

Request for Proposals

ACTIVE COMMUNITIES: GREATER VICTORIA

NUTRITION SEMINARS & GROCERY TOURS

1.0 INVITATION

West Shore Parks and Recreation Society is requesting proposals for a contractor to develop and deliver Nutrition Seminars and Grocery Store Tours. The seminars and tours will be offered as a community program in partnership with Active Communities: Greater Victoria and Thrifty Foods.

The West Shore Parks and Recreation Society will receive proposals until **April 19, 2010 at 4:00 p.m.**

2.0 INTRODUCTION

The Active Communities: Greater Victoria Committee is composed of representatives from the 7 municipal recreation departments and the YM-YWCA, as well as a representative from the Vancouver Island Health Authority (V.I.H.A.) (see appendix B).

Active Communities: Greater Victoria has partnered with Thrifty Foods Inc. to develop, and deliver nutrition seminars and grocery store tours.

West Shore Parks and Recreation Society will enter into a contract with the successful CONTRACTOR on behalf of the Active Communities of Greater Victoria Committee. The West Shore Parks and Recreation Society will hereafter be known as the CLIENT.

3.0 BACKGROUND

Communities are facing staggering statistics on alarming rates of overweight and obesity that are having an impact on the general health of people. Being overweight or obese increases the risk of health conditions such as hypertension and stroke, diabetes, cancer, and heart disease. There is a definite connection between inactivity and significant increases in the prevalence of overweight and obesity. The combination of a sedentary lifestyle and overweight and obesity is a major concern at a community level.

Active Communities of Greater Victoria has embarked on several initiatives that promote physically active lifestyles and healthy eating. As we continue to receive growing evidence that the prevalence of obesity may be caused by a lack of physical activity coupled with a high fat diet this alarming trend needs to be addressed with innovative and informative programs and services that can be implemented in communities.

This need has led to the development of the successful **Nutrition for You Seminars**. This program was developed in 2008 and has been provided to the 17 communities (8 Greater Victoria, 5 North Island, 4 Lower Mainland) involved with the initiative for the past two years.

4.0 PURPOSE OF THIS REQUEST FOR PROPOSAL (RFP)

The goal of this RFP is to hire a service contractor hereafter known as the CONTRACTOR who will work with the CLIENT to deliver Nutrition Seminars including grocery store tours.

5.0 SCOPE OF WORK

5.1 General Approach

The successful CONTRACTOR will coordinate and implement **nutrition seminars** and **grocery store tours** in 2010-11.

Seminars and tours will be conducted in the Greater Victoria Region, Vancouver Island (North of Victoria), and Vancouver (Coquitlam, Delta, South Surrey, Port Moody).

The total number of one hour seminars will be 68 adult seminars, 34 youth seminars and 44 grocery store tours.

Participant and facilitator manuals have been developed and will be supplied by Active Communities Greater Victoria.

The seminars will be delivered through the recreation centre in all locations as well as participating schools and senior's centres where it is applicable.

The grocery store tours will be conducted at Thrifty Foods in all locations. Tours will focus on education and knowledge around shopping for healthy foods and making informed choices.

5.2 The successful CONTRACTOR will provide the following deliverables:

A. Coordination of four Adult Seminars and two Youth Seminars in each community:

Each seminar will:

- a) Be designed for a minimum of 20 participants
- b) Follow the guidelines in the facilitator manual (already developed)
- c) Include existing nutritional booklets (already developed)
- d) Be a minimum of 1 ½ hours in length (ADULT) or 1 hour (YOUTH)

Each grocery store tour will:

- a) Be a minimum 1 hour in length
- b) Include handout with healthy eating options
- c) Designed for a minimum 20 people (may be broken in two groups)
- d) Be held at a Thrifty Foods store
- e) The CONTRACTOR will work with CLIENT to determine linking of tours with seminars

B. Implementation will include:

- a) Organizing training by session
- b) Contacting partnering recreation centres to book facilities - dates and locations
- c) Monitoring registration numbers and canceling sessions when appropriate
- d) Offering 102 seminars:
 - 48 Greater Victoria Region
 - 30 Vancouver Island – North of Victoria
 - 24 Lower Mainland (Coquitlam, Tsawwassen (Delta Parks and Rec.) Port Moody, South Surrey

- e) Hiring and training of course facilitators and grocery tour staff
- f) Distribute facilitator course material
- g) Timelines for planning, implementing and evaluation within the overall time frame
- h) Organize/provide media equipment to facilitate the delivery of the seminar, prior to delivery.
- i) Liaison with Thrifty Foods local managers and dieticians to set up and implement grocery store tours. (44 in total for all areas) (This will include some travel. Please account for this in contract fee proposal)

6.0 SUBMISSION REQUIREMENTS

- A. Proposals must include the following:
 - a) Contractor name, address, telephone and fax numbers, email and name of contact person
 - b) Detailed work plan with timelines
 - c) Program delivery method(s)
 - d) Course evaluation process to be used (survey, participation feedback),
 - e) Copies of previous work (applicable examples)
 - f) Contractor's relevant qualifications and experience
 - g) Partner or subcontractor's relevant qualifications and experience (if applicable)
 - h) Fee Proposal to be inclusive of all services and materials (see Appendix A attached)
 - i) Expected payment schedule
 - j) References (minimum of two)

7.0 TIMELINES

- A. The successful CONTRACTOR will provide deliverables within the following time frame:
 - 1) Seminar information ready for promotion **May 28, 2010.**
 - 2) First Seminars to be delivered **September – December 2010.**
 - 3) Subsequent seminars to be held in the **Winter and Spring of 2011.**
 - 4) Completion of 102 seminars and 44 store tours by **March 31st, 2011.**

8.0 RESOURCES PROVIDED BY CLIENT

- A. **Facilities** – Local partner recreation centres will provide adequate facilities and classrooms to accommodate seminars for a minimum of 20 participants per session.
- B. **Registration** – Local partner recreation centres will provide registration process and be responsible for the registration and enrollment of participants.
- C. **Draw Prizes** – Thrifty Foods will supply one - \$10 SMILE CARDS per seminar (68)/grocery store tours (44) for (total of 112)
- D. **Promotion** – Will be provided by Thrifty Foods in their flyers and other promotional materials. Local recreation centres will promote in their activity guides and other publications as well as the fitinfintess.ca website.
- E. **Publications-** Graphic design and printing of materials will be done by the CLIENT. All content information for materials to be provided by CLIENT.

- F. **Working Group Contact** – will be Janet Barclay, Recreation: Oak Bay, and Diane Andiel, Saanich Parks and Recreation.

9.0 QUALIFICATIONS AND REQUIREMENTS

The CONTRACTOR must demonstrate skills, knowledge, and expertise as follows:

- a) Currently registered Dietician with the College of Dieticians of British Columbia
- b) Excellent verbal and written communication skills
- c) Experience in workshop and resource development
- d) Experience planning and implementing workshops for various target \populations and learning abilities
- e) Dynamic presentation skills
- f) Ability to work independently with guidance and input from a CLIENT
- g) Ability to work with and meet tight deadlines
- h) Demonstrated ability to deliver product/services requested on time and on budget.
- i) Liability insurance of \$2,000.000 naming the CLIENT as additional insured

10.0 TERMS AND CONDITIONS

- A. All materials submitted with proposals will become the property of the organizations that make up the Active Communities Greater Committee.
- B. All work and costs related to preparing this proposal shall be without cost to the CLIENT.
- C. All information products and course material developed in the design and implementation of the seminars and store tours will become the property of the organizations that make up the Active Communities Greater Committee.
- D. The CONTRACTOR will sign a contract with the CLIENT as attached per Appendix C.
- E. Any CONTRACTOR who plans to use sub-contractor(s) must identify the work that may be sub-contracted in their proposal, and provide names, qualifications and other pertinent information about the subcontractor in the same manner as information submitted on its own behalf if applicable. . The qualifications of sub-contractors will a consideration in the selection of the winning bid.

11.0 WORK ENVIRONMENT

- A. The successful contractor will provide their own office space and consumables for the duration of this contract.

12.0 PERIOD OF CONTRACT

- B. The successful CONTRACTOR can commence upon signature of a contract and must be completed no later than **March 31, 2011**.

13.0 AWARD

- A. The CLIENT reserves the right to accept or reject any or all proposals, in whole or in part without explanation.
- B. The CLIENT reserves the right to cancel this call for proposals if it is felt to be in the CLIENT'S best interest to do so.
- C. The Award will be based on qualifications, experience and information submitted.

14.0 TERMINATION

- A. If the contract commences, the CLIENT reserves the right to cancel the contract at its sole discretion, in whole or in part, at any time and the only fees

payable will be for services rendered to the date of cancellation.

15.0 SUBMISSIONS are to be made as follows:

- 1) One (1) signed original and two (2) copies of the Proposal must be submitted **no later than 4:00 p.m. Wednesday, April 23, 2010** and must be in a sealed envelope, clearly marked :

**Nutrition Seminars and Grocery Store Tours Proposal
Attention: Cindy O'Regan
West Shore Parks and Recreation
1167 Island Highway
Victoria, BC V9B 1J1**

- 2) Email proposals will not be accepted.
- 3) Late submissions will not be considered

Questions regarding this RFP process can be directed to:

Cindy O'Regan, Manager, Community Recreation and Development,
West Shore Parks and Recreation (250) 474-8655

or

Janet Barclay, Manager, Recreation Program Services
Recreation Oak Bay (250) 370-7127

APPENDIX A

**FEE PROPOSAL
NUTRITION SEMINARS & GROCERY TOURS**

Submitted by:

Name of Contractor

Address

Telephone

Fax

to: **Nutrition Seminars and Grocery Store Tours Proposal**
Attention: Cindy O'Regan
West Shore Parks and Recreation
1167 Island Highway
Victoria, BC V9B 1J1

1. I/we, the undersigned, having become familiar with the terms and conditions of the attached proposal call and agree to fully perform the work within the stated schedule of time and in accordance with the attached contract documents, including all program deliverables and requirements, and to do the work required to fulfill our duties.

The total fee proposal is (_____ dollars plus GST)

This fee is derived as follows:

Program Planning \$ _____

Program Delivery \$ _____

TOTAL FEE PROPOSAL (inclusive of sub-contractors) \$ _____

West Shore Parks and Recreation reserves the right to reject all bids in part or in entirety.

SIGNATURE: _____

NAME AND TITLE: _____

DATED AT ____ THIS ____ DAY OF _____, 2010.

APPENDIX B

ACTIVE COMMUNITIES: GREATER VICTORIA COMMITTEE MEMBERS

The Active Community Committee consists of representatives from the following:

**Recreation Oak Bay
Saanich Parks and Recreation
Esquimalt Parks and Recreation
West Shore Parks and Recreation Society
Sooke Electoral Area Parks and Recreation Commission
Victoria Parks and Recreation
Victoria YM-YWCA
Panorama Recreation
and
Vancouver Island Health Authority**

ADDITIONAL PARTNERS FOR NUTRITION SEMINARS & GROCERY TOURS

Additional Partners consists of Parks and Recreation Departments from the following communities:

**Ucluelet
City of Nanaimo
Nanaimo Regional District
Regional District Comox/Strathcona
Township of Ladysmith
Campbell River
Municipality of Delta
Municipality of Coquitlam
City of Surrey
City of Port Moody**

CORPORATE PARTNER

Thrifty Foods Inc.