

February 23, 2010

REQUEST FOR PROPOSALS

You are invited to submit a proposal to provide assistance to the San Francisco Estuary Partnership (SFEP) for implementation of the Comprehensive Conservation and Management Plan (CCMP) by providing multi-media consulting services as outlined in this RFP. **Electronic proposals are due in the SFEP offices no later than Wednesday, March 24, 2010 at the close of business, 5: 00 P.M.**

Under a cooperative agreement with the Environmental Protection Agency, the Association of Bay Area Governments (ABAG) provides communication, technical and administrative support for the San Francisco Estuary Partnership. Any contract resulting from this solicitation will be negotiated by ABAG and SFEP and administered by ABAG/SFEP. Funding for this effort comes from the U.S. Environmental Protection Agency and the California Department of Boating and Waterways. Any contract negotiated for these services will comply with federal grant conditions.

Background

The San Francisco Estuary Partnership has a 20-year history of producing quality print publications, including a bimonthly newsletter, fact sheets, maps, brochures, flyers, "report cards," and other publications that gauge and convey information about the Estuary's health and ecology to the public, including a wide variety of stakeholders, decision-makers, elected officials, etc. The Partnership has recently begun to sponsor public forums on timely topics related the Estuary, such as its December 10, 2009 forum on the Delta and the new California water legislation. The Partnership recently revamped its web site, which now includes several YouTube videos, slide shows, and MP3 audio downloads. Building upon this history and these more recent efforts, the Partnership wishes to expand its internet-based and other multi-media communications efforts in order to reach more Estuary stakeholders with key messages related to the health of the Estuary.

Services Required

Contractor will provide the following services:

Task 1: SFEP General Outreach \$5,000

- a) Host SFEP oil spill response or other topical forum and produce video for on-line streaming.
- b) Work with SFEP Public Outreach Coordinator to develop a speakers' bureau.
- c) Develop distribution for multi-media products via a newly launched iTunes Podcast as well as for You Tube and SFEP's website.
- d) Provide two hours of consulting time per month examining additional topics for reports, information for outreach to various partners/constituencies, evaluating what works and what doesn't, exploring distribution options, better integrating other publications of the organization, coordinating with web site staff and designer, and meeting with SFEP staff.

- e) Assist SFEP public outreach coordinator to convert audio/video content into text pieces as needed with accompanying images for web site and that can be distributed to Bay Area media. Work with SFEP's Public Outreach Coordinator to convert ESTUARY NEWS articles and other SFEP publications to audio/video media.
- f) Train SFEP staff to use new media tools.
- g) Inventory existing content (images, videos and PowerPoint presentations) that could be useful in various videos.
- h) Help develop a multi-media library to make content accessible for a variety of objectives.
- i) Create guide for SFEP staff who are utilizing multi media products at meetings and elsewhere.
- j) Develop FAQ doc for key issues.

Task 2: Estuary 2100 Outreach \$5,000

- a) Produce three audio and/or video "Estuary Reports" for multi-media distribution on "green streets," instream flows for fish, Save the Bay's Clean Bay program, IPM and less toxic ant control, and other timely topics as possible.
- b) Assist SFEP public outreach coordinator to convert audio/video content into text pieces as needed with accompanying images for web site and that can be distributed to Bay Area media. Work with SFEP's Public Outreach Coordinator to convert ESTUARY NEWS articles and other SFEP publications to audio/video media.
- c) Train SFEP staff to use tools such as the Kodak zi8video camera.
- d) Provide three hours of consulting time per month examining additional topics for reports, information for outreach to various partners/constituencies, evaluating what works and what doesn't, exploring distribution options, better integrating other publications of the organization, coordinating with web site staff and designer, and meeting with SFEP staff.
- e) Assist SFEP public outreach coordinator to convert audio/video content into text pieces as needed with accompanying images for web site and that can be distributed to Bay Area media. Work with SFEP's Public Outreach Coordinator to convert ESTUARY NEWS articles and other SFEP publications to audio/video media

Task 3: Better Boating Outreach \$10,000

- a) Produce at least two PSAs for SFEP's Better Boating program.
- b) Produce at least two audio and/or video "Estuary Reports" for multi-media distribution (including info from the boating PSA).
- c) Develop distribution for multi-media products via a newly launched Itunes Podcast as well as for You Tube and SFEP's website.
- d) Create a FAQ document to be distributed to harbor masters and boat owners. Work with SFEP to compile results and figure out next steps for outreach.

Time Frame

The time frame for completion of this work is anticipated to be 6 months from start of work.

Compensation

Up to \$20,000 is available for this work. The Contractor must be an independent contractor. No benefits are provided. Contractor is responsible for payment of applicable state and federal taxes. Contractor must provide the necessary 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. Qualifications and experience as a whole are more important than cost.

1) **Qualifications and Experience** - The Contractor will be evaluated based on the level of experience and background in performance of similar projects/programs. Qualifications should include the following:

- a) Contractor must have proven track record hosting and moderating environmental media events.
- b) Contractor must have extensive and proven track record of working with environmental organizations to expand their communications programs, including helping those organizations to refine key messages and develop innovative distribution systems for those messages as well as helping those organizations maximize existing communications methods.
- c) Contractor must have extensive experience interviewing individuals from the scientific and environmental communities and making the material easy to comprehend by the general public.
- d) Contractor must have significant experience in publishing digital videos on sites such as You Tube and I-tunes, and creating podcasts, slideshows, and radio and television PSAs on environmental topics.

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 including:

- Qualification as a disadvantaged or woman-owned small business.
- 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 San Francisco Estuary Project 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 the Estuary Partnership, evaluation factors, costs, and other factors, considered. Our objective is to obtain the highest qualified contractor to achieve the objectives within a realistic time frame and reasonable 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 Applicant 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 April 1, 2010.

What to Submit

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

- 1) Transmittal Letter - Normal 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 the project, 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. Also provide a resume for key staff.
Length: **Two (2) page maximum.**
- 4) 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, \$ 30,000).
Length: **One (1) page maximum.**
- 5) Budget - Must include total funds requested and amount budgeted per task. Provide billing rates for relevant personnel and any subcontractors, including overhead.
Length: **One (1) page maximum.**
- 6) Examples of Work - Provide one or two examples of work (citing web sites is ok) that clearly demonstrate your ability.

We require an electronic copy of your proposal package. **Proposals are due in the SFEP offices no later than Wednesday, March 24, 2010 at the close of business, 5:00 P.M.** Questions may be directed to Lisa Owens-Viani at (510) 622-2337; e-mail: lowensviani@waterboards.ca.gov.

Proposal should be addressed to Lisa at the same email.