

Support for Bay Area Pollution Prevention Group – Public Education and Outreach

Bay Area Clean Water Agencies (BACWA)
Request for Qualifications

1/26/2018

Request for Qualifications

Support for BACWA's Bay Area Pollution Prevention Committee Public Education and Outreach

Introduction

The Bay Area Clean Water Agencies (BACWA) is a regional organization created by a joint powers agreement among the five largest wastewater treatment agencies in the San Francisco Bay Area. BACWA represents Bay Area wastewater agencies by undertaking relevant scientific and technical studies and research, and by participating in the development of national, state, and regional policies. BACWA has several committees that provide a venue for our member agencies to meet and discuss issues of common importance.

One of BACWA's key committees is the Bay Area Pollution Prevention Group (BAPPG). BAPPG develops a Bay wide pollution prevention program, including regulatory advocacy, public education, and outreach on how to prevent pollution through individual housekeeping as well as improved industry practices.

BACWA seeks the services of an individual(s), a firm, or team (Consultant) to provide support for BAPPG. The Consultant will develop public education and outreach campaigns based on the messages and target pollutants that BAPPG prioritizes each fiscal year. For example, in Fiscal Year 2018, the outreach priorities were the "Toilets Aren't Trashcans" campaign, messaging about not flushing wipes, radio ads about proper disposal of fats, oils and grease, and flea and tick pesticides outreach. The consultant will be responsible for buying print media, internet, radio, and/or television ads, and reporting the impact of these ads back to BAPPG. The consultant will also provide graphic design and content editing assistance with BAPPG's Annual Report.

Request for Qualifications

BACWA is issuing this Requesting for Qualifications from Consultants interested in providing public outreach support to BAPPG, as a first step in a competitive qualification based process. Consultants submitting their Qualifications should have a background in developing messaging for public education campaigns, and working with public agencies. The Consultant should also have experience working with media outlets to purchase advertising time or space, to optimally target public outreach messaging.

Organization and Content of the Submittal

The Qualifications must be submitted in the form of a letter proposal with attached resume(s). Please limit the overall number of pages of the letter, excluding the resume(s), to 2 pages or less. If added pages are need please contact the BACWA Regulatory Program Manager, Lorien Fono, with the rationale.

Submittal

Please submit Qualifications via email to Lorien Fono (lfono@bacwa.org) by 5pm on February 15, 2018.

Consultant Selection

Following receipt of Qualifications, a Selection Committee made up of BACWA Board members, BAPPG Steering Committee members, and BACWA staff will evaluate the submittals. Based on submittals received, the Selection Committee will either recommend that BACWA solicit full proposals, or sole-source the contract based on the candidate with the strongest qualifications. Consultants submitting qualifications will be notified of BACWA's decision by February 23.

Following Consultant selection, a Scope of Work and contract will be negotiated. The contract will specify billing for services on an hourly basis as required to complete the Scope of Work. The contract will begin July 1, 2018. The term of this agreement shall not extend beyond June 30, 2019 but may be extended for four additional one-year terms at BACWA's discretion, ending June 30, 2023. If, upon reaching the end of any one year term of the contract, the Board elects to extend the contract for another year, the amount of the extended contract will be negotiated at the time the contract is extended. The BACWA standard consulting agreement will be used for this work (see attachment A).

ATTACHMENT A
Standard Agreement

ATTACHMENT A

FILE #

Date:

BAY AREA CLEAN WATER AGENCIES

CONSULTING AGREEMENT

TO:	Name Company Name Street Address City, State ZIP	Email Phone Number
FROM:	David R, Williams, Executive Director BACWA PO Box 24055, MS702 Oakland, CA 94623	dwilliams@bacwa.org Phone: 925-765-9616 FAX: (510) 287-1351

RE: BACWA Agreement for FY18 with COMPANY NAME to provide support to the BAPPG Committee.

This Agreement covers professional services to be performed by COMPANY NAME to develop public education and outreach campaigns based on the messages and target pollutants that BAPPG prioritizes each fiscal year, initially as described in the attached Scope of Work for FY18. The work under this contract will be carried out under the supervision of a Program Manager designated by the BAPPG Committee each year. The total cost of professional services to be performed by COMPANY NAME in FY18 is not to exceed \$XXXX This contract will be funded by the BACWA Budget under the BAPPG Committee line item.

The agreement will begin July 1, 2018. The term of this agreement shall not extend beyond June 30, 2019 but may be extended for four additional one-year terms at BACWA's discretion, ending June 30, 2023. If, upon reaching the end of each annual term, the Board elects to extend the agreement for an additional year, the Scope of Work and the *not to exceed* amount of the next annual term will be negotiated prior to the time the agreement is extended.

This Agreement may be terminated by either party at any time for convenience with 30-day's notice. In the event of termination by BACWA, BACWA shall pay COMPANY NAME for professional and competent services rendered to the date of termination upon delivery of assigned work products to BACWA.

COMPANY NAME shall submit invoices to the BACWA Assistant Executive Director via e-mail along with approval by BAPPG and/or the Program Manager. Invoices shall indicate hours associated with each task. Invoices will be paid within thirty (30) days of receipt.

BACWA AED E-mail: Sherry Hull shulll@bacwa.org

Attached: Scope of Work for FY18

Approved:

By _____
Jim Ervin
Chair, BACWA Executive Board

By _____
Signature Name
COMPANY NAME

Date _____

Date _____

BACWA EIN: 94-3389334

COMPANY EIN: _____