

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

Bay Area Clean Water Agencies (BACWA)
Request for Qualifications

3/20/2024

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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. In Fiscal Year 2025, the outreach priorities will be to develop and/or promote messaging related to one or more of the following topics:

- Proper disposal of Fats, Oil, and Grease
- Per- and polyfluoroalkyl substances (PFAS) in consumer products
- "Toilets aren't Trash Cans," encompassing proper disposal of wipes, personal care products, and pharmaceuticals
- Pesticides
- Other constituents of concern as they arise (e.g., microplastics or other trace pollutants)

The consultant will be responsible for assisting with development of a public outreach strategy, and then implementing the strategy using print media advertising, online digital advertising, earned media, radio ads, or television ads. In advance of each campaign, the consultant will share appropriately licensed outreach materials for independent use by BAPPG member agencies (e.g., social media toolkits). The consultant shall report the impact of these campaigns back to BAPPG using appropriate metrics.

The consultant will also provide graphic design and content editing assistance with BAPPG's Annual Report, and assist with editing the [Baywise.org](https://www.baywise.org) website to support specific public outreach campaigns.

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 briefly describing the firm's capabilities and qualifications along with attached resume(s) of key individuals. Please limit the overall number of pages of the letter, excluding the resume(s), to 2 pages or less. If added pages are needed please contact the BACWA Regulatory Program Manager, Mary Cousins, with the rationale.

Submittal

Please submit Qualifications via email to Mary Cousins (mcousins@bacwa.org) by 5pm on Wednesday, April 10, 2024.

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 April 24, 2024.

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, 2024. The term of this agreement shall not extend beyond June 30, 2025 but may be extended for four additional one-year terms at BACWA's discretion, ending June 30, 2029. 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

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 FY25 with COMPANY NAME to provide public education and outreach 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 the Bay Area Pollution Prevention Group (BAPPG) Steering Committee. 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 BAPPG Committee line item.

This agreement may be extended for up to four additional one-year terms upon approval of the BACWA Executive Board and an amendment to this agreement.

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. The BAPPG Steering Committee will review and recommend invoices for approval. Invoices shall indicate hours associated with each task. Invoices will be paid within thirty (30) days of receipt.

BACWA AED E-mail: Jennifer Dymant jdymant@bacwa.org

Approved:

By _____
Amit Mutsuddy
Chair, BACWA Executive Board

By _____
Signature Name
COMPANY NAME

Date _____

Date _____

BACWA EIN: 94-3389334

COMPANY EIN: _____