

Lake Elsinore & San Jacinto Watersheds Authority



City of Lake Elsinore • City of Canyon Lake • County of Riverside
Elsinore Valley Municipal Water District • Santa Ana Watershed Project Authority

REQUEST FOR PROPOSAL

FOR

PUBLIC EDUCATION AND OUTREACH SUPPORT SERVICES

MAY 2015

LAKE ELSINORE & SAN JACINTO WATERSHEDS AUTHORITY

Member Agencies:
City of Canyon Lake
Elsinore Valley Municipal Water District
City of Lake Elsinore
County of Riverside
Santa Ana Watershed Project Authority

Administration:
Santa Ana Watershed Project Authority
11615 Sterling Avenue
Riverside, CA 92503-4979
(951) 354-4220 FAX (951) 688-8030

INTRODUCTION

Lake Elsinore and San Jacinto Watersheds Authority (LESJWA) is a Joint Powers Authority (JPA) and is governed by five member agencies: Elsinore Valley Municipal Water District, the City of Lake Elsinore, the City of Canyon Lake; the County of Riverside, and the Santa Ana Watershed Project Authority which serves as the Authority administrator. The purpose of the Authority is to implement projects and programs to rehabilitate and improve the San Jacinto and Lake Elsinore Watersheds and the water quality of Lake Elsinore and Canyon Lake, in order to preserve agricultural land, protect wildlife habitat, protect and enhance recreational resources and improve surface and subsurface water quality, all for the benefit of the general public.

LESJWA has established the following goals and objectives for its organization:

- To support planning, design and implementation of projects to improve water quality at both Lake Elsinore, Canyon Lake and the San Jacinto River Watershed
- To work with stakeholders to secure reliable funding to operate and maintain water quality improvement projects at both Lake Elsinore, Canyon Lake and the San Jacinto River Watershed
- To serve as administrator of the Lake Elsinore and Canyon Lake TMDL Task Force
- To seek ongoing reliable revenue to operate LESJWA JPA in fulfillment of its mission

The Lake Elsinore and San Jacinto Watersheds Authority (LESJWA) is requesting proposals from qualified firms for assisting LESJWA in the development and implementation of support services for a multi-year education and outreach program through community and media relations.

OBJECTIVE

The consultant will be expected to develop and implement a Public Education and Outreach Program, consistent with the LESJWA direction. The Program will inform watershed stakeholders and the public about LESJWA plans and needs related to watershed and lake water quality improvement. The consultant will be expected to develop and implement overall communication strategies, tactics and activities, as well

as an implementation schedule. This will ensure that watershed stakeholders and the public understand LESJWA's project plans. Also, coordination with LESJWA Authority Administrator and its member agency representatives through quarterly meetings with the LESJWA Education and Outreach Committee is mandatory, and attendance at meetings will be required.

TERM OF AGREEMENT

The Agreement period will be for three fiscal years, FY 2015-16 through FY 2017-18 with the option to exercise two additional one year extensions.

SCOPE OF WORK

The scope of work to be performed by the consultant will address the development and implementation of the Public Education and Outreach Program. Consultant services shall include, but not be limited to, the following tasks:

Task 1 – Conduct outreach services in Canyon Lake and Lake Elsinore

In order to provide outreach to members of the community, the consultant needs to design and revise existing collateral materials as needed to address new milestones/developments in Canyon Lake's and Lake Elsinore's water quality. The consultant should also work with the Education and Outreach Committee members to develop strategies and responses in order to provide outreach to the community members.

The consultant will set up, staff and operate LESJWA information booths at various local and regional conferences including the EVWMD Splash into Spring event and the SAWPA/OWOW annual conference.

Task 2 – Address Canyon Lake and Lake Elsinore community members through media outreach

The consultant will need to provide assistance to community members through drafting a news release, as needed, based on recommended media calendar items and/or breaking news events. They must also coordinate reporter briefings to provide background on lake treatment programs administered by LESJWA, and to provide media response assistance in the event of major issues or unexpected events. The consultant will notify City of CL, LE and EVMWD of media outreach events, press releases, and topics of importance to the public in order for that these agencies can post these activities in their agency social media feeds.

The consultant will prepare an update of the latest LESJWA promotional video to reflect the current board members and latest LESJWA project improvements.

Task 3 – Prepare materials and coordinate the LESJWA Water Summit event planning

In preparation for the annual LESJWA Water Summit, the consultant must design content for electronic invitations to event invitees, and to also track RSVP's and

attendee count, and provide follow-up. Also, the consultant will need to develop and assemble informational packets for the summit attendees, including brochures, media coverage and follow-up briefing materials. The consultant must provide logistic and staffing assistance as needed for the summit, provide catering, and produce a news release and follow-up with the local media.

Task 4 – Provide Outreach and Administration for project management purposes

The consultant must conduct project managerial duties that involve contact with LESJWA board and staff and provide strategic counsel regarding appropriate outreach changes or additions as needed throughout the year. The consultant must also identify and carry out strategies through regular communications and, when appropriate, meetings with the client. Also, the consultant must evaluate the program mid-year to analyze its effectiveness and redirect as needed. In addition, the consultant must attend quarterly Education and Outreach committee meetings at Elsinore Valley Municipal Water Department.

Task 5 – Provide Issue management services

In order to provide issue management services, the consultant must assist in public outreach and responses to potential issues that may come up during the course of the contract including fish kills, major algae blooms, etc.

PROJECT PROPOSAL

The proposal submitted to LESJWA shall include the following as a minimum.

1. **Experience & Qualifications** - The Proposer shall provide descriptions of three similar projects that have been successfully completed.
2. **Scope of Work** – The Proposer shall provide a detailed description of the tasks it proposes to undertake to complete the Project.
3. **Project Schedule** – The Proposer shall provide a schedule for completing the Project. The schedule shall show each scope of work task and its activity over the duration of the three year period.
4. **Compensation Budget** – The Proposer shall provide a budget detailing scope of work tasks, labor and material costs. **Note: The LESJWA annual budget for public education and outreach services under this proposal shall not exceed \$20,000 per year.**

PROPOSAL REQUIREMENTS

Responses to this RFP must be made according to the requirements set forth in this section for content and sequence. Failure to adhere to these requirements or to include conditions, limitations, or misrepresentations may be cause for rejection of the proposal. Any correction and resubmission by the proposer will not extend the time for evaluation of the proposal. Responses to this RFP shall be prepared as concise as possible. The proposal should be not more than 20 pages long.

All proposals must include the following information:

1. Cover letter, including name, telephone number, and address of the firm.
2. Background information about the proposer, including technical qualifications and licenses. Description of the proposer's business; i.e., individual, partnership, joint venture, etc., and list of subcontractors to be used.
3. Description of the proposer's experience. A list of similar design services and project descriptions undertaken by the proposer (preferably with proposed project personnel), with beginning and ending dates, and name, address, phone number, and e-mail address of a contact person for each reference.
4. Complete list of personnel, including subcontractors that will be dedicated to this project.
5. Assigned personnel background, experience, and job title/classification.
6. Proposed scope of work including the proposer's understanding and approach to the project.
7. Detailed project schedule.
8. Fee proposal shall include breakdown of labor hours by employee billing classification, expense reimbursement schedule that includes cost of non-labor and sub-consultant services. Fee proposal shall be broken down by major tasks. All columns and rows shall have totals.
9. Hourly billing rates for personnel to be assigned to the project.
10. Miscellaneous Other Information. Respondents shall thoroughly review the contents of this Proposal and shall submit all supplemental information, required in this section of miscellaneous information. In addition, the Proposer should also review the following: [Draft LESJWA Contract Agreement](#). The respondent must identify any exceptions to that draft agreement as an element of the Proposal submitted for review and consideration.

SUBMITTALS

Submit one electronic copy of the proposal and related information to Mark R. Norton, Authority Administrator at:

Lake Elsinore & San Jacinto Watersheds Authority
11615 Sterling Avenue
Riverside, California 92503
RE: RFP Public Education and Outreach Support Services

All proposals must be received by **5:00 P.M. on Friday, May 29, 2015**. Proposals received after the stated time will be returned unopened and will not be considered. Thereafter, a review panel, composed of LESJWA staff, will be conducted the first week of June with the final award scheduled for June 18, 2015.

SCHEDULE OF EVENTS

May 1, 2015	Issuance of Request for Proposals
May 29, 2015	Proposal due from consultants by 4:00 p.m.
June 4, 2015	Consultant selection panel reviews proposals
June 18, 2015	LESJWA Commission approval of Consultant Contract

EVALUATION CRITERIA

Evaluation of qualifications will be conducted on the following:

- Experience and qualifications of the assigned individuals in performing similar projects
- Project Approach
- Appropriateness of proposed fee structure
- Project schedule
- Anticipated value and quality of services received

LESJWA reserves the sole right to evaluate and select the successful proposal.

The selection process is anticipated to include an evaluation of the proposal and an interview.

GENERAL REQUIREMENTS

1. All proposers are hereby advised that this RFP is an informal solicitation and is not a commitment or offer to enter into an agreement or engage into any competitive bidding or negotiation pursuant to any statute, ordinance, rule, or regulation. LESJWA reserves the right to negotiate with any qualified source. LESJWA reserves the right to reject any or all proposals for any reason or for no reason at all.
2. LESJWA reserves the right to request further information from the proposer either in writing or orally. Such request will be addressed to that person or persons authorized by the proposer to represent the proposer.
3. LESJWA reserves the sole right to judge the proposers' representations, either written or oral.
4. Proposers understand and agree that submission of a proposal constitutes acknowledgement and acceptance of, and a willingness to comply with, all of the terms, conditions, and criteria contained in this RFP.
5. False, incomplete, or unresponsive statements in connection with a proposal may be sufficient cause for the rejection of the proposal. The valuation and determination of the fulfillment of the above requirement will be LESJWA's responsibility and its decision shall be final.
6. LESJWA reserves the right to interpret or change any provisions of this RFP at any time prior to the proposal submission date. Such interpretations or changes will be in the form of addenda to this RFP. Such addenda will become part of this RFP and may become part of any resultant contract. Such addenda will be made available to each person or organization that has received an RFP. Should such addenda require additional information not previously requested, a proposer's failure to address the requirements of such addenda might result in the proposal not being considered.
7. All proposals submitted in response to this RFP will become the exclusive property of LESJWA. At such time as LESJWA's recommendation to the LESJWA Board relative to proposal selection appears on the Board Agenda, all such proposals become a matter of public record, and shall be regarded as public records, with the exception of those parts of each proposal which are defined by the proposer as business or trade secrets, and so marked, as "confidential" or "proprietary."

LESJWA shall not in any way be liable or responsible for the disclosure of any such proposals or any part thereof if disclosure of any such proposals or any part thereof is required under the Public Records Act.

8. LESJWA shall not in any way be liable for any costs incurred in connection with the preparation of any proposal submitted in response to this RFP.