



Providing education, consultation and
advocacy in Recreation Facility Operations.

Request for Proposals (RFP): Instructional Design & Curriculum Development Services

Project: Pool Operator Level 1 Course Redevelopment

Issued by: Alberta Association of Recreation Facility Personnel (AARFP)

Contact: Maren Tryon, Education & Development Manager

Email: education@aarfp.com

1. Organizational Overview

The Alberta Association of Recreation Facility Personnel (AARFP) is a not-for-profit professional association established in 1978. The Association delivers education, training, and professional development for recreation facility operators, supervisors, and managers across Western and Northern Canada. Each year, AARFP supports more than 1,000 recreation professionals through certification programs, workshops, conferences, and continuing education initiatives.

Mission: Providing education, consultation, and advocacy in recreation and facility operations.

Vision: To be leaders in recreation and facility operations, contributing to an active Alberta.

Values:

- **Leadership** - Furthering professionalism, integrity, and respect in the recreation and facility operations sector.
- **Fellowship** - Sharing knowledge, providing support, and building connections across the recreation community.
- **Passion** - Supporting active living through meaningful work in recreation and facility management.
- **Diversity & Inclusion** - Creating a safe and inclusive environment that embraces diversity at all levels.

2. Project Overview

AARFP is seeking proposals from qualified proponents to support the redevelopment of the Pool Operator Level 1 course. This course provides facility operators, technicians, and supervisors with foundational knowledge of public pool operations, including water chemistry, filtration systems, circulation, safety requirements, and regulatory compliance.

The redevelopment project will modernize existing course materials to ensure they:

- Reflect current industry standards and Alberta Pool Standards
- Incorporate Inclusivity, Diversity, Equity, and Accessibility (IDEA) principles
- Improve instructional clarity and learner engagement
- Support delivery in in-person, and synchronous online learning environments

While familiarity with aquatic facility operations may be considered an asset, subject matter expertise will be provided through AARFP staff and designated Subject Matter Experts (SMEs). The primary expertise sought through this RFP is instructional design and adult learning methodology.



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3. Scope of Work

The selected proponent will collaborate with AARFP staff and Subject Matter Experts to review and redevelop the existing Pool Operator Level 1 course materials.

Responsibilities will include:

- Reviewing and evaluating existing course materials
- Working with SMEs to integrate updated technical content
- Applying adult learning principles to improve course structure and learner engagement
- Ensuring materials reflect IDEA and accessibility principles
- Supporting pilot delivery and incorporating feedback into final revisions

The proponent will develop or revise the following instructional assets:

- Course Manual
- Learner Workbook
- Facilitator Guide
- Slide Deck

Future Scope Considerations: AARFP may, at its discretion, expand the scope of services to include the development of additional educational materials, learning resources, assessments, or related curriculum components. Any such work would be negotiated separately with the selected proponent.

4. Deliverables

The successful proponent will produce the following materials.

- **Course Manual:** Comprehensive instructional content aligned with Alberta Health Pool Standards, operational best practices, and course learning outcomes.
- **Learner Workbook:** Interactive learning activities, application exercises, and troubleshooting scenarios designed to reinforce course concepts.
- **Facilitator Guide:** Guidance for instructors including delivery strategies, learning objectives, facilitation techniques, and IDEA integration.
- **Slide Deck:** Visually engaging presentation materials designed to support course delivery across multiple formats.

5. Project Timeline

The anticipated duration of this project is **approximately 6-12 months**, depending on development approach and collaboration with subject matter experts.

The project is expected to include the following general phases:

- Project kickoff and planning
- Review of existing materials and instructional design framework



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- Curriculum development and material creation
- Pilot testing and feedback integration
- Final revisions and delivery of completed materials

Proponents may propose alternative project approaches or timelines where appropriate.

6. Proposal Requirements

Proponents must submit a proposal containing the following information.

- **Organizational Profile:** Overview of the organization or individual consultant, including relevant background and experience.
- **Approach and Work Plan:** Description of the proposed methodology for completing the work outlined in this RFP.
- **Team Members:** Identification of key personnel assigned to the project, including relevant experience and qualifications.
- **Relevant Experience:** Examples of previous work involving instructional design, curriculum development, or adult education projects.
- **Timeline:** Proposed timeline outlining major project phases and deliverables.
- **Budget:** Proponents must provide:
 - Hourly rate(s) for all team members involved in the project
 - Estimated number of hours required to complete the scope of work
 - A breakdown of hours by major project phase or deliverable
- **References:** At least **two references** from organizations for whom similar work has been completed.
- **Proposal Length:** Proposals must not exceed **five (5) pages**, excluding appendices, attachments, or supporting materials.

7. Confidential Materials

AARFP may provide relevant background materials (including existing course content, templates, and stakeholder feedback) to assist proponents in preparing their proposals.

These materials are provided in confidence and may only be used for the purpose of preparing a response to this RFP. Materials may not be reproduced, distributed, or used for any other purpose without the written permission of AARFP.



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8. Evaluation Criteria

Proposals will be evaluated using the following criteria.

Criteria	Weight
Instructional Design Approach & Adult Learning Expertise	30%
Project Understanding & Proposed Methodology	20%
IDEA & Accessibility Integration	15%
Timeline & Project Management	15%
Budget & Overall Value	20%

AARFP may request clarification or additional information from proponents as part of the evaluation process.

9. Submission Instructions

Subject Line: RFP Submission – Pool Operator Level 1
Maren Tryon | Education & Development Manager
Alberta Association of Recreation Facility Personnel
education@aarfp.com

Proposals must be submitted electronically in PDF format. Late submissions may not be considered.

11. Vendor Questions

Proponents may submit questions regarding this RFP by email to the contact listed in this document. To ensure fairness and consistency, responses to vendor questions may be shared with all interested proponents.

Questions must be submitted within the designated question period identified in the submission schedule. Questions received after this period may not be answered.

12. Submission Schedule

Milestone	Timeline
RFP Release	March 13, 2026
Deadline for Vendor Questions	April 3, 2026
Responses to Questions Published	April 10, 2026
Proposal Submission Deadline	April 24, 2026
Selection & Notification of Preferred Vendor	May 26, 2026
Anticipated Project Start	June 2026



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13. Procurement Terms

AARFP reserves the right to:

- Accept or reject any or all proposals
- Request clarification or additional information from proponents
- Negotiate scope, pricing, or timelines with the selected proponent
- Cancel or modify the RFP process at any time

Submission of a proposal does not create any contractual obligation between the proponent and AARFP.

All final materials produced under the resulting agreement will become the intellectual property of the Alberta Association of Recreation Facility Personnel (AARFP).