

REQUEST FOR PROPOSALS "RFP" NO. PS20190834
OUTREACH & EDUCATION FOR SINGLE USE ITEM REDUCTION STRATEGY BY-LAWS

QUESTIONS AND ANSWERS NO. 2

ISSUED ON AUGUST 27, 2019

Q1	On page A-1 in the summary it indicates "Stage 3 includes plastic and paper shopping bags, disposable cups and single-use utensils, also subject to Council's approval of the by-law" - what is the proposed by-law(s) being put forth on November 2019? For instance, it's a ban for products in Stage 1 and Stage 2, will this also be a ban, a cost per item, or something else? Knowing this information will help us put forward a proper budget and resource for the engagement plan.
A1	<p>Unfortunately, we are unable to provide by-law details at this time for plastic and paper shopping bags, disposable cups and single-use utensils. Staff continue to develop these by-law requirements, and will recommended them for Council's consideration by November 30, 2019.</p> <p>As staff develop the by-laws, we are considering the results of targeted stakeholder consultations that were completed in Spring 2019. The preliminary consultation results were presented to Council on April 29, 2019. Also, on this same date, Council directed staff to report back by November 30, 2019 with, "New options for a plastic bag ban that consider both how legal and public opinion has changed since Victoria's plastic bag ban, and the growing interest among neighbouring municipalities to collaborate on a plastic bag ban." The staff report back is to consider "the Victoria approach to a plastic bag ban, stakeholder consultations to date, and the merits and options around a plastic bag ban, versus fees or a modified custom plan."</p> <p>The staff report, presentation, and Council minutes from the April 29, 2019 Council meeting are available at Vancouver.ca/reduce-single-use under Documents → Council Updates.</p>
Q2	On page A-3, 4.8 indicates "The City is willing to consider any Proposal from two or more Proponents that wish to form a consortium for the purpose of responding to the RFP, provided that they disclose the names of all members of the consortium and all members complete and sign the first page of the Form of Proposal." - can this 'consortium' be done after the submission deadline if mutually agreed upon between the parties?
A2	For a consortium to be accepted by the City, the Proponent would have to submit a proposed contracting structure that would have to be approved by the City. As stated in Part A - 4.8 the City has a strong preference for Proposals submitted by a single Proponent, including a Proponent that would act as a general contractor and use subcontractors as required.
Q3	On page A-4 8.1 indicates the evaluation criteria and weighting for proposals. What does 5% for Sustainability (Environmental and/or Social) mean?
A3	Please refer to Part C - Form of Proposal - Appendix 12 and include with your Proposal

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	information concerning the social value aspects of your Proposal with regards to advancing inclusion, reconciliation, equity and diversity by increasing economic opportunities for equity seeking populations.
Q4	As the City is a City of Reconciliation and has a Procurement Policy, Ethical Purchasing Policy and related Supplier Code of Conduct which is aligned the City's approach to procurement with its corporate social, environmental and economic sustainability values and goals - what efforts have been made to reflect on the colonial history of the City as it pertains to contracting services and the RFP process? What efforts have been made to assist, support and change the colonial RFP process, particularly to decolonize? Also is there a preference and/or consideration given to racialized, indigenous, youth, environmental, persons with disabilities led organizations or groups to bid, particularly since the RFP is specifically targeting these groups ie "multi-cultural groups, youth groups, environmental groups" (as indicated in summary A-1 and on page B-3).
A4	For the purposes of the City's Single-Use Item Reduction Strategy these questions regarding the colonial history of the City as it pertains to contracting services and the RFP process are beyond the scope of the City's Single-Use Item Reduction Strategy. With regards to your social value question, please refer to Answer 3.
Q5	How many enquiries / potential bids have come through to date?
A5	Responses to all enquiries are posted on the City's open bid website. The City is not aware of who may bid or how many bids it will receive.
Q6	Why was 10.1 omitted on page A-5?
A6	This RFP process does not meet the criteria for the City's Living Wage program. The City's Living Wage program is described in the Living Wage webpage: https://vancouver.ca/doing-business/living-wage.aspx
Q7	On page B-1 Scope of Work what does "c) Refining translated materials" and "d) ii) Second language outreach" mean?
A7	<p>With respect to the "c) Refining translated materials" bullet in the Summary on page B-1, the detailed description for this task is provided on page B-7 as follows:</p> <p>3. Review Translated Communications Materials: Review the translations in the communications assets (e.g. toolkits and educational packages) that will be prepared under the Single-Use Strategic Communications RFP PS20190833, and recommend edits for accuracy. For clarification, the Communications Consultant will revise the translated assets based on recommended edits from the Outreach and Education Consultant.</p> <p>The expectation is that the successful outreach and education proponent will review all translated material to ensure that it was interpreted and translated correctly by the City's Communications Consultant (contracted under the Single-Use Strategic Communications RFP PS20190833). This review should take into account the community for which the information is intended and reflect the language nuances within that community. The successful proponent will provide their written feedback, including any suggested edits on the translations, to the City. The City and</p>

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	<p>Communications Consultant will coordinate revisions to the translated materials. The successful proponent is responsible to review and provide feedback on the translated materials but is not required to coordinate revisions to translated materials.</p> <p>The term "refine" in the Summary on page B-1, as well as in the list of General Requirements on page C-8, was intended to capture the activities of <i>reviewing and recommending edits</i> to the translated materials.</p> <p>In regards to bullet "d) ii) second language outreach" in the Summary on page B-1, the detailed description for this task is provided on page B-7 as follows:</p> <p style="padding-left: 40px;">4c) Second Language Outreach: Outreach and education activities must be conducted in a variety of languages, including Cantonese (verbal), Mandarin (verbal), Simplified and Traditional Chinese (written) Vietnamese, Punjabi and Tagalog. The successful Proponent will need to be able to conduct outreach in the previous listed languages.</p> <p>The successful proponent must be able to conduct the outreach and education activities in a variety of spoken and written languages, including Cantonese (verbal), Mandarin (verbal), Simplified and Traditional Chinese (written), Vietnamese (verbal and written), Punjabi (verbal and written) and Tagalog (verbal and written). For example, if the outreach and education team are delivering education materials to a business where the owner or manager speaks Vietnamese, a member of the outreach and education team must be able to verbally and through writing be able to communicate with the businesses owner/manager in Vietnamese.</p>
<p>Q8</p>	<p>On page B-4 there is reference to "audience mapping" - how does the City define this term? Does this mean identifying and mapping out target audiences / key stakeholders?</p> <p>a. Also under d) on page b-4 and page b-6 could Spanish, Dravidian languages (Malayalam, Tamil etc.) translation be included? As there are many Spanish as a primary language -speaking restaurants in Vancouver. Or other languages that are found to be useful for Vancouver's diverse populations?</p> <p>b. Re: language Outreach page B-7 it indicates "Outreach and education activities must be conducted in a variety of languages, including Cantonese (verbal), Mandarin (verbal), Simplified and Traditional Chinese (written) Vietnamese, Punjabi and Tagalog. The successful Proponent will need to be able to conduct outreach in the previous listed languages." will any supports be provided on this front or will proponents need to just build this into our resources/budget? Also we may need to have Spanish and Dravidian language interpretation and/or communication materials.</p> <p>c. On a related note, on Page B-6 it mentions "d) Provide a high degree of audience segmentation" - what does this mean exactly?</p>
<p>A8</p>	<p>Audience mapping visually represents an analysis of an audience, stakeholders, and their relationships to each other and/or a project or campaign, typically in a table. Audience mapping developed by the proponent for the Single-Use Item by-laws will include an analysis of the audience, key stakeholders and their relationship to each stage of the by-law requirements (stage 1: foam, stage 2: plastic straws, stage 3: bags, cups and utensils).</p> <p>a. The City references Census data to determine what languages are used for translation, and has used this approach to identify the minimum required</p>

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	<p>languages in this RFP. However, if through audience mapping the proponent identifies an additional language used by a key stakeholder group, the City will consider translating the communications materials, outreach and education into those additional languages. The City will rely on the successful proponent's audience mapping and segmentation expertise to support their recommendations on what additional languages should be included. If the successful proponent recommends additional languages for outreach and education activities, these should be included as a separate budget line item in their proposal for the City's consideration and approval.</p> <p>b. The City will provide the proponent with translated education and communication materials, as described above in A7. The proponent is fully responsible for the execution and delivery of the outreach and education activities and their budget should reflect this.</p> <p>Audience segmentation is a process of dividing people into homogeneous subgroups based upon defined criteria such as product usage, demographics, psychographics, communication behaviors, media use, etc. The successful proponent is to identify the relevant criteria for the City's review and approval.</p>
Q9	<p>Page B-6 c) indicates there is a City Digital Strategy - is this the correct reference? https://vancouver.ca/your-government/digital-strategy.aspx.</p>
A9	<p>Yes.</p>
Q10	<p>On page B-6, line "e) <i>Include second language outreach to Vancouver's diverse cultural communities, including the following languages: traditional Chinese, Vietnamese, Punjabi and Tagalog</i>"</p> <p>-> is this supposed to mean just "Chinese" overall as a language group? Other parts of the proposal specifies verbal Chinese in (Cantonese and Mandarin) and written Chinese (Simplified and Traditional). I'm just confirming that the outreach and education plan should be utilizing the assets developed in both written forms and both specified oral forms of Chinese, not just those in written Traditional Chinese.</p>
A10	<p>Correct, the successful proponent must be able to conduct the outreach and education activities in Cantonese (verbal), Mandarin (verbal), Simplified and Traditional Chinese (written). Refer also to A7 for additional languages.</p>