

September 2, 2015

REQUEST FOR PROPOSALS

You are invited to submit a proposal to provide assistance to the San Francisco Estuary Partnership (SFEP) for implementation of extended outreach efforts for the Coastal Regional Sediment Management Plan for the San Francisco Open Coast Littoral Cell by providing services as outlined in this RFP. **Electronic proposals are due in the SFEP offices no later than Friday, October 2, 2015 at the close of business, 5:00 P.M.**

Under a cooperative agreement with the U. S. 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 California Natural Resources Agency (CNRA). Any contract negotiated for these services will comply with state and federal grant requirements and standards.

Background

The CNRA is the state co-chair of the Coastal Sediment Management Workgroup (CSMW). The federal co-chair is the U.S. Army Corps of Engineers (USACE), South Pacific Division. One of the primary objectives of the CSMW is the development of a California Coastal Sediment Master Plan (SMP). When completed, the SMP will not be one document per se, but rather a body of work addressing coastal sediment needs for the entire 1,100 mile California coast line. The SMP will consist of, but not be limited to, Coastal Regional Sediment Management Plans (CRSMs), technical reports, and online GIS tools. Development of a CRSM for the San Francisco Open Coast Littoral Cell (SFOC CRSM) (the stretch of coastline from the Golden Gate south to Point San Pedro, incorporating the coastal cities of San Francisco, Daly City and Pacifica) has been identified by the CSMW as an integral component of the SMP.

The SFOC CRSM is being developed under the oversight of CSMW with significant assistance from ABAG. The SFOC CRSM is intended to formulate consensus-driven regional sediment management guidance and policy throughout the Region to: encourage beneficial reuse of available, non-polluted sediment resources; restore and maintain coastal beaches and other critical areas of sediment deficit; reduce shoreline erosion and coastal storm damages; reduce the proliferation of protective shoreline structures; sustain recreation and tourism; enhance public safety and access, and; restore coastal sandy habitats.

To accomplish these goals, ABAG has implemented an extensive outreach program, including website development, setting up and hosting several public and Stakeholder Advisory Group (SAG) meetings to scope out and provide input to the SFOC CRSM development. Additional outreach has been determined to be needed if the SFOC CRSM is

to be accepted by local governments and citizen groups for incorporation into future planning efforts. Accordingly, ABAG is soliciting a contractor to conduct additional outreach work: confer with local government officials and representatives from concerned citizen groups, coordinating those efforts with CSMW staff and representatives. Upon completion of the extended outreach efforts, recommendations will be advanced and support provided to obtain the most appropriate governance structure to support Plan implementation.

Information about the SFOC CRSMP project to date can be found at <http://www.sfestuary.org/our-projects/watershed-management/crsm>.

Time is of the essence, as the work must be completed by March 1, 2016.

Services Required

Subcontractor will provide the following services:

Task A: Identify and Facilitate a Governance Structure for SFOC CRSMP

1. Review and analyze potential governance structure options to develop and implement the SFOC CRSMP, assess input obtained from Outreach activities conducted previously and as part of this Scope of Work, and provide recommendation(s) to CSMW in the form of a memo for inclusion within the Final SFOC CRSMP.
2. Efforts toward securing the governance structure for future SFOC CRSMP efforts determined best under Task 1, including adoption of the SFOC CRSMP.
3. Provide Report at end of Contract Period documenting future steps required for successful implementation of the SFOC CRSMP.

Task B: Lead Outreach to the Public and Municipal/Agency Stakeholders

Outreach activities to date have included establishing a Public Outreach Program for stakeholder and public input and coordination on the SFOC CRSMP process. The contractor will continue the Public Outreach Program, developing a detailed workplan to determine necessary elements, finalizing that workplan in consultation with the CSMW, and then implementing that workplan.

Continuing the Public Outreach Program may include contacting and re-engaging Stakeholder Advisory Groups, using the ABAG/CSMW email list, websites, and media to disseminate updates and meeting notifications as needed and continuing updates to the website. As many as eight on-site meetings with concerned parties (e.g., citizen groups and local officials) are anticipated for more in-depth discussion of issues to increase chances of adoption (CSMW staff and representatives will lead those discussions). Responding to letters of inquiry or complaint may be needed. It is expected that at least two public/stakeholder meetings will be part of the Public Outreach Program to re-engage and elicit public and stakeholder input into Plan development and completion, and contractor will arrange all aspects of those meetings, including documentation of important points

and agreements discussed at those meetings. Representative shall also coordinate with BCDC regarding the San Francisco Bay SFOC CRSMP.

1. Assess needed outreach activities through discussions and review of project activities to date. Create a detailed public and stakeholder outreach workplan draft and provide to CSMW. Draft shall include at least two public outreach/stakeholder meetings and sufficient outreach to concerned parties to address outstanding issues.
2. Finalize Outreach work plan with input from CSMW.
3. Implement the Public and Stakeholder Outreach Workplan.
4. Provide Meeting Summaries to CSMW

Task C: Coordinate Public Review of SFOC CRSMP

1. Coordinate public review of the SFOC CRSMP report drafted by Halcrow (the contractor that coordinated the report writing by ESA PWA) and completed by CSMW.
 - Issue public notice of the SFOC CRSMP report availability.
 - Follow up with key officials, citizen groups, and agency staff to ensure their review.
 - Compile comments and produce a response to comments document (substantive responses to be provided by CSMW, with editing and formatting by contractor).
 - Issue press release or announcement of the final SFOC CRSMP document.

Task D: Project Management

1. Work with the CSMW team on each task to ensure that they adequately reflect the needs of the region and state.
2. Prepare and submit quarterly invoices and Project Management reports.

DELIVERABLES

Task A

- Governance Structure Recommendation Memo
- Implementation Future Steps Report

Task B

- Draft and Final Outreach Workplans
- Materials (2-pager) for Meetings with Concerned Parties
- Public, Stakeholder and Municipality Meeting Summaries

Task C

- Public Notice of SFOC CRSMP Availability
- Response to Comments Document
- Press Release

Task and Time Frame Details

The schedule presented below is meant for guidance only. ABAG/subcontractor may adjust the individual timeframes as needed for successful completion of the project. However, the

work must be completed by March 1, 2016.

Draft project schedule

ABAG Selection of Contractor; Notice to Proceed		ABAG/ CSMW	October 7, 2015
Draft Outreach Workplan	Task B-1		October 15, 2015
Final Outreach Workplan	Task B-2		October 22, 2015
Implement Outreach Workplan	Task B-3		December 15, 2015
Governance Structure Recommendation memo	Task A-1		December 15, 2015
PLAN IS FINALIZED FOR PUBLIC REVIEW		CSMW	January 1, 2016
Issue Notice of Report Availability	Task C-1		January 1, 2016
Public meetings to discuss final plan	Task B-3		February 1, 2016
Compile comments, issue response to comments	Task C-1		February 15, 2016, 2016
Announce final plan (media)	Task C-1		February 15, 2015
Secure adoption of SFOC CRSMP	Task A-2		March 1, 2016
Future Steps for Implementation Report	Task A-3		March 1, 2016

Compensation

Up to \$90,000 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 (50 points) - 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 in public outreach and public relations, including working with concerned citizens and groups and making technical material easy to comprehend by the general public.
- b) Contractor must have proven track record of working with Bay Area municipalities and coastal management agencies and expertise in coastal management issues.
- c) Contractor should have experience in working through governance issues
- d) Contractor must be able to respond quickly and produce the desired work efforts in the needed timeframe.

2) Proposal (30 points) - 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) and the quality of the cover letter and statement of qualifications. All proposal elements

including quality of references will be taken into account.

3) Other Factors (10 points) - Several additional factors will be considered in the RFP selection process 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.

Proposers which have been certified by a Federal, State or local government entity or agency should so indicate in their proposal, including the certifying entity or agency. 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 State funds.

Applications

We invite individuals and organizations to work with us. The contract funded by this RFP is expected to start October 7, 2015.

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 resume(s) 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, \$ 10,000).

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

- 5) Budget - Must include amount budgeted per task and total funds requested. Provide hourly billing rates and estimated hours per task for all personnel and any subcontractors, including overhead cost.

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

- 6) Examples of Work - Provide one or two examples of work (citing web sites is acceptable) that clearly demonstrate your ability.

We require an electronic copy of your proposal package. **Proposals are due in the SFEP offices no later than Friday, October 2, 2015 at the close of business, 5:00 P.M.** Questions may be directed to Athena Honore at (510) 622-2325; e-mail at athena.honore@waterboards.ca.gov.

Proposal should be addressed to Athena Honore at athena.honore@waterboards.ca.gov.