

JUNE 24, 2019

REQUEST FOR PROPOSALS "RFP" NO. PS20190833
SINGLE USE STRATEGIC COMMUNICATION PLAN

AMENDMENT No. 1

1.0 RE: PART B - SCOPE OF WORK - 8.0 - PROPOSAL SUBMISSION REQUIREMENTS -
ITEM 2 "ADDITIONAL BACKGROUND":

Proponents are advised that the City has updated the "vancouver.ca/reducesingleuse" web page on June 17, and corrected some links that weren't working on June 21. The new content is much more relevant than what was there when the RFP was first issued.

2.0 RE: PART B - SCOPE OF WORK - AS REVISED

The scope of work has been amended and republished in its entirety with changes highlighted in yellow. The revised Scope of Work supersedes the original and follows this page:

All other conditions and specifications remain unchanged.

This amendment must be completed, and attached to your Proposal form.

If you have already submitted your Proposal, this amendment shall be submitted via email to bids@vancouver.ca, with the subject line "AMENDMENT No. 1 to RFP. No. PS20190833 - Single Use Strategic Communication Plan".

NAME OF VENDOR

SIGNATURE OF AUTHORIZED SIGNATORY

DATE

Contracting Specialist: Eamonn Savage

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PART B - SCOPE OF WORK - AS REVISED

The scope of work stated in this Error! Reference source not found. (collectively, the "Scope of Work") is current as of the date hereof, but may change or be refined in the course of the evaluation of Proposals or otherwise.

Strategic Communications Plan, Design and Production for
Single-Use Item Reduction Strategy By-laws

1.0 Summary

The purpose of this Scope of Work is to retain a communications agency to create and implement a strategic communications plan to support the execution of the City's Single-Use Item Reduction Strategy.

The objectives of the strategic communications plan are to:

- (a) raise awareness about upcoming by-laws with businesses, non-profits, consumers and the public;
- (b) provide information to help businesses and non-profits prepare for and comply with the by-laws; and
- (c) encourage the reduction of single-use items.

The strategic communications plan will be split into three stages. Stage 1 includes the upcoming bans on polystyrene foam cups and foam take-out containers; Stage 2 includes plastic straws; and Stage 3 includes plastic and paper shopping bags, disposable cups and single-use utensils.

All communications assets for Stage 1 are expected to be completed in 2019. The majority of Stage 2 communications assets are expected to be completed in 2019, with refinements carrying into 2020. All communications assets for Stage 3 are expected to be completed in 2020.

The by-law requirements for Stage 1 (foam cups and foam take-out containers) have been adopted by Vancouver City Council. It is anticipated that final by-law requirements, enforcement, phasing, and education plans for Stage 2 and 3 single-use items will be determined by Council by November 30, 2019. A portion of work for Stage 2, and all work for Stage 3 will be completed in 2020 and is subject to 2020 budget approval.

The successful proponent will support the City's Communications Coordinator II (Engineering, Zero Waste and Resource Management) and Senior Project Manager for the Single-Use Item Reduction Strategy.

Note: the identification of "Stages 1, 2 and 3" are strictly for the timing purposes of developing and implementing a strategic communications plan and are not formally structured stages or phases within the Single-Use Item Reduction Strategy.

2.0 Background

Single-Use Item Reduction Strategy

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The Single-Use Item Reduction Strategy, approved by Council on June 5, 2018, was the result of extensive consultation with over 8,000 residents and businesses to create a made-in-Vancouver approach to reduce the impact of:

- 1) Plastic and paper shopping bags;
- 2) Polystyrene foam cups and foam take-out containers;
- 3) Disposable hot and cold drink cups;
- 4) Take-out food containers;
- 5) Plastic straws; and
- 6) Single-use utensils.

As much as possible, the strategy is designed to support convenient, affordable and accessible alternatives, shift societal norms, support lasting behaviour change, and value all members of Vancouver's diverse communities. The strategy strives to meet the needs of everyone, regardless of physical ability.

Every week, 2.6 million plastic-lined paper cups and 2 million plastic bags are thrown in the garbage in Vancouver. Cups and take-out containers make up about 50% of all items collected in public waste bins, and plastic straws and stir sticks make up about 2% of shoreline litter in Vancouver. Despite their convenience, it costs Vancouver taxpayers \$2.5 million a year to collect these items from public waste bins and to clean up as litter.

The Single-Use Item Reduction Strategy responds to feedback heard from large and small businesses, residents, and the community as a whole that bold actions are needed to address problematic single-use materials. There was overwhelming support to ban foam cups and foam take-out containers, to reduce use of plastic and paper shopping bags and disposable cups, and to ban the unnecessary use of plastic straws while ensuring accessibility.

Single-Use Item By-laws

Since Council adopted the Single-Use Item Reduction Strategy, staff have been developing proposed by-law changes and implementation details for Council's consideration.

The City is currently completing further consultation with stakeholders to better understand how the proposed by-laws could impact businesses, what support they would need from the City, and preferred timing for the by-laws to come into effect.

The start dates for the ban on foam cups and foam take-out containers, and pending Council approval, a ban on the unnecessary use of plastic straws, are as follows:

Foam Ban: The ban on serving prepared food in foam cups and foam take-out containers will begin January 1, 2020. Hospitals and community care facilities are exempt, and a one year temporary exemption for charitable food providers will apply.

Plastic Straw Ban: A ban on the unnecessary use of plastic straws, while requiring provisions such as bendable plastic straws to be available upon request for accessibility, will begin April 2020. Exemptions for health care needs will apply. By-law requirements, phasing by license type, enforcement stages, and exemptions for health care needs and accessibility, will be presented to Council by November 30, 2019.

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Remaining by-laws will be announced in November 2019: Further actions, such as by-law requirements, enforcement, phasing, and education plans, will be announced by November 30, 2019, for plastic straws, plastic and paper shopping bags, disposable cups, and single-use utensils following the completion of consultation with stakeholders.

Strategic Communications Plan

The City is seeking someone to create and execute a strategic communications plan to support businesses, charitable food providers and the general public as Vancouver moves to reduce waste from foam cups, foam take-out containers, the unnecessary use of plastic straws, paper shopping bags, disposable cups, and single-use utensils.

The timing of the campaign is generally expected to be delivered according to Table 1.

The objectives of the strategic communications plan are to:

- (a) raise awareness about upcoming by-laws with businesses, non-profits, consumers and the public;
- (b) provide information to help businesses and non-profits prepare for and comply with the by-laws; and
- (c) encourage the reduction of single-use items.

Table 1 - Anticipated Schedule of City of Vancouver Single-Use Item By-laws and Communications Launch

Communi-cations Stage	Single-Use Item	By-Law Requirement	Date By-Law Takes Effect	Communications Launches
1	Foam cups and take-out containers	Ban: applicable to license holders that serve prepared food. Temporary exemptions for charitable food providers. Hospitals and community care facilities will be exempt.	January 1, 2020 By-law adopted	Fall 2019
2	Plastic straws	Ban, pending Council approval: on the unnecessary use of plastic straws, while requiring bendable plastic straws to be available upon request for accessibility. Hospitals and community care facilities will be exempt.	April 2020 By-law will be presented to Council no later than November 30, 2019 for adoption with further details on phasing, as well as exemptions for health care needs and accessibility.	Fall 2019 or Early 2020, depending on timing of Council's approval of the by-law
3	Plastic and paper shopping bags Disposable cups	Further details on the by-law requirements for these items will be presented to Council no later than November 30, 2019.		2020+ Exact Dates TBD

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	Single-use utensils		
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Outreach and education, including the physical delivery of materials developed under this consultancy, will be the subject of a separate bid process which is expected to run concurrently with this RFP.

Target Audiences

Based on the City’s initial high level assessment, target audiences generally fall into two broad categories:

- (a) **The general public:** Customers of food and retail establishments, including visitors to Vancouver, and residents. This also includes special interest groups, such as persons with disabilities (who rely on bendable plastic straws for accessibility), new immigrants and Vancouver’s diverse multi-cultural communities.
- (b) **Businesses, Non-Profits and Institutions,** such as:
 - i. License holders that will be directly required to comply with the by-laws, primarily food vendors and retailers (including non-profits, such as charitable food providers and thrift stores).
 - ii. Suppliers of reusable and single-use shopping bags and dishware to food vendors and retailers.
 - iii. Hospitals and community care agencies, which will be exempted from these by-law requirements.
 - iv. Special events (e.g. festivals)
 - v. Schools

Table 2 shows that approximately 5,000 food vendors will be required to comply with the existing and proposed by-law changes in Stage 1 (foam cups and foam take-out containers), Stage 2 (plastic straws), and Stage 3 (disposable cups, single-use utensils, and shopping bags). An additional 2,800 retailers will also be affected by the by-law changes in Stage 3 for shopping bags. Food vendors can further be broken down into the categories shown in Table 3.

3.0 Scope of Work

The Work to be performed is as follows:

- 1) **Work Plan:** A detailed outline with dates to achieve the below activities.
- 2) **Strategic Communications Plan:**

In consultation with the City team, develop a strategic communications plan to support clear communication and increased awareness city-wide about reducing single-use items and preparing for upcoming by-law requirements between the City and the target audiences identified in the previous section (2.0 Background), as well as additional audiences identified by the successful proponent.

The strategic communications plan should:

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- Be developed as a holistic plan, which will be drafted and finalized according to three stages, recognizing that Stage 1 will be based on by-law requirements that have already been approved by Council, while Stage 2 and 3 by-law requirements are subject to Council approval and are expected to be finalized by November 30, 2019.
- Conduct audience mapping to identify target audiences, their interests and information needs. The audience map will further segment the City's initial list of general audiences described in section 2.0 Background, above.

The plan should include recommended communications tactics and identify how these tactics align with and support the target audiences identified in the map.

The strategic communications plan should be grounded in community-based social marketing and be informed by similar campaigns to restrict single-use items in other jurisdictions. At a minimum, the strategy should include the supportive actions listed for foam cups/containers in Scope of Work Appendix 1 - Supportive Actions for Single-Use Polystyrene Foam Cups & Take-out Containers.

- 3) **Implementation:** As approved by the City team, undertake the design and production of the deliverables and tactics identified in the approved strategic communications plan. All draft content, design and production will be provided to the City and the Communications Coordinator for review and approval.
- (a) **Content and Design:** Utilizing City-approved key messages and FAQ's, develop draft content and design the assets identified in the strategic communications plan, including but not limited to:
 - i. Toolkits and educational packages for businesses and non-profits (addressing multiple audiences including managers, employees, customers and suppliers with best practices guides, till and/or table toppers, posters, etc.); and
 - ii. Campaign materials for the general public and tourists (with traditional and digital advertising, social media content and graphics, videos, posters, photography, infographics, etc.);
 - (b) **Translation:** Identify the level of translation required (e.g. simple translations, versus in-depth cultural translations) based on the needs of multi-cultural audiences identified in the map. Coordinate the translation of materials into Simplified and traditional Chinese, Vietnamese, Punjabi and Tagalog. Translations will need to be reviewed and approved by the City for accuracy and clarity;
 - (c) **Production:** Undertake the production of photographs for communications assets and a series of videos for social media, web and advertising; and
 - (d) **Procurement:** Purchase and coordinate advertisements identified in the strategic communications plan, subject to City approval. *(Note: The cost of advertisements would be expensed to the City and should not be included in the price of this contract.)*

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4) Project Management

- (a) Manage all aspects of the project, including but not necessarily limited to:
- i. DARCI Table or Accountability Grid: A table to set out responsibilities assigned to project team members and key stakeholders, used for guidance to clarify roles and expectations;
 - ii. Detailed Project Schedule (Gantt chart);
 - iii. Task List;
 - iv. Issues log;
 - v. Risk register; and
 - vi. Lessons learned log.
- (b) **Meetings:** Chair and manage all aspects of meetings with the City, including setting the agenda with the City's input before the meetings, and sending meeting notes within two business days of the meeting for the City's review and approval. The following meetings will be required:
- i. A **project kick-off meeting**, to be held in-person at the City;
 - ii. **Project check-in meetings** to be held via telephone or web conference. These meetings will be used to plan and discuss key project activities, assess the schedule, update the detailed task list, and discuss issues, risks and lessons learned. Check-in meetings will occur weekly until the completion of the Final Strategic Communications Plan—Stage 1, and at least bi-weekly thereafter;
 - iii. **Special meetings** as needed, either in-person or via telephone or web conference, to discuss and review draft deliverables, resolve issues, etc.

5) **Out of Scope**

The following activities are not included in the Scope of Work:

- Stakeholder consultation on proposed by-law requirements;
- Printing of materials;
- Media relations (news releases, responding to media inquiries, etc.);
- Updating the City's website;
- Publishing content on the City's social media accounts; AND
- Outreach and education activities to distribute the communications assets prepared under this contract. This will be coordinated by the City and executed under a separate contract.

4.0 The City will Provide

- 1) Copies of materials from previous communications activities;

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- 2) Key messages, FAQ's and other support materials;
- 3) Design standards and existing branding for the Single-Use Item Reduction Strategy;
- 4) Existing images and infographics as required;
- 5) List of supportive action for foam cups and foam take-out containers as reported to Vancouver City Council (see Scope of Work Appendix 1 - Supportive Actions for Single-Use Polystyrene Foam Cups & Take-out Containers);
- 6) List of supportive actions for other by-laws as developed from stakeholder consultation results;
- 7) Printing of materials;
- 8) Media relations;
- 9) Updating the City's website;
- 10) Publishing content on the City's social media accounts;
- 11) Cost recovery for advertisements approved by the City; and
- 12) Outreach and education of the communications assets developed by the successful proponent, which will be delivered under a separate contract.

5.0 Deliverables

Key deliverables to be prepared by the Proponent include:

- 1) Strategic Communications Plan, provided in 3 stages:
 - (a) Stage 1: Final plan for foam based on approved by-law; draft plan for plastic straws with details to be confirmed when Council adopts the by-law; high level plan for bags, cups and utensils;
 - (b) Stage 2: Final plan for plastic straws; and
 - (c) Stage 3: Final plans for bags, cups and utensils.
- 2) Communications assets for:
 - (a) Foam cups and foam containers;
 - (b) Plastic straws;
 - (c) Shopping bags;
 - (d) Disposable cups;
 - (e) Single-use utensils; and
 - (f) Take-out containers.
- 3) Project Management
 - (a) Up-to-date project documentation: DARCI Table, project schedule (Gantt chart), task list, issues log, risk register, lessons learned log; and
 - (b) Meeting agendas, notes and chairing.

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6.0 Acceptance Criteria

The work plan, quote, and portfolio will be reviewed by staff and must be signed off by the Communications Manager, Engineering or designate.

7.0 Anticipated Schedule

Action	Date
Kickoff meeting	Week of July 15, 2019
Final Strategic Communications Plan - Stage 1	Week of August 12, 2019
Final communications assets for foam cups and foam containers	September 15, 2019
Final Strategic Communications Plan - Stage 2	November 22, 2019
Final communications assets for plastic straws	January 3, 2020
Final Strategic Communications Plan - Stage 3	January 31, 2020
Final communications assets for Stage 3 items	March 27, 2020

8.0 Proposal Submission Requirements

- 1) The content of your submission should contain the following information. The submissions will be evaluated based on this information:
 - (a) Capacity of your organization to conduct the work and deliver a superior product(s) including any value added that your organization brings to the project;
 - (b) Examples of similar projects delivered by your organization in terms of size, complexity, and scope for which the applicant would like to be considered;
 - (c) *Demonstrated expertise and experience developing/executing community based social marketing/communications programs to support behaviour change;*
 - (d) *Experience in developing content, and designing and producing educational materials described in 3(c);*
 - (e) *Experience managing programs in support of large operational initiatives impacting diverse, multicultural audiences, including issues management;*
 - (f) *Experience with sustainability communications and communications for diverse cultural communities a strong asset;*
 - (g) Qualifications of key personnel and proposed partners/sub-consultants on the team, including their proposed role in this project, brief descriptions of related experience and expertise, their estimated hours per stage, and their hourly rates;

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- (h) Written quote by hourly rate;
 - (i) Provide multiple quotes in full for the following phases of work:
 - i. 2019 - Stages 1 and 2: foam cups and containers, plastic straws; and
 - ii. 2020 - Stages 2 and 3: plastic straws, shopping bags, cups and disposable utensils.
 - (j) Quotes should allow for at least 2 rounds of City review for all deliverables; and
 - (k) References from three clients including their contact information.
- 2) Additional background:

Single-Use Item Reduction Strategy background and previous releases:

- (a) vancouver.ca/reducesingleuse
- (b) April 30, 2019 - [Revised dates approved for ban on plastic straws and foam](#)
- (c) April 18, 2019 - [City staff to update Council on foam and straw ban](#)
- (d) May 16, 2018 - [City adopts Zero Waste 2040 Strategic Plan, Single-Use Item Reduction Strategy, and deconstruction waste measures](#)
- (e) March 29, 2018 - [City proposing bold actions to reduce single-use items including ban on foams cups and containers](#)
- (f) June 22, 2017 - [City staff to update Council on reduction of single-use items](#)
- (g) June 27, 2017 - [City invites participation in creating a made-in-Vancouver strategy to reduce use of single use items](#)
- (h) September 12, 2017 - [Businesses, industry invited to provide input on Single-Use Item Reduction Strategy](#)
- (i) November 25, 2017 - [Public Invited to Provide Input on Single-Use Item Reductions Strategy at Pop-up Events](#)