit. Technical and financial results are summarized in Table 1 below.

Table 1
Consultant Proposal Evaluation Summary

Name of Company	Technical Score (70%)	Financial Score (30%)	Total Score (100%)	Total Price Inclusive of GST
Resource Management Strategies Inc.	52.90	30.00	82.90	\$1,055,218.50
AECOM Canada Ltd.	44.90	10.10	55.00	\$3,132,969.21
Aesthetic Earthworks Inc.	34.80		Not Applicable	
eSolutionsGroup	35.40		Not Applicable	

Proposals were evaluated resulting in Resource Management Strategies Inc. with the highest score

The firm with the highest score was Resource Management Strategies Inc. Their proposal demonstrated a clear understanding of the projects varied requirements as well as provided an experienced team committed to working with Environmental Services staff and other third parties as required. Resource Management Strategies Inc. is a small company that specializes in conservation and efficiency programs. The significant price difference in the Resource Management Strategy cost proposal is due to the previous

experience with Water for Tomorrow programs since 2006. This experience allows for the realization of significant cost efficiencies compared to AECOM.

5. FINANCIAL IMPLICATIONS

The total cost, including GST, for the contract is \$1,055,218.50. Funding is available for this project as part of the 10 year capital plan in 2010, 2011 and 2012.

New water efficiency and conservation programs are a less expensive than the cost to build infrastructure for additional water supply. The Province of Ontario proposal paper Stewardship Leadership Accountability: Safeguarding Ontario's Water Resources for Future Generations, published Summer 2009, states "*Using water more wisely saves money. It's estimated that every additional litre of water capacity costs roughly four dollars for expanded water and wastewater infrastructure*".

6. LOCAL MUNICIPAL IMPACT

Water for Tomorrow benefits residents and businesses of all nine local municipalities by engaging the public in water efficiency and conservation. Local municipalities were consulted prior to developing detailed program strategy for new initiatives in 2009 such as fixture rebates and water-use audits. York Region supports local municipalities by providing a website, promotional materials and call centre for all water efficiency and conservation initiatives. Local municipalities are encouraged to promote and partner in these initiatives through website links, providing information to residents at public events and other interactions with the residents of the Region.

As part of the education program *Water for Tomorrow* offers a water efficient landscape seminar in each of the nine local municipalities in addition to the one-on-one home landscape visits available to any resident in the Region.

7. CONCLUSION

Environment Services staff reviewed four proposals for the provision of program support and strategy for the public education components of *Water for Tomorrow* in accordance with Regional procedures and the Purchasing By-law. It is recommended that the Region retain the firm with the highest score, Resource Management Strategies Inc., at a cost not to exceed \$1,055,218.50, inclusive of GST.

Report No.3 of the Environmental Services Committee
Regional Council Meeting of November 19, 2009

For more information on this report, please contact Laura McDowell, Director of Environmental Promotion and Protection at (905) 830-4444 Ext. 5077.

The Senior Management Group has reviewed this report.