

**REPORT TO SEATERRA PROGRAM COMMISSION
MEETING OF FRIDAY, FEBRUARY 28, 2014**

SUBJECT **AWARD OF CONTRACT FOR EDUCATION AND AWARENESS CAMPAIGN SERVICES (RFP-P015)**

ISSUE

Approval to award a contract for the provision of Education and Awareness Campaign Services for the Seaterra Program.

BACKGROUND

The Seaterra Program Commission has previously approved the Strategic Program Communications Plan. The Seaterra Program requires Education and Awareness Campaign Services as part of the implementation of the Plan.

The objectives of the Education and Awareness Campaign Services are to:

- (a) Develop an innovative and creative awareness campaign which will educate the public about wastewater treatment.
- (b) Provide content creation with consistent imaging and messaging which spans various media forms and supports the Seaterra Programs educational initiatives.
- (c) Develop and produce advertisements which meet the objectives of the Communications Plan.
- (d) Work with the Program Communications Manager to identify appropriate media outlets in order to maximize target audience reach.
- (e) Identify advertising placements which will maximize target audience reach while remaining within approved budget.
- (f) Identify added value opportunities such as Public Service Announcements.
- (g) Coordinate media buys.
- (h) Provide ongoing creative support for the duration of the Seaterra Program.

The target audience of the Education and Awareness Campaign Services are:

- (a) Residents of the Capital Regional District (CRD).
- (b) Residents in proximity to Program components.
- (c) Local First Nations.
- (d) Schools and Universities.
- (e) Industry associations.
- (f) Chambers of Commerce.

(g) Interested public.

The services in support of the Seaterra Program are required to completion of the Program in 2018.

A Request for Proposal (RFP) for the services was issued December 20, 2013 and closed January 23, 2014. In compliance with CRD procurement policies the RFP was posted on the CRD website and the BC Provincial procurement web site (BC Bid).

Proposals were received from four proponents and the proposals were evaluated by an Evaluation Committee, comprised of staff from CRD Corporate Communications and the Seaterra Program. The two highest rated Proponents were subsequently invited to make brief presentations and were interviewed by the Evaluation Committee.

The proposal from Taiji Brand Group received the higher evaluated overall score. References were verified for Taiji Brand Group and all responses were very good.

ALTERNATIVES

That the Seaterra Program Commission:

1. Approve the award of a contract for Seaterra Program Education and Awareness Campaign Services to Taiji Brand Group for fees of \$100,000; or
2. Provide direction to staff to initiate a new Request for Proposal.

FINANCIAL IMPLICATIONS

The fees of \$100,000 are within the Seaterra Program approved budget.

CONCLUSION

Education and Awareness Campaign Services are required as part of the implementation of the approved Strategic Program Communications Plan. The RFP was issued and evaluated in accordance with the CRD policy. The recommended proponent met the RFP requirements to provide the requested scope of services for the approved budget.

RECOMMENDATION

That the Seaterra Commission approve the award of a contract for Seaterra Program Education and Awareness Campaign Services to Taiji Brand Group for a fee of \$100,000.

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