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**CONTINUOUS IMPROVEMENT FUND (CIF)
Request For Proposal for a School Curriculum –
Municipal Blue Box Education Program**



1. General Information

1.1 Introduction

The Continuous Improvement Fund (CIF) is a funding program developed through the cooperation of the Association of Municipalities of Ontario, the City of Toronto, Stewardship Ontario and Waste Diversion Ontario. Its purpose is to support improvements to municipal blue box programs in Ontario. Additional information about the CIF can be found at <http://www.wdo.ca/cif>.

2. Nature of Required Services

The Continuous Improvement Fund (CIF) is inviting submissions from qualified firms and individuals capable of providing:

- Ontario provincial curriculum-based municipal Blue Box program education program in both official languages, English and French;
- The graphic design services to develop a prototype and then a finalized municipal Blue Box education program;
- Liaison with schools, district school boards and other applicable stakeholders to help develop and pilot test a schools-based Blue Box education program;
- Evaluation of the program's effectiveness as a curriculum-based educational program and as a catalyst for improved recycling actions in the home.

The CIF has a mandate to engage in projects that are effective in reducing collection and processing costs and raising recycling capture rates in Ontario communities.

A schools-based municipal blue box education program is no exception. It must be developed and then measured to:

- Increase cost-effectiveness, improve performance and/or increase diversion of blue box materials;
- Be implemented across multiple municipalities and/or represent collaborative efforts on behalf of two or more municipalities who share facilities, resources and expertise; and
- Generate quantifiable, measured positive results.

The CIF is seeking creative responses to the challenge of developing a school-home connection in municipalities that will result in improvement in Blue Box collection tonnage and/or quality.

The general nature of this work is to develop partnerships with district school boards and municipalities within their boundaries which will result in the development of an effective school curriculum education program to measurably increase the effectiveness of Ontario municipal Blue Box programs.

2.1 Project Scope

Proponents responding to this RFP must demonstrate, in their proposal, their ability to meet the following requirements:

a. Expectations

- Meet provincial curriculum expectations;
- Take into account school, teacher, municipality and provincial government Blue Box program stakeholders;
- Curriculum should complement the Ontario EcoSchools program;
- Be classroom-ready and user-friendly for teachers;
- Meet a wide range of learning styles in the classroom;
- Be approved for use by Curriculum Services Canada;
- Incorporate a range of web-based media;
- Be translated and adapted into French for Francophone and French Immersion students to influence behavior in the home, which will result in increased volume/quality of recyclable material in municipal blue box programs;
- Incorporate a training component to support teachers to help students reach a higher level of academic success;
- Be evaluated as an effective pedagogical tool in the classroom;
- Involve the schools in improving their own recycling efforts;
- Result in measurable improvements in municipal blue box programs.

b. Research

- Determine the appropriate target grades levels for the education program;
- Consult widely and effectively, with applicable municipal and provincial governments, and stakeholder groups;
- Investigate and where applicable include the use of NGO's such as Scientists in Schools, Friends of the Earth, etc.
- Liaison with Ontario Ministry of Aboriginal Affairs as part of the project's stakeholder outreach to assess their interest, if any, to participate in the project.

c. Development

- Ontario provincial curriculum-based schools program in both official languages, English and French for grades K through 12;
- Develop a blue box education program which corresponds to the curriculum expectations and the stakeholder feedback regarding the targeted grades;

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- Develop a core curriculum standard to the majority of Ontario municipal blue box programs and include a component which incorporates the local municipality program and build in capacity for partnering with municipal coordinators, community NGOs and private sector partners e.g. core model plus ability to incorporate local content;
- Maximize the use of existing materials and programs to avoid duplication of effort;
- Ensure that all information and resources are verified, timely and accurate;
- Develop the content and web-based graphic design of the education modules in such a way as they are age-appropriate for the students and classroom-ready for the teachers;
- Develop a teacher training process that would support the Blue Box education program;
- Develop an implementation strategy detailing how this program and its research component could be rolled out across the municipalities of Ontario – including the costs and timelines of this roll-out.

d. Testing and Evaluation

- Develop partnerships with school district boards and municipalities to pilot test the education modules;
- Develop a research methodology that would measure the effectiveness of the program as a way to improve municipal Blue Box programs. The research should incorporate a “control” group of those not participating in the program in order to benchmark the results;
- Conduct a pilot test of the education program and employ the research methodology to test its effectiveness at the curbside and the classroom;
- Evaluation of the program’s effectiveness as a curriculum-based educational program and as a catalyst for improved recycling actions in the home revise the program and research methodology based on the pilot test feedback;

2.2 Consultant Qualifications

The CIF is seeking firms or individuals for the development of a school curriculum municipal Blue Box education program that have demonstrated experience including:

- A track record of developing education programs that been successfully adopted and employed by teachers in Ontario;
- References from school district board representatives about the effectiveness of previously developed education programs;
- A proven record of stakeholder consultations where a consensus has been developed and applied in a program’s development;
- The ability to develop partnerships between school district boards and other community partners;

- A record for developing classroom-ready program materials that are graphically attractive and user friendly;
- A minimum of five years experience of working with a range of clients, grade levels and school boards to develop supplementary education programs;
- A proven record of incorporating teachers in the process of developing education programs for schools in Ontario;
- A proven record of achieving Curriculum Services Canada approval for the programs it has developed.

3. Instructions to Respondents

3.1 Schedule of Events

Services will be provided for, and on behalf of CIF during the calendar year 2011-2012, with the consideration for further phases of the project being potentially carried into subsequent years. This RFP submission, evaluation and award timelines are **(estimated)** as follows:

RFP Issue Date:	Monday, May 2, 2011
Inquiry Deadline:	Friday, May 20, 2011
RFP Closing Date:	Friday, June 24, 2011
Expected Award Date:	Monday, July 25, 2011

3.2 Submission Deadline

Submissions must be received before 4:00 p.m. local time, Friday, June 24, 2011 at:

Continuous Improvement Fund
92 Caplan Avenue, Suite 511
Barrie, ON L4N 0Z7
Attention: Mr. Mike Birett
Manager, Continuous Improvement Fund

3.3 Questions or Clarification Requests

All inquiries should be made in writing and directed to Mr. Mike Birett by email at mbirett@wdo.ca, by Friday, May 20, 2011. Responses to clarification requests will be posted as addenda on the WDO web site at <http://www.wdo.ca/cif>. Any and all changes to the RFQ required before the submission closing will be issued in the form of a written addendum, posted on the same web site. The CIF will assume no responsibility for oral instructions or suggestions.

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3.4 Confidentiality

Any submission and all correspondence, documentation and information provided to the CIF by any respondent in connection with, or arising out of this RFP will become the property of the CIF. The CIF may, at its sole discretion, make public selected respondent's name and any other aspect of their submission. Respondents are advised to identify in their submission any scientific, technical, commercial, proprietary or similar confidential information, the disclosure of which could cause them injury. Any such information in the respondent's submission that is not specifically identified as confidential may be treated as public information.

3.5 Submission Requirements

This is a two-envelope process. A written Submission is required, and in a separate envelope a Price/Rate Schedule. No pricing or unit rate information is to appear in the Submission. All prices and charges quoted for the proposed services shall be exclusive of taxes and in Canadian dollars.

The CIF reserves the right to accept or reject any or all submissions, and to request and obtain further information not adequately addressed in respondent's submission or written clarification to address specific requirements from respondent at any time.

All submissions shall be signed and dated by an authorized official(s) of the entity(ies) making a submission.

4. Submission Evaluation

4.1 Selection Process

Proposals will be evaluated through a review and analysis by a selection committee which will include members from CIF, its consultant, and the CIF School Curriculum Development project team. The intention of the selection committee is to select one proposal which in its opinion meets the requirements of this RFP and provides the best overall value to CIF. The award will not necessarily be the lowest cost proposal. Pricing is only one of the components in determining the total proposal score. By responding to this RFP, Proponents will be deemed to have agreed that the decision of the selection committee will be final.

4.2 Selection Criteria

Envelope #1

1. Experience and Qualifications of Team Members (25 points)
 - a. Project Manager
 - b. Key Team Members
 - c. Sub-consultants
2. Understanding the Objectives (10 points)
 - a. Scope
 - b. Objective
 - c. Specific issues that require attention
3. Methodology (45 points)
 - a. Description of proposed tasks
 - b. Quality approach to meet project objectives
 - c. Effort of individual team members
4. Work Plan (20 points)
 - a. Schedule of tasks
 - b. Identify level of effort for each team member

Envelope #2

1. Financial Proposal (30 points)
(Formula = lowest cost/proposal x 30)

Notwithstanding any other provision contained in this RFP or a Proponent's Proposal, the CIF reserves the right to negotiate with the recommended Proponent in the following circumstance:

- Where the highest overall scoring compliant Proposal exceeds the CIF's budgeted or estimated costs, the CIF in its sole and absolute discretion may, but is not obligated to:
 - cancel the RFP;
 - re-issue the RFP and accept new proposals based on revised specifications, terms and/or conditions;
 - provide all Proponents, who submitted compliant Proposals to the RFP the opportunity to re-submit Proposals;
 - enter into negotiations with the Proponent with the highest overall scoring Proposal provided that the changes required to achieve a Proposal acceptable to the CIF will not materially change the general nature of the scope and requirements set out in the RFP;
 - where only one Proposal has been received or only one Proposal is compliant with the RFP but the price is in excess of budgeted funds, proceed to negotiate conditions with such Proponent which will reduce costs to a level acceptable to the CIF.

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- Where the Contract is awarded to the Proponent with the highest overall scoring compliant Proposal, the CIF may, at its sole discretion, negotiate amendments to the Contract or to Services or materials to be supplied under the Contract and no other Proponent shall have any right to object that its Proposal would have been successful had the negotiated amendments been included in the original RFP.

5. Terms and Conditions

5.1 Costs Incurred by Respondents

Participation in this process, including the provision of a submission, shall not give rise to any liability, contractual or otherwise, on the part of the CIF or respondent. Similarly, the provision of a submission shall not create any obligation on the part of a respondent to enter into a contract. Furthermore, the CIF shall not be responsible for any liabilities, cost, loss or damage incurred, sustained or suffered by any interested party, prior or subsequent to, or by reason of acceptance, or non-acceptance by the CIF of any submission, or by reason of any delay in the acceptance of any submission.