

February 5, 2016

## **REQUEST FOR PROPOSALS**

You are invited to submit a proposal to provide assistance to the San Francisco Estuary Partnership (SFEP) for creating two outreach brochures to showcase the SFEP's projects to implement and support regional green infrastructure and estuarine resiliency. We are requesting proposals as described in the attached Scope of Services.

**Electronic proposals must be sent to the email address provided and time stamped by the SFEP email server as being no later than the close of business (5:00 P.M.) on Thursday, February 25, 2016**

Under a cooperative agreement with the Environmental Protection Agency, the Association of Bay Area Governments (ABAG) provides communication, technical, and administrative support for the SFEP. Any contract resulting from this solicitation will be negotiated by ABAG and SFEP and administered by ABAG.

### **Background**

SFEP was created in 1987 under the Clean Water Act's National Estuary Program. It is a cooperative effort to promote effective management of the Bay-Delta Estuary and to restore and maintain its water quality and natural resources. Representatives from the public, all levels of government, and elected officials from all twelve Bay-Delta counties are working together to implement SFEP's Comprehensive Conservation and Management Plan. The plan recommends specific corrective actions, monitoring programs, and research goals aimed at resolving the Estuary's most critical problems.

The objective of this RFP is to increase public awareness, education, and advocacy for green infrastructure and resiliency projects to enhance the health of the San Francisco Estuary.

### **Services Required**

The Contractor shall perform all aspects of the required work as described in the attached Scope of Services.

### **Time Frame**

This is a six-month, part-time contract.

### **Compensation**

Up to \$ 30,000 is available for this work. Contractor is responsible for payment of applicable state and federal taxes. Contractor must provide the necessary office space and equipment to perform required work.

### **Selection Procedure**

Every proposal will be evaluated according to the criteria below. Numerical scores will be tabulated for each offer. The highest score may not necessarily be awarded the contract, for there are considerations listed below which do not receive a numerical rating and are an essential part of the determination of overall acceptability.

1. **Qualifications and Experience** - The Contractor will be evaluated based on the level of experience and background in performance of similar efforts.

2. Proposal - The Contractor will be evaluated based on the adequacy of the submitted approach to fulfill the goal and objectives of this Request for Proposal (RFP).
3. Other Factors - Several additional factors will be considered in the RFP selection process, but have not been assigned point values, including:
  - Proposals must respond to all the requirements of the RFP, and must include all information specifically required in all sections of the RFP.
  - Award of contract may not be made to any Contractor unless an agreement can be secured for all general and special contract provisions.
  - Award will not be made to a Contractor whose proposed period of performance is not within a period of time acceptable to the SFEP.

Highest-ranking candidates may be invited to an interview at the SFEP Offices, San Francisco Bay Regional Water Quality Control Board, 1515 Clay Street, Suite 1400, Oakland, CA, at their own expense.

### **Contract Award**

Contract award shall be made to the responsible Contractor whose proposal is most advantageous to ABAG and SFEP —evaluation factors, costs, and other factors considered. Our objective is to obtain the highest-qualified contractor to achieve the objectives within our timeframe and at a reasonable cost. Qualifications and experience as a whole are more important than cost.

This RFP does not commit ABAG to award a contract. We reserve the right to reject any or all proposals received in response to this request. The Proposer is informed that the award of any contract as the result of this solicitation is contingent upon the availability of Federal funds.

### **Applications**

We invite individuals and organizations to work with us. The contract funded by this RFP is expected to start March 7, 2016.

### **What to Submit**

To provide an objective, fair review of all proposals, the submittals are to include only the following information:

1. Transmittal Letter - Standard transmittal letter covering highlights and unique features of your proposal. Any special terms and conditions of the offer should also be summarized in this portion of the proposal. Letter should include your office address.  
Length: **One (1) page maximum.**
2. Statement of Work - Provide a definitive proposal to accomplish the requirements as stated in this RFP. This must describe in detail the procedures and methods that will be used to achieve the stated goals of SFEP, preferably drawing on past experience/work conducted by the applicant. A proposed timeline and clear delineation of general tasks, products, and expected completion dates must also be included.  
Length: **Two (2) pages maximum.**
3. Relevant Experiences - Provide a summary of relevant experience over the last 5 years.

Length: **Two (2) pages maximum.**

4. Educational and Professional Background - Provide a summary of educational background, including degrees. Also include special professional experience including former work with SFEP or partners.

Length: **Two (2) pages maximum.**

5. List of Client References - Provide a list of clients to be used as references for your work, including contact name, address, telephone number, nature of job, length of engagement, amount (e.g. 1 year, \$ 15,000).

Length: **One (1) page maximum.**

6. Budget - Must include total funds requested and amount budgeted per task. Provide hourly billing rates for relevant personnel and any subcontractors, including overhead.

Length: **One (1) page maximum.**

7. Examples of Work - Provide one or two documents or articles that clearly demonstrate your ability to communicate in non-technical language to a general audience.

Length: **Optional, but brevity will be appreciated.**

#### **Supervision and Evaluation**

Contractor will work under the direction of the SFEP Staff. Due to the nature of the position, most work will be done without direct supervision; however, draft products shall be reviewed by SFEP prior to publication. Contractor shall submit progress reports and products/activities completed, including appropriate documentation with invoices.

#### **Where to Submit Proposals:**

We require an electronic copy of your proposal package. **Proposals are due in the SFEP offices no later than Thursday, February 25, 2016 at the close of business, 5:00 P.M.** Questions may be directed to Caitlin Sweeney at 510-622-2362 or [Caitlin.sweeney@waterboards.ca.gov](mailto:Caitlin.sweeney@waterboards.ca.gov) . Proposals should be submitted to Ms. Sweeney at this same email address.

## SCOPE OF SERVICES

In consultation with SFEP staff:

- Contractor will produce two eight-page brochures on the topics of green infrastructure and resiliency, covering content noted below.
- Contractor will produce two four-page short versions of the same material.
- Tasks include research, writing, interviews, graphics development, layout, and managing printing as requested.
- Optional tasks includes pitching stories based on these materials to specific press, and distributing write-ups and links to web sites, and/or facilitating publishing of content in appropriate print media such as Estuary News or Bay Nature.

### 1. Green Infrastructure

Water quality in the San Francisco Bay and its watersheds is impaired by PCBs, mercury, pesticides and a number of other pollutants associated with stormwater runoff. Reducing stormwater runoff and contaminant loads is complex and relies on costly engineering, especially in highly-developed urban environments. Increasingly, projects implementing distributed management of stormwater runoff using Green infrastructure (GI) treatment options are emerging as a multi-benefit solution that can address both stormwater quality and quantity concerns.

- Read and review 3-10 reports on local green infrastructure projects completed by San Francisco Estuary Partnership project partners with grant funds and review associated studies for their efficacy.
- Summarize projects completed and results to date.
- Interview key researchers and project managers.
- Summarize SFEP role in getting these projects done.
- Produce written products for an informed but non-technical audience.

### 2. Estuary Resiliency

- Explore definitions and attributes of resiliency.
- Interview experts and leaders for their opinions and definitions.
- Discuss potential metrics of resiliency success.
- Describe why resiliency is important: touch on climate change (including sea level rise and flooding), quake and fire threat, regional planning, reduced public funding, aging infrastructure and need for multi-objective capital investments, and other relevant issues.
- Research and describe 3-6 examples of diverse efforts to design projects with resiliency, such as:
  - “Flood 2.0” Project
  - BCDC Adapting to Rising Tides Program
  - South Bay Salt Ponds Restoration Project
  - “Horizontal Levee” projects
  - Other efforts
- Summarize major accomplishments to date, and the role SFEP played in making these things happen.
- Produce written products for an informed but non-technical audience.