



RIVERSIDE COUNTY FLOOD CONTROL
AND WATER CONSERVATION DISTRICT

May 13, 2010

Dear Respondents:

Re: Request for Proposals (RFP)
Public Education and Outreach Program
Tasks – Responses to Questions

The Riverside County Flood Control and Water Conservation District (District) has received various questions from Respondents to the RFP for Public Education and Outreach Program Tasks to perform public education and outreach program services as required by one or more of Riverside County's area-wide National Pollutant Discharge Elimination System (NPDES) Municipal Separate Storm Sewer System (MS4) Permits.

The responses attached herein are considered to be part of the RFP. All other terms of the RFP remain unchanged and in effect. These responses are intended to provide additional information and/or to change requirements in the above referenced RFP. Any information contained herein will be considered part of the RFP and as such will be used in the evaluation of the bid responses.

Attention all potential Respondents, if you submitted your proposal prior to the bid closing date of May 18, 2010 at 2:30 p.m. please review this addendum and re-submit your bid response regardless if this addendum modifies your initial bid response. The information in this addendum is primarily the result of the Respondent inquiries, clarifications from the District and questions asked at the non-mandatory bidder's meeting on May 6, 2010.

For clarification on any of the questions, please contact Albert Martinez of this office at 951.955.2901.

Very truly yours,

A handwritten signature in black ink, appearing to read "J. Uhley".

JASON E. UHLEY
Chief of Watershed Protection Division

Attachment

AM:cw
P8/131274

Questions Submitted to the District by Mail, E-Mail or at the Non-mandatory Bidder's Meeting

Q1: Section XIII.D of the Santa Ana MS4 Permit recommends the Permittees coordinate with other agencies such as SAWPA. Are you currently working with SAWPA?

A1: *Yes, the District currently partners with SAWPA and other MS4 Programs including San Diego, Orange and San Bernardino County MS4 Programs, in various capacities. These partnerships include the development or exchange of outreach materials. These existing partnerships meet the intent of that Permit requirement. However, the Permittees are open to proposals that can identify new partnerships that can be used to enhance the Modular Services defined in Section III.C of Attachment A of the RFP.*

Q2: Is the \$140,000 the total budget for the entire Riverside County area?

A2: *Yes, the \$140,000 is the total budget. It is inclusive of all requested Modular Services in Riverside County.*

Q3: When Respondents are allocating their resources to the various Modular Services, should we look at the \$140,000 budget to be divided equally amongst each of the different modules or should we be looking to spend \$60,000 on school education and \$20,000 on business partnership programs and so forth?

A3: *The Permittees are looking for Respondents to evaluate the costs/benefits of the various Modular Services and identify a distribution of resources that:*

- a. Continues to meet the intent of the three NPDES MS4 Permits; and*
- b. Maximizes the effectiveness of the Modular Services.*

The Permittees also noted that they are willing to consider additional "levels of service" as noted in Section III.B of Attachment A of the RFP. For example, a respondent may note that by dedicating a certain amount of additional resources to a particular Modular Service (potentially above the current total allocated budget), the Permittees may see a significant increase in the overall effectiveness of that Modular Service or the overall Public Education Outreach Program. Such increased "levels of service" should be clearly called out in the Respondent's Proposal and separately cost out in the Cost Proposal.

The current budget is broken out as follows:

\$50,000 is allocated to perform the Business Partnership Program and Graphics Arts/Brochure Development Support Modular Services for the entire county. Graphics Arts/Brochure Development is allocated \$10,000 of that total, but is only used on an as-needed basis.

A total of \$90,000 is allocated to perform the School Education Program, Adult Education Program and Public Outreach Support Modular Services. This total is currently split between two regional contracts (one covering the Whitewater and most of the Santa Ana Region, the other covering the Santa Margarita Region and Lake Elsinore area). Adult Education Program and Public Outreach Support Services are used on an as-needed (and usually very limited) basis. In most fiscal years, the available dollars are diverted to the School Education Programs.

These allocations should not be considered fixed as the Permittees are open to consideration of changes to existing resource allocations where it can be demonstrated that such changes will increase the overall effectiveness of the Public Education Program and maintain compliance with the various MS4 Permit requirements.

Q4: Who are the incumbents?

A4: *S. Groner Associates handles the Business Partnership Program and Graphic Arts/Brochure Development Support, Riverside-Corona Resource Conservation District handles the School Education Program, Adult Education Program and Assisting with Public Outreach Events for the Santa Ana and Whitewater Watersheds (excluding Lake Elsinore) and Mission Resource Conservation District handles the equivalent Modular Services for the Santa Margarita Watershed (including the Lake Elsinore region of the Santa Ana Watershed). Please note that under the current proposal, Modular Services must be proposed to address, at minimum, an entire Watershed Area.*

Q5: The RFP includes five (5) service modules and three (3) watersheds, does this mean that a complete proposal for all Modular Services must be broken into fifteen (15) separate sub-proposals?

A5: *No. The Permittees are expecting to see “sub-proposals” for up to five (5) modular services. In your response for each Modular Service, clearly clarify whether the proposal is for the entire region (including all three watersheds) or for specific watersheds. In either scenario, we would expect no more than five (5) “sub-proposals” for each Modular Service. If there are certain Service Modules that you are not bidding on, clarify that in your Proposal as well.*

Q6: What are Service Modules?

A6: *Service Modules are the individual services described in Section III of Attachment A of the RFP that can be bid on. The five (5) Service Modules included in the RFP are 1) School Education Program, 2) Assisting with Public Outreach Events, 3) Adult Educational Programs, 4) Business Partnership Programs and 5) Graphic Arts/Brochure Development Support.*

Q7: In the Service Proposal Requirements on page 5 of Attachment A the second paragraph says proposals for Service Modules should also provide for various levels of service where appropriate and then computer/internet oriented, newspaper ads, other outdoor advertising are identified as examples in parenthesis. The allocated budget appears insufficient to pay for these services so I am assuming that those would be additional things that would be requested from the NPDES program, right?

A7: *Yes. The purpose of that paragraph in page 5 is to note that Respondents can propose levels of service that exceed the minimums identified in this proposal. Although the District has indicated that the current budget is limited to \$140,000, the Permittees may be willing to consider re-allocation of overall MS4 program resources if a Respondent identifies an enhanced level of service for one or more Modular Services that provides the Permittees with a disproportionately large benefit compared to the cost. The examples provided in the parenthetical are not intended to be limiting or to be specific things the Permittees are looking for, but examples of additional levels of service (e.g., a Twitter account as part of a school education program or a newspaper ad campaign supporting adult outreach events). Additional levels of service may go beyond advertising; these were just provided as an*

example. Additional levels of service should be clearly identified as such and separately cost in the Cost Proposal. Respondents should ensure that their base level of service for all Modular Services does not exceed the stated budget (\$140,000 combined for all Modular Services).

Q8: Would extending the multimedia efforts in terms of online media or if we wanted to do e-newsletters or propose some sort of online platforms in addition to what is being asked in the proposal be considered an add-on service or would we just build that into the proposal budget?

A8: *It could be done either way. The Permittees are expecting Respondents to evaluate the overall Modular Services requested, the MS4 Permit requirements and the available resources then propose the most effective Public Outreach Program feasible for those Modular Services. If such services are determined to be critical to an effective program you may include them in your base proposal. If you determine that they are “nice to have” that provides significant benefit you may include them as an additional level of service. The base proposal, however, should be designed to fit in the available budget (\$140,000 for all requested Modular Services).*

Q9: What types of multimedia efforts have been done to date?

A9: *Efforts include the public education webpage, a partnership with KVCR to develop an episode of Curiosity Quest specific to stormwater and two appearances on the GreenWorks talk show. We have also rebranded promotional spots developed by San Diego County to fit Riverside County. All the multimedia efforts can be found on our Public Education webpage at <http://rcflood.org/stormwater/>. The Permittees are looking for ways to enhance or optimize existing multimedia outreach efforts. Areas of interest include development of multimedia outreach tools that can be integrated into public outreach events and the website, application of new-media tools such as Facebook and Twitter and other new forms or focused forms of multi-media that may be based on recent developments in social marketing.*

Q10: Is there any other room for growth that the District would like to see that go beyond the multimedia efforts mentioned in Question 9 above?

A10: *Yes. The Permittees are open to new, more effective ways to pursue the Modular Services identified in this proposal. Some thoughts that we have had on existing Modular Services include:*

- 1) *School Education Programs - Whether school education outreach programs should be classroom or assembly based given our budgets. The Permittees believe both could be effective when done properly. The Permittees are also open to consideration of alterations to the current targeted age group (5th graders). Any alterations should clearly state the basis for the change and clarify how the change would either increase the effectiveness of the outreach or better fit California Educational Standards. The Permittees are also interested in proposals for methods to measure the effectiveness of school outreach programs. The Permittees had attempted to do in-class surveys in the past, but the surveys tended to reduce the already limited instructional time that was available to our trainers. The Permittees are interested in seeing what Respondents propose and the basis for believing that the proposal is as effective.*

- 2) *Adult Education Programs – The Permittees’ existing outreach tools are severely dated. In some cases we are still using slide shows. The Permittees are looking for Respondents to identify existing outreach tools that they may have that can modernize our outreach program. Further, the existing program is effectively based on requests from the public; there may be an opportunity for a more formalized program.*
- 3) *Business Partnership Programs – We have several existing partnerships with various businesses including hardware stores, paint stores, garden centers, etc. The Permittees are open to a reevaluation of those partnerships – e.g., are they the right partnerships? Are there opportunities for new partnerships or enhancements to those partnerships? Respondents should consider pollutants of concern when evaluating the business partnership program (nutrients, pesticides, bacterial indicators, etc).*
- 4) *Graphic Arts/Brochure Development Support Modules – This Service Module is basically based on a demonstration of the capacity to develop electronic media and print media. Examples of products are recommended. However, there may be new services here that a Respondent could provide that we have not previously considered.*
- 5) *Assisting with Public Education Outreach Events – This Modular Service is basically based on a demonstrated ability to provide support and/or coordinate such events – including everything from simply distributing materials at a County Fair to coordinating a regional clean-up event. Respondents may identify opportunities for new events that we may have previously not considered here.*

All Modular Service proposals should also include Respondent's recommendations for incorporating effectiveness assessment measures into the Modular Service.

Q11: Is a Certificate of Insurance required to be submitted? What specifically are you looking for with respect to the insurance certificates?

A11: *No. The intent of the Certificate of Insurance requirement is to have you read the insurance requirements that are contained in the contract and to have you provide a statement that you are able to comply with those insurance requirements. You do not need to provide the Certificate of Insurance at this time.*

Q12: What is the resource allocation table that identifies the individual classifications described in Section E.3 of Attachment B?

A12: *The table should summarize, for each of the Modular Services being bid on, the specific staff responsible for providing the service and their classification. The primary intent is to identify the specific staff working on each Modular Service and to determine their role and potential hours allocated. This table can also be used as a basis for documenting the hours (and costs) of the service in the separate cost proposal.*

Q13: Do you want the actual costs in a separate sealed envelope from the proposal?

A13: *Yes. The cost proposal should be included in the package but in a separate sealed envelope. Initial scoring will be based on criteria excluding costs, such as qualifications and overall quality of the proposal. Once we have ranked the proposals, we will open up the sealed cost proposals to verify the highest ranked respondent(s) has prepared a complete and appropriate cost proposal for the applicable Modular Services, then presuming so, start negotiating with the selected Respondents.*

Q14: Please explain how Service Expectations and Service Proposal Requirements discussed in Section III.A and B of Attachment A relate to their discussion in the Service Approach Methodology and Cost Proposal Section G and H in Attachment B.

A14: *The Service Expectations and Service Proposal Requirements found in the Scope of Service Sections III.A and B of Attachment A are overarching rules for responding to each of the Modular Services described in Section III.C of the same attachment. When preparing your proposal, please make sure that each of your Modular Service proposals address the requirements contained in Sections III.A and III.B (e.g., demonstrating services are applicable to Permit Areas including pollutants of concern). The cost proposals should also address requirements contained in Section III.A and III.B (e.g., properly addressing costs for additional levels of service).*

Q15: Is the 30-page maximum proposal inclusive of the Cost Analysis?

A15: *No. However, the District would not expect that the cost tables are going to be extensive documents.*

Q16: In the Project Team Section E.2 of Attachment B, it states to provide a resume for each employee who would be directly involved in providing the requested services. Do those pages count toward the page count?

A16: *No, resumes are excluded as part of the 30-page count.*

Q17: Has the District done any type of surveys prior to implementing the current outreach efforts? If so, did you do some research to find out how to craft your original plan?

A17: *Yes. The District has conducted surveys at public education outreach events where the Public Information Specialist will have members of the public fill out a short survey in return for a bag of promotional items. The surveys have been conducted for the past 3 years, but the questions have been evolving. There are 3 basic questions in the survey addressing: 1) Whether Respondents know the difference between a storm drain and sewer; 2) Whether Respondents understand what can and cannot be legally discharged to a storm drain (e.g., waste oil, yard waste, car wash runoff, irrigation runoff, etc); 3) Whether the respondent feels that they are well informed about the impacts that illegal dumping has on their community and the region's streams, rivers, and lakes. The surveys are not collected in high volume. Sample sets may be between 1000 or 2000 surveys. The results of the surveys are contained in Annual Reports that are available on the District's website. Generally speaking, they have shown that the majority of residents understand what may or may not be discharged to a storm drain. The most confusion tends to relate to the disposing of yard clippings to the storm drain.*

Q18: Based on the surveys that have been returned over time, have you changed any of your public outreach efforts? What are the survey results used for?

A18: *The survey results' ultimate goal is to refine the focus of the program. The results of the surveys are incorporated into our annual work plans, which are also driven by revisions to MS4 Permit requirements, changes to other program elements (such as TMDL requirements), prioritization of available resources among all MS4 Permit program elements and our professional best judgment regarding needed adjustments to the programs. The surveys have supported and guided recent changes to various brochures that focus on landscape maintenance and our recent efforts to develop multimedia outreach (e.g., Curiosity Quest and*

GreenWorks). There may be different ways to use the results in order to enhance the program. One of the requirements we are asking Respondents to provide in their proposal is how to address measuring the effectiveness of each of the Modular Services and then adjusting the program to the current knowledge base and help prioritize areas of focus.

Q19: What are the current brochures available?

A19: *The Public Education Program is in the process of revising the Outdoor Cleaning Activities and Professional Mobile Service Providers, Swimming Pool, Jacuzzi and Garden Fountain, and What's the Scoop brochures. Once these brochures are completed, they will be posted on our website. Draft copies of the brochures being revised are available upon request. All currently published brochures can be found at <http://rcflood.org/stormwater/>.*

Q20: Can we get copies of public education brochures?

A20: *Copies of most currently published brochures can be downloaded at <http://rcflood.org/stormwater/>. Respondents are also welcome to come to our front counter and request copies of brochures. The most recently updated brochures address landscape management, automotive maintenance, septic system management, equestrian care and streambank management.*

Q21: How much was spent on the program for the Santa Margarita Watershed?

A21: *\$17,000 is allocated to the contract that currently covers the Santa Margarita Watershed. **Please note that in the Non-mandatory Bidder's meeting that this value was incorrectly stated at \$30,000 (which includes an additional \$13,000 dedicated to public outreach services covering communities in and around Lake Elsinore/Menifee/Canyon Lake and Wildomar in the Santa Ana Watershed).** Although this contract includes Adult Outreach Education and Assisting with Public Outreach Events, it is fair to say that the full budget was spent on the School Education Program. It should be noted that the District does promote Public Outreach Events and Adult Education in this region; however, given the limited resources, the resources of this contract have been focused on School Education.*

Q22: How many events per year will be performed?

A22: *Events done by consultants are fairly limited. Our priority for the existing Resource Conservation District contracts, which include School Outreach, Adult Education and Public Outreach Event support, has been the School Education Programs. It should be noted, however, that the Permittees are looking for Respondents to evaluate the effectiveness of our current resource allocations and priorities for these Modular Services. This evaluation may result in recommendations in the respondent's proposals that change to the scope of programs or resource priorities for these programs.*

Q23: Is there an expected number of hours of contact time for the school presentations?

A23: *There is no minimum contact time. The overall goal of the program is to effectively outreach to all targeted students consistent with the requirements of the MS4 Permits. The District has focused its existing efforts on 5th grade students based on our understanding of California's Academic Science Standards. Current contracts are based on the number of hours spent at presentations multiplied by the specific hourly rate. The contact time is usually all or a portion of one classroom period based on the school district's existing policies. The Permittees are looking for Respondents to provide proposals that, at minimum, specify the*

targeted grade levels, method of outreach (e.g., classroom, assembly or other), the necessary student contact time, the methods and tools for the outreach program, and the method of program effectiveness assessments. Respondents are welcomed to provide alternate ideas as well.

Q24: Is storm drain labeling performed in the Santa Margarita Region?

A24: *The District has not used the Santa Margarita Contract to promote storm drain labeling/stenciling in the current contract term.*

Q25: What is the purpose of the Statement of Compliance described in Section B of Attachment B?

A25: *The Statement of Compliance is normally used to identify any variations from the requirements of the RFP. The most common variations (or exceptions), relate to the Respondent's ability to meet the terms of the contract that has been incorporated into the RFP. Sometimes Respondents cannot meet the insurance requirements or they cannot comply with the indemnification requirements in the contract. There may also be some other provision of the contract or RFP that you feel you have to address in a different way, otherwise, veered from the requirements of this proposal, that is where you would identify such exceptions. Identified exceptions may be a basis for disqualifying a proposal.*

Q26: Please describe what is meant by Assisting with Public Education Events.

A26: *Assisting with Public Education Events means providing support, typically in the form of operating a booth at a community event or fair, at the request and direction of the Public Information Specialist. Most events are attended by District staff, but occasionally District staff is not available. In such cases, the District may call upon the selected Respondent to attend the event on behalf of the Permittees. The District does set a calendar of events in advance but sometimes things come up. There may be instances where the District decides to attend a last minute event and will be looking for help on covering the event.*

Support may also include items such as coordinating a watershed clean-up event on behalf of the Permittees.

The Permittees would expect that proposals for this Service Module would, at minimum, identify the staff that would be available for such events and their hourly rates (rates should be contained in the separate cost proposal). Proposals for this Modular Service may also identify specific events that the respondent would identify as an additional level of service (or part of the base set of services) that relate to public outreach such as clean-up events or other activities that may need to be initiated by the Permittees.

Keep in mind that although our current contracts bundle this Modular Service with other Modular Services including School Education and Adult Outreach, and our existing priority for these contracts are School Education, Respondents should make their own determinations regarding the effectiveness of these programs (including the Business Outreach and Media Support Modular Services) and the appropriate resource allocations necessary to meet the intent of the NPDES MS4 Permits.

Q27: The proposal states that we must wear District approved clothing. Can you please explain?

- A27: *The District has purchased branded attire including aprons that have the "Only Rain Down the Storm Drain" logo. When representing the Permittees, the District asks that you use the branded attire as it associates you with our program and provides some indication of your purpose for outreaching to the public. It also provides a sense of safety for the children and parents.*
- Q28: *Is this a yearly contract?*
- A28: *The District intends to develop a 5-year contract. However, County policy requires that for multi-year contracts, the contracts be subject to an annual renewal. Each year, the District is required to send a letter to the contracted Respondent notifying them as to whether or not the contract has been renewed for the upcoming fiscal year. This is a standard provision for all multi-year contracts issued by the District and the County.*
- Q29: *Is the deadline for submission of questions on May 10th at the close of business?*
- A29: *Yes, the deadline is at the close of business on May 10th.*
- Q30: *In Section A of Attachment B it states that the Executive Cover Letter shall be a brief formal letter from Respondent that provides information regarding the firm and its ability to perform the requirements of this RFP. To whom should the cover letter be addressed?*
- A30: *The Cover letter should be addressed to Albert Martinez.*
- Q31: *Section 16 of the Consulting Services Master Agreement states that I could take a look at the District's prevailing wages breakdown. Is it possible for that to be sent electronically to me or do I have to be onsite?*
- A31: *Prevailing wages apply to general prevailing wage determinations made by the State of California's Director of Industrial Relations. The standard language found in the Consulting Services Master Agreement does not apply to this RFP. A list of the prevailing wage determinations can be found at <http://www.dir.ca.gov/dlsr/2007-2/PWD/Southern.html>.*
- Q32: *Do you get funds from San Diego County also, to supplement the Santa Margarita Watershed?*
- A32: *No funds are received from San Diego County to fund the public education program in Riverside County.*