

**Member Agencies:**

Alameda

Albany

Berkeley

Dublin

Emeryville

Fremont

Hayward

Livermore

Newark

Oakland

Piedmont

Pleasanton

San Leandro

Union City

Alameda County

Alameda County  
Flood Control and  
Water Conservation  
District (District)

Zone 7 of the  
District

**Request For Proposals**  
**for**  
**Educational Services**  
**FY 10/11 – FY 13/14**



**Alameda Countywide  
Clean Water Program**

A Consortium of Local Agencies

March 1, 2010

## **BACKGROUND AND INTRODUCTION**

The Alameda Countywide Clean Water Program (Program), a federally mandated program, was established in 1991 to help prevent stormwater runoff from becoming polluted before entering local storm drains, creeks and the San Francisco Bay. The Program's seventeen member agencies (fourteen cities in Alameda County, Alameda County, the Alameda County Flood Control and Water Conservation District, and Zone 7 of the District) are working to educate local residents, businesses, and employees about preventing stormwater pollution and litter. As a result, the health of local creeks, watersheds, and the San Francisco Bay are being restored.

The Program has several components that focus on conveying the stormwater pollution prevention message to various organizations and people. The Public Information and Participation (PI/P) component of the Program has several facets including media relations, advertising, outreach to the general public, and efforts that focus specifically on student and/or educator education. This RFP is focused on educating students (K-12 grades) and/or educators.

## **GOAL**

The Program is seeking interested parties to implement projects that encourage watershed awareness and stormwater pollution prevention among K-12 students and/or educators.

## **FUNDING**

The Program has currently budgeted \$120,000 for this project for fiscal year 2010/11 and will award funds in the amount of \$20,000 increments. If selected for funding, the applicant will receive payments after submittal of detailed invoices.

## **ELIGIBILITY**

- **Educational organizations (non-profit/for-profit) and government agencies.**
- **Projects must be implemented within Alameda County.**
- **Alameda Countywide Clean Water Program's name and logo must be included on all printed materials.**
- **Proposers should have a proven track record of successfully providing stormwater pollution or watershed education outreach to students and/or educators and/or completing contracts in the previous years for the Program.**
- **If applicable, applicants must have legitimate access to the project site; project must have written support from the property owner.**
- **Funding is for actual implementation of projects; therefore, any planning type projects are not eligible.**

## **WHAT TYPES OF PROJECTS MAY BE SELECTED?**

The successful educational project(s) will educate students about stormwater pollution prevention and encourage watershed stewardship. Innovative pilot project(s) will certainly be considered as long as they meet the Program's goals. Consideration will also be given to applicants that target a previously overlooked group.

Additionally, the Program strives to achieve **countywide coverage through its educational programs**. Thus, the Program will select the proposal(s) that best address its goals and reach different audiences and locations within Alameda County.

## **SCOPE OF PROJECTS**

Educational Projects **MUST**:

1. Educate students about stormwater pollution and what they can do to prevent it.
2. Teach students the concept of watersheds and familiarize them with their local watersheds.
3. Contain an evaluation mechanism.
4. Include a detailed description of the methods to be used to evaluate the success of the project.

Projects may include, though certainly are not limited to the following types of activities:

- School assemblies;
- Classroom presentations;
- Hands on student/ participation; and/or
- Environmental action activities.

## **SELECTION CRITERIA**

The Program will evaluate all proposals according to the eight selection criteria. Each criterion has a weighting value that is reflected in the number following it. Your proposal should demonstrate the following:

1. Explain how your project will educate students/educators about stormwater pollution prevention and their local watersheds. The stormwater pollution prevention message should include litter prevention and/or pesticide use reduction. (20)
2. Identify your target audience and provide the numbers of students and/or educators your project will reach including the duration of your proposed assembly, presentation, or workshop (student impression hours). Additionally, please include a map showing the area (s) your project will serve. (10)
3. Show how you will implement the proposed project successfully. (15)
4. Demonstrate that the goal of your project is achieved in a cost-effective manner (include dollar amount per student impression hour and/or educator trained). (10)
5. Describe what methods you will use to evaluate the success of your project. Please include a sample evaluation form. (10)
6. Explain how you will market your project. (5)
7. Fully described how your previous experience qualifies you to implement the proposed project? (15)
8. Adhere to the instructions for submitting the proposal and include a clear and concise scope of work. (15)

## **ROLES AND RESPONSIBILITIES OF PARTIES**

The Alameda County Flood Control and Water Conservation District (District) is the administrative, fiscal, and contracting agent for the Program. Any proposal selected will need to meet the District's contracting requirements. The District reserves the right to reject any or all proposals and to negotiate with any proposer to modify his or her proposal to best serve the interests of the Program.

The Program's PI/P Subcommittee is the managing group for this project. The Educational Services Selection Committee (Selection Committee) and its project manager are the lead entity for this project. The Selection Committee consists of PI/P Subcommittee representatives. All reports and inquiries will be directed to the project manager, who will report back to the Selection Committee and the PI/P Subcommittee.

## **PROGRAM SCHEDULE**

The planned project period is for one year with an option to renew up to four years if projects successfully meet the evaluation criteria.

## **EVALUATION CRITERIA**

Projects selected for funding will be periodically evaluated based on the following criteria:

1. Timeliness and completion of reporting and invoicing requirements.
2. On-site observation (unannounced) by Program staff.
3. Fulfillment of scope of work and/or action plan.

## **INSTRUCTIONS FOR SUBMITTING A PROPOSAL**

Each proposal should be described and budgeted in \$20,000 increments per year per project. Any one proposer may submit a proposal for one to six \$20,000 projects. Each \$20,000 project proposed must describe independent tasks, budgets, and schedules. The Program will select to fund six \$20,000 projects from all of the projects submitted. For example, if a proposer elected to submit six projects, the Program may select from zero to six of these projects for funding.

Proposal **format** and **content** are important. Proposals are requested to be on **double-sided** paper. Proposal length (including the title page but excluding resumes and other attachments) is limited and should not exceed 10 printed pages (five double-sided pages) for each proposed project. Clarity and conciseness are essential and will be considered in assessing the submitters' capabilities. **Five (5) copies of the proposal must be received by Christina Hovland at EOA, Inc., 1410 Jackson Street, Oakland CA 94612 by noon on April 2, 2010.** Facsimile, e-mailed copies, or late proposals will not be accepted.

In order to simplify the review process and to obtain the maximum degree of comparability, the proposal should be organized in the following manner:

### **Transmittal Letter**

Signed by a responsible party authorized to represent the proposing agency, group, company, or individual.

### **Title Page**

Must contain:

- Name of the organization for which the proposal is prepared (Alameda Countywide Clean Water Program);
- Subject of the proposal;
- Name of the proposer's organization;
- Location address;
- Name of the contact person;
- Telephone number and email address; and
- Date and signature of a responsible party authorized to present the proposing agency or organization.

### **Table of Contents**

Clearly identify materials by section and page number.

## Proposal Content

### 1. *Overview and Summary*

### 2. *Project Description:* Describe clearly and succinctly the project that is being proposed. Include the following:

- Explain how your project educates students/teachers about stormwater pollution prevention and their local watersheds.
- Identify your target audience and include the number of students and/or educators that your project will reach as well as the duration of the proposed assembly, presentation, or workshop. Additionally, include a map showing the area (s) your project will serve.
- Explain how you will publicize the project.
- Describe project evaluation methodology and include a sample evaluation form.
- Each proposed \$20,000 project must include a separate breakdown of the following:
  - Name of Project
  - Detailed Work Plan: Provide a detailed scope of work for the tasks proposed. Task descriptions should be clear and complete.
  - Schedule: Describe the schedule for completing each task.
  - Cost Proposal: Submit detailed cost information for each task with a breakdown by the number of hours and hourly rates for each category of personnel assigned to the proposal and other direct expenses. Additionally, each proposed project should indicate the dollar amount per student and/or educator trained.

### 3. *Summary of Qualifications:* This section shall describe your group's experience relating to the proposed project. The proposal must include:

- Detailed description of previous projects that significantly relate to your qualifications for this project.
- List of current and former projects where your organization performed similar services. Include a contact name and telephone number for each.
- Names and copies of resumes of people who will be working on the proposed project.
- List three references, which include the name, phone number, and address of the person who knows your work.

## ASSISTANCE AND SELECTION PROCESS

- To answer questions, the Selection Committee's Project Manager will hold a **pre-proposal meeting on March 17, 2010 from 1:30 – 2:30 p.m.** at the Alameda Countywide Clean Water Program, 951 Turner Ct., room 301. Attendance is not mandatory but potential applicants are encouraged to attend. Other questions may be directed to Christina Hovland at [chovland@eoainc.com](mailto:chovland@eoainc.com).
- Following the pre-proposal meeting, proposers will have four weeks to submit the proposals.
- Submitted proposals will be reviewed and ranked by the selection panel. Proposals receiving the highest rankings will be invited to a **mandatory oral interview**.

## IMPORTANT DATES TO REMEMBER

March 17, 2010	Pre-proposal meeting from 1:30 – 2:30 p.m.
April 2, 2010	Proposals due by noon
May 6, 2010	Mandatory oral interviews (tentative)
May 15, 2010	Selected proposer(s) are scheduled to be notified
August 2010	Contract(s) are expected to be executed

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*Thank you for your interest!*