MEMO

Submitted by: Judy Kelly, Director
San Francisco Estuary Partnership

Subject: Executive Board Approval for Contract with River of Words

Date: January 5, 2010

Executive Summary

The San Francisco Estuary Partnership (SFEP) wishes to contract with **River of Words,** a nonprofit organization that specializes in environmental education through environmental art and poetry contests for elementary school children. The Scope of Work includes administering a K-12 poetry and art contest; targeting K-12 schools in the SF Estuary Watershed; working with SFEP staff to develop posters for schools re contest; conducting outreach to teachers, librarians, students, youth organizations and other outlets to promote contest and environmental issues involved; developing curriculum materials and activities connecting green infrastructure concepts (rain gardens, bioswales, and other green stormwater strategies) with estuary and watershed health and sustainability, promoting awareness, citizen responsibility and creative stewardship. In addition, ROW will work with existing curriculum materials (ROW, SFEP and other sources) to provide a broad range of resources and points of engagement. ROW will offer "regional prizes" to enhance SFEP publicity. It will mount a special SFEP/ROW exhibit at the Young at Art Gallery, featuring winners of the 2010 SFEP regional contest; do data entry for entries; work with SFEP staff to judge contest entries; help publicize awards; contact award winners and notify them of award presentation and present awards at 2010 Ceremony.

River of Words was procured through a competitive solicitation in late 2008.

Recommended Action

Authorization is requested for the Executive Director or designee to enter into a new contract on behalf of ABAG/SFEP with River of Words to continue their environmental education and outreach services. The contract amount will not exceed $ 44,257 for a term from September 1, 2009 through August 30, 2010. Funds for this contract are available in the ABAG grant agreement with the U.S. Environmental Protection Agency for implementation of the Comprehensive Conservation and Management Plan (CCMP) to support SFEP for FY10-11.

Next Steps

Upon authorization, SFEP will draft a new contract agreement with River of Words.

Mailing Address: P.O. Box 2050 Oakland, California 94604-2050 (510)464-7900 Fax: (510) 464-7970
info@babag.ca.gov
Location: Joseph P. Bort MetroCenter 101 Eighth Street Oakland, California 94607-4756