

STATEMENT OF WORK

1.0 TITLE

Performance Review of the Wild Salmon Policy

2.0 BACKGROUND

Canada's Policy for Conservation of Wild Pacific Salmon (Wild Salmon Policy - WSP) was announced in 2005, following extensive years of consultations with Canadians concerned about the protection of Pacific salmon. The goal of the Wild Salmon Policy is to restore and maintain healthy and diverse salmon populations and their habitats for the benefit and enjoyment of the people of Canada in perpetuity.

In support of this goal, the Wild Salmon Policy establishes three objectives:

1. Safeguard the genetic diversity of wild salmon,
2. Maintain habitat and ecosystem integrity, and
3. Manage fisheries for sustainable benefits;

The Policy also outlines six distinct but related strategies, with defined action steps, that direct efforts towards meeting the objectives.

The Wild Salmon Policy is intended to influence and shape management of Pacific salmon, their habitat and ecosystems over the long-term. As such, the Department has taken an incremental approach to implementation within DFO's existing resources, as outlined in the Policy.

Additional information on the Wild Salmon Policy is available online at <http://www.pac.dfo-mpo.gc.ca/fm-gp/species-especes/salmon-saumon/wsp-pss/index-eng.htm>.

3.0 PURPOSE AND SCOPE

Under the Wild Salmon Policy, Action Step 6.2 commits that *“an independent review of the success of the WSP in achieving its broad goals and objectives will be conducted within 5 years of its adoption.”* The Policy further states that *“based on the review, DFO may revise the implementation of the policy to address any shortcomings that may be reducing its effectiveness.”*

As such, the review will examine the Department's role in implementing the Wild Salmon Policy in pursuit of the goal and objectives. While the Policy acknowledges that DFO “cannot do it all” and that successful implementation of the policy requires partnerships with First Nations, volunteers, stakeholders and other levels of Government, the focus of the review will be on DFO's actions towards implementation. The contributions of others towards WSP implementation should be acknowledged and considered within the review, however they will not be a focus of the review.

This review is to be undertaken in the context of the implementation approach identified in the policy document, which states that WSP is to be phased in gradually and within DFO's existing resource capability.¹

The review will address the following Key Issues:

1. To what extent has progress been made with implementing Strategies 1-5 and the associated action steps?
2. Building on work done with respect to the strategies, to what extent has this work contributed to the WSP goal and objectives?
3. Are there internal/external factors and/or general challenges/barriers that influence the success of WSP?
4. Are there recommendations to further advance implementation of the Wild Salmon Policy in the context of DFO's existing resources?

The timeframe covered by the independent review is from June 2005 to March 31, 2011.

4.0 APPROACH AND METHODOLOGY

Bidders are asked to submit proposals for the evaluation approach with associated costs. The proposal should include methodologies relevant for use in this evaluation, such as file review, interviews, focus groups, mail or online surveys.

DFO will provide the following information to support the review:

- a) Performance measurement data in accordance with the preliminary Performance Measurement Framework (attached).
- b) Files and documents for review – DFO will provide the necessary documents to integrate this information into the evaluation, including performance measurement data and indicators.
- c) Key Informants for Interviews or Focus Groups – DFO will provide a list of approximately 25 key external informants including First Nations, partners, and other external experts. DFO will also provide a list of DFO staff who are knowledgeable about WSP implementation.

5.0 DELIVERABLES AND TIMING

Work for the independent review will begin on June 13, 2011 with a final report due on September 30, 2011. The contractor shall produce the following deliverables within the timelines below:

¹ Fisheries & Oceans Canada, *Canada's Policy for Conservation of Wild Pacific Salmon*, 2005, pages 35-36.

Deliverables	Timelines
Final plan and tool box to complete the performance review. This must include: - Clear questions to assess key issues - Finalized Methodology (lines of evidence, data collection methods, analytical techniques) - List of documents and files for review - Interview guides, questionnaires - List of potential interviewees and questionnaire respondents	July 1, 2011
Draft report for DFO review	September 1, 2011
Final report	September 30, 2011

The final report will describe and assess progress made with respect to Strategies 1-5, and the contributions to WSP goals and objectives. It will also make recommendations with respect to advancing WSP implementation, identifying priorities as appropriate based on information received. The analysis conducted within the report should be substantiated with performance measurement data as well as qualitative information.

6.0 SELECTION CRITERIA

6.1 MANDATORY REQUIREMENTS

Mandatory requirements are evaluated on a pass or fail basis. Failure on the part of the Bidder to meet any one of the following mandatory requirements will result in the proposal being deemed non-responsive and ineligible for any further consideration or evaluation. It is the responsibility of the Bidder to ensure that the proposal meets <u>ALL</u> of the mandatory requirements as indicated below.
Criteria
M1 – Recent experience in the evaluation of policy, programs, and/or legislation within the federal government context The Bidder must have completed <u>at least three (3)</u> evaluation studies within the last five (5) years. The following information is required for each evaluation study cited: <ol style="list-style-type: none"> Name of the client organization; A brief description of the purpose of the project; The dates/duration of the project; The dollar value of the project (\$CAD); The number and role of resources/personnel involved in the project; The extent to which the project was completed on time, on budget and in accordance with established project goals.
M2 – Preliminary work plan including schedule of tasks, deliverables, timelines and proposed resources within the timelines indicated under 5.0. The Bidder must indicate in their proposal capacity to carry out the work to a high degree of quality within the identified timelines, and indicate the proposed number and timing of face-to-face and/or telecommunication meetings.

M3 – Cost Limit

The Bidder's proposal must not exceed \$50,000, inclusive of all expenses and applicable taxes.

6.2 OTHER REQUIREMENTS

It is understood by the parties submitting proposals that, to qualify, bidders **must** meet all mandatory requirements. From those proposals that meet all mandatory requirements, proposals will be rated against the following additional criteria. The contract will be awarded to the bidder with the highest rating.

Criteria	Rating
R1 – Company experience In their proposal, the Bidder must include the following: (a) a description of the history of the company (b) the company's years of experience in providing evaluation services (c) the company's experience with projects dealing with fisheries resource management issues (d) names and résumés for each of the proposed team members describing their role within the company, years of experience in providing evaluation services, depth of experience, and years that the team member has been with the company.	20%
R2 – Project Experience Bidders must clearly demonstrate experience with projects involving the methodology and approach relevant to the requirements of the RFP in the areas cited below. The bidder is to provide a description of a minimum of three (3) projects to demonstrate this experience. i) Experience with data collection from First Nations and multiple stakeholders ii) Experience with qualitative analyses	30%
R3 – Quality of the Proposal and Methodology The methodology in the submitted proposal indicates an understanding of the requirement of this RFP. Sufficient detail should be provided to demonstrate how the Bidder intends to undertake the evaluation and fully address the Statement of Work in this RFP and include: i) Demonstration of an understanding of the background, project rationale, and context ii) The approaches to addressing the 4 Key Issues in Section 3.0 of this RFP are clearly identified iii) The Bidder's proposed methodologies and rationale for selection of the proposed methodologies	30%
R4 – Value for Money Proposal demonstrates value for money	20%

