

Support for BACWA – Wastewater Public Education and Outreach Initiative

Bay Area Clean Water Agencies (BACWA)
Request for Qualifications

2/20/2023

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Support for BACWA's Public Education and Outreach Initiative

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's mission is to provide an effective regional voice for clean water agencies' stewardship of the San Francisco Bay's ecological, community, and economic resources.

BACWA is seeking assistance in developing and implementing a public outreach strategy. Historically, BACWA has largely served as a venue for communication between municipal wastewater agencies and regulators, NGOs, and other institutional entities, but has not interfaced directly with the public. BACWA is interested in raising the profile of clean water agencies within the SF Bay community, and highlighting our role in protecting the environment and serving the public. We have formed a Communications Steering Committee made up of a diverse group of members, who have developed goals and potential messaging elements for this effort, as described in Attachment A.

Request for Qualifications

BACWA is issuing this Request for Qualifications from Consultants interested in providing public outreach support to BACWA, as a first step in a competitive qualification based process. Consultants submitting their Qualifications should have a background in developing messaging and outreach materials for public education campaigns and working with public agencies. The Consultant should also have experience working with traditional and social 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 3 pages or less. If added pages are needed please contact the BACWA Executive Director, Lorien Fono, with the rationale.

Submittal

Please submit Qualifications via email to Lorien Fono (lfono@bacwa.org) by 5pm on Friday, March 10, 2023.

Consultant Selection

Following receipt of Qualifications, a Selection Committee made up of BACWA Board members, Communication 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 Friday March 24, 2023.

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 term of this agreement shall not extend beyond June 30, 2023 but may be extended for four additional one-year terms at BACWA's discretion, ending June 30, 2027. 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. It is anticipated that the level of effort for the current fiscal year will be approximately \$20,000, with budgeting for future fiscal years to be based on the objectives scoped out during this first contract. The BACWA standard consulting agreement will be used for this work (see attachment B).

ATTACHMENT A
Public Outreach Messages

Attachment A

BACWA's Public Outreach Messages

BACWA's core message for our communications initiative is that our members are **proud of our role in protecting the environment**. We are implementing projects that serve our community and protect San Francisco Bay water quality, as well as land and air resources.

The following are the elements of the core message we want to communicate to the public:

- In urban areas, wastewater travels through a collection system, is cleaned at a wastewater treatment plant, then flows to a local waterway (Bay or Ocean), or is recycled
- We provide a reliable service to our communities that protects public health and the environment
- Besides conveying and treating wastewater, we perform other services such as creating renewable energy, protecting air quality, responsibly managing carbon to mitigate climate change, and protecting the communities in which we operate
- We are scientific experts. Examples:
 - We have been funding and are partners in a regional science program aimed at understanding impacts of nutrients in San Francisco Bay
 - We have been funding and are partners in long-term efforts to monitor water quality in San Francisco Bay
 - We are using this science to actively plan and implement new projects to protect the Bay
 - We participate in innovative projects to monitor COVID and other infectious diseases in wastewater
 - We are proactive in addressing source control for compounds of emerging concern such as microplastics and PFAS
 - We understand the multiple hazards posed by climate change and are working to adapt to them
- We are resilient in the face of multiple regional challenges

Where possible, we want to identify “calls to action” for public engagement

Tools for communication

BACWA's communication steering committee has developed several concepts to be explored to identify the most effective strategies for public communication. We are soliciting assistance in selecting the most effective strategy(ies):

- Op Ed columns in local news publications
- Talking points to be used by member agencies for incident response
- Development of a standalone website that is a landing spot for public communication about wastewater

- Including “where does your wastewater go?” button for residents to identify their wastewater agency, and link to online content where available
- Direct social media/internet advertisements
- Unbranded content for BACWA member agencies to use for their social media engagement
- Solicitation of media content from BACWA member agencies
- Development of educational materials for media

ATTACHMENT B
Standard Agreement

Date:

BAY AREA CLEAN WATER AGENCIES CONSULTING AGREEMENT

TO:	Name Company Name Street Address City, State ZIP	Email Phone Number
FROM:	Lorien Fono, Executive Director BACWA PO Box 24055, MS702 Oakland, CA 94623	lfono@bacwa.org

RE: BACWA Agreement for FY23 with COMPANY NAME to provide public outreach and communications support to the Bay Area Clean Water Agencies.

This Agreement covers professional services to be performed by COMPANY NAME in order to DETAILED LIST OF SCOPE ITEMS. The work under this contract will be carried out under the supervision of Lorien Fono, BACWA Executive Director. The total cost of professional services to be performed by COMPANY NAME is not to exceed \$XXX This contract will be funded by the BACWA Budget under the General Technical Support line item.

This Agreement may be terminated by either party at any time for convenience with 30 day 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. Invoices shall indicate hours associated with each task. Invoices will be paid within thirty (30) days of receipt.

BACWA AED E-mail: Jennifer Dymnt jdymnt@bacwa.org

Approved:

By _____
Amit Mutsuddy
Chair, BACWA Executive Board

By _____
Signature Name
COMPANY NAME

Date _____

Date _____

BACWA EIN: 94-3389334

COMPANY EIN: _____