

**CITY OF CRANBROOK
REQUEST FOR QUOTATION
2025 WATER CONSERVATION PROGRAM
RFQ NO. CRA2024-Q-004**

The City of Cranbrook requests quotations from interested parties for updating the City’s water conservation education and outreach program. Below is an overview of the scope and deliverables for this RFQ.

1. Community Outreach and Education

From June to September, the Water Smart Ambassador’s focus is primarily on community outreach and education. The Water Smart Ambassador attends community events, conducts monitoring throughout the community, provides irrigation assessments, and provides residents with information on the outdoor water use bylaw. The City is looking for additional strategies to engage residents, promote water conservation, and provide residents/businesses with updated information on the outdoor water restriction stages. This could (but is not required to) include: identifying community events to participate in; identifying community groups to present to; updating media content (branding, pamphlets, brochures, social media, and radio); and developing a communications plan.

2. Water Conservation Rebate Program

The City has provided rebate programs to residents for water conservation initiatives. This has included a low flow toilet rebate program (from 2010 – 2014 for \$50 per household), a rain barrel rebate program (from 2020 – 2024 for \$50 per household), and an irrigation rebate program (2024 for \$50 per household). The City is looking for other effective rebate programs to promote residential outdoor water conservation. The following deliverables are required:

- a. Identification of one or more residential outdoor water conservation rebate programs;
- b. Promotional content for one residential outdoor water conservation rebate program;
- c. Requirements for residents to receive the rebate (ex: installation requirements; submission of photo; submission of receipt); and
- d. One rebate program must be within the City’s water conservation rebate annual budget of \$5,000.

The City will provide relevant information related to the City’s watershed, water ambassador program, community outreach and education, and rebate programs. **All deliverables must be completed and submitted to the City by March 31, 2025.**

Please fill out the table below and check off the deliverables that will be included and the costs to achieve these. Additional information on the proponent’s plan to meet the deliverables can be attached to supplement the quotation.

Deliverable	Amount
<p>Community Outreach and Education</p> <ul style="list-style-type: none"> <input type="checkbox"/> Identifying community events to participate in <input type="checkbox"/> Identifying community groups to present to <input type="checkbox"/> Updating media content <ul style="list-style-type: none"> <input type="checkbox"/> Branding <input type="checkbox"/> Pamphlets/Brochures <input type="checkbox"/> Social Media content <input type="checkbox"/> Radio content <input type="checkbox"/> Presentation materials (community booth setup) <input type="checkbox"/> Presentation materials (to community groups) <input type="checkbox"/> Developing a communications plan <input type="checkbox"/> Other (please describe): _____. 	\$
<p>Water Conservation Rebate Program</p> <ul style="list-style-type: none"> <input type="checkbox"/> Identifying one or more residential outdoor water conservation rebate programs <input type="checkbox"/> Promotional content for one residential outdoor water conservation rebate program <input type="checkbox"/> Requirements for residents to receive the rebate. 	\$
Total Cost	\$

This RFQ is not an Agreement to purchase goods or services. The City is not bound to enter into a contract with any proponent. The lowest or any quotation will not necessarily be accepted and the owner reserves the right to exclude deliverables to suit specific needs. For clarification or discussion please contact Katelyn Pocha at City of Cranbrook, 250-489-0217 or email katelyn.pocha@cranbrook.ca

Quotation and any supporting documentation must be submitted via email to katelyn.pocha@cranbrook.ca in a signed scanned format by 12:00 NOON MT, Friday, November 22, 2024.

Submitted By: _____

Legal Name: _____

Operating Name (if different): _____

Address: _____

Phone: _____ Fax: _____

Signature: _____

(Authorized Company Representative)

Date: _____