



Habits that Help Toolkit for Congregations

Request for Proposals

Goals and Context

[Anne Arundel Watershed Stewards Academy \(WSA\)](#) builds capacity in Anne Arundel County by training residents as Master Watershed Stewards; leaders who help their communities (neighborhoods, schools, congregations, businesses) reduce pollution in our local creeks and rivers. WSA equips Stewards with the tools to implement change in their communities and turn knowledge into action.

As part of the [One Water Partnership](#), the WSA trains and supports leaders from faith congregations to increase adoption of Stewardship practices both on congregational property and at home. To support this program, WSA is creating a suite of outreach materials that incorporate some of the social science elements of behavior change theory. While these outreach materials are not intended to create true behavior change campaigns, we believe these materials will greatly increase the effectiveness of volunteer outreach and result in members of congregations making a measurable change in their personal habits to benefit the environment. These materials are accompanied by a training and mentoring program called [Power to Motivate](#). Currently 16 congregations across the Watershed are enrolled in this program in our inaugural class.

As part of [Power to Motivate](#), congregations will be using a congregational survey instrument to collect very basic information from congregants about their current adoption and future likelihood to adopt 7 personal habits that may positively impact the environment. The instrument also collects basic feedback on what respondents, who *are not already* adopting but *are likely* to adopt these habits, perceive as the barriers to adoption and asks respondents what help they would need in order to adopt the “habits” they are most likely to adopt. This information will be available to the contractor and may loosely inform the scope of work below. *Although we do not plan to collect any more qualitative or quantitative data within this current scope, our hope is that we will be able to deepen our work in this area in the future.*

WSA seeks a contractor to complete a “Habits that Help Toolkit” as described below. The work for the toolkit is in two parts. Interested applicants may apply for one or both parts. All work will be performed remotely, as the WSA physical offices are currently closed. The contractor will work directly with Suzanne Etgen, Executive Director and interface with Francesca King, Steward Engagement Specialist and Katie Foster, Development and Communications Coordinator.



Scope of Work

Part 1: Habits that Help Toolkit

Create content for a digital “Habits that Help Toolkit” for each of the following behaviors.

1. Planting and caring for a tree
2. Planting and caring for a conservation landscape (an area planted with native plants)
3. Eating less meat
4. Using a clothesline or drying rack
5. Reducing use of disposable plastic drink bottles or “to-go” cups
6. Reducing use of disposable plastic grocery bags
7. Reducing use of disposable plastic eating utensils

The Habits that Help Toolkit should include the following for each behavior (**note that some research on this toolkit began last year but is incomplete*).

1. Short (1 page) description of the habit and how it benefits the environments, including 2-3 resource websites with more information, and 3-4 concise bullet points relating the behavior’s environmental benefits.
2. Web links for any social marketing or behavior change programs that have been done by others on the same or similar behavior and example social science tools (i.e. prompts, commitments, etc.) that have been developed by others (including whether there is permission for use of any of the materials developed). The Toolkit should include the best 2-3 example programs/campaigns and a few examples of social science tools for each behavior.
3. 3-5 example messages that may be used in congregational outreach campaigns about the behavior (*data from the Habits that Help survey will be available in mid-January to loosely inform these messages).

Part 2: Customizable Social Science Tools

Create 1-2 social science tools or outreach pieces for the top 5 behaviors (7-10 outreach pieces total) as identified in the congregational survey reference above. These outreach pieces should be customizable by the volunteers and able to be distributed electronically or in print format. The messages and images for the pieces should reflect data gathered in the congregational surveys and from the research in Part I. With appropriate permission and assuming the tool responds to the data gathered, it is acceptable to customize or re-create a tool developed by another organization or campaign as identified in Part I.

Proposals and Timeline

Timeline:

1. Consultant to begin work early January 2021.
2. Part 1: January 5-25, 2021
3. Part 2: January 20-February 15, 2021

Proposals should be submitted no later than January 3, 2021 to Suzanne Etgen at setgen@aacps.org.



Evaluation

Proposals will be evaluated based on the following:

1. Demonstrated experience utilizing social science theory to influence behavior changes.
2. Demonstrated understanding of WSA's mission, along with a general understanding of stormwater and environmental issues.
3. Cost effective plan that meets WSA's goals and objectives for this resource. A range of \$2,000-\$5,000 is estimated for this scope.
4. Ability to work virtually with WSA staff as needed.
5. Capacity to deliver the scope of services and meet the timeline request in this RFP.
6. Part 2 only: Demonstrated graphic design experience and ability to deliver graphics that may be customizable by volunteers without design software.

Contact

Please direct questions to Suzanne Etgen at setgen@aacps.org or 410-871-0700