



Daniel Woldesenbet, Ph.D., P.E., Director

399 Elmhurst Street • Hayward, CA 94544 • (510) 670-5480 • www.wacgov.org/pwa

**Request for Proposals (RFP)
Operation of the Alameda County Flood Control and Water Conservation District's
Tule Pond Environmental Education Center in Fremont, California**

July 17, 2013

I. INTRODUCTION.

The Alameda County Flood Control and Water Conservation District (District) is seeking a qualified non-profit or educational institution (Contractor) to provide operational services of the Tule Pond Environmental Education Center (Center) at 1999 Walnut Avenue, Fremont, California. It is the District's intention to enter into an agreement with the Contractor for a maximum period of five years. During the evaluation process, the District reserves the right to develop a partnership to operate the Center, for a period of one, two, three or five years. This Request for Proposals (RFP) describes the scope of services required and the information that must be included in the proposal. Failure to submit information in accordance with the RFP requirement and procedures outlined below may be grounds for disqualification.

II. BACKGROUND OF THE AWARD WINNING TULE POND EDUCATION CENTER

For years, an existing pond, created by earthquake in the 1800's, filled with urban runoff polluted with motor oil, pesticides, fertilizers and other contaminants. The District's Tule Ponds Project in the City of Fremont converted the polluted natural depression located in a busy residential area into a series of ponds and fresh water wetlands. Three ponds, connected by a channel were excavated in this original pond's place. As storm water flows through the pond series, pollutants are removed naturally by wetland processes. The project provides the neighborhood adjacent to the BART station with improved storm water treatment and an improved natural habitat.

The District in collaboration with the City of Fremont, Natural Conservation Service, and the Alameda County County-wide Clean Water Program designed and built this successful project in 1998; and was named the "*Outstanding Civil Engineering Project of the Year*" by the American Society of Civil Engineers –Golden Gate Branch in the same year.

Residents and visitors enjoy the restored habitat that includes native trees, shrubs and ground cover from wooden walkways and observation decks. The natural habitat includes perching and nesting areas for a variety of migratory birds such as Canada geese and snowy egrets. The Tule Pond Education Center Building was constructed in 2002 to provide a place to teach children about wetlands and storm water treatment.

The District has utilized a Contractor for the operations of the Tule Ponds Education Center. Activities at the center include data research and collection, development of field guide for use by students and teachers, laboratory set-up techniques, scheduling, conducting classes and teacher workshops, and minor maintenance to trails, landscaping and gardens. The Center provides environmental education including treatment of storm water runoff by natural processes and pollutant discharge prevention in accordance with the Clean Water Act NPDES Municipal Regional Stormwater Permit (MRP) requirements.

The operation of the Center is intended to be a cooperative effort of the District staff and the Contractor. The Contractor is expected to provide all necessary technical resources and skills, support services and the related project management of these resources. The Contractor is required to provide a management plan as described under Section V.D.4 below. The District staff will provide overall project management.

July 17, 2013

III. SCOPE OF SERVICES REQUIRED:

This section provides for a brief description of the required services. The District expects that firms will use their expert knowledge and experience to make recommendations regarding the scope of services, tasks, budget, etc. needed for the long-term management needs of the Center.

- Develop and implement volunteer improvement projects for local students.
- Develop and coordinate community service learning projects to be undertaken by students and volunteers.
- Develop a lecture series and a set of environmental education (i.e., water quality, storm water pollution prevention, etc.) activities for the community (minimum six per year).
- Develop educational brochures and slide presentations as needed.
- Develop guided field trips (two per month) for schools within Alameda County.
- Coordinate with District staff to prepare the MRP Public Information Program component annual report of activities at the center.
- Conduct general teacher workshops using the Tule Pond Guidebook and other materials (three per year).
- Provide docent-lead tours for the public to tour the Tule ponds facilities (minimum of three tours per year).
- Updating the existing Tule Ponds Guidebook.
- Advertise Tule Pond events in local newspapers, schools, etc.
- Equipment purchase as needed.
- Assist the District in seeking and writing grant funding applications to support the Center operations.
- Maintenance of the Center's facilities including the landscaping, trails, etc.
- Other tasks recommended by the Contractor.

IV. MINIMUM EXPERTISE AND EXPERIENCE REQUIRED

Firms must demonstrate the following expertise and experience:

- Successful management of similar facility (preferably with public agencies similar to the District).
- Substantial Experience running a Non-profit organization –preferably an environmental education program
- Experience in providing classroom and field environmental education training.
- Proficiency and experience in developing instructional materials for kindergarten through high school (K-12) age pupils.
- Successful experience in developing environmental education information brochures and field guides.
- Successful experience in grant writing and securing grant funds to supplement the Center efforts.
- Proficiency and experience in preparing relevant technical supporting documents and reports in compliance with the NPDES –MRP requirements.

V. FORM OF PROPOSAL

Proposal content and completeness are important and although proposal length is not limited, clarity and conciseness are essential and will be considered in assessing the Contractor's capabilities. In order to simplify the process and obtain the maximum degree of comparability, the proposal should be organized in the following manner.

- A. Transmittal letter
- B. Title page – show the RFP subject, Contractor's name, address, telephone number, name of the contact person, and the date.
- C. Table of Contents – Include a clear identification of the material by section and page number.
- D. Proposal Content:
 - 1. Overview and Summary

This section should clearly convey the Contractor's understanding of the services required. The Contractor should address the following:

 - a. Understanding of the purpose of the Education Center as specified in Section II "*Background of the Award Winning Tule Pond Education Center*".
 - b. Awareness of institutional, organizational and political issues related to the history of the Center.
 - c. Summary of the overall approach to the Center management including administrative and operational management expertise that will be employed.

July 17, 2013

2. Detailed Work Plan:

The Contractor shall include a full description of the work elements and the proposed methodologies. The work description should be detailed to a sufficient level (work elements, sub-elements, etc.) to show a clear understanding of the services needed to meet the Center's operational goal and objectives. Include a detailed description of the discussed requirements. Discuss the reasons for any proposed changes made to the scope of work as outlined in Section II.

3. Schedule of Delivery of Services:

Include a schedule with major milestones particularly between contract execution and the end of the first year. It is anticipated that the Consultant contract will be scheduled for approval by Alameda County Board of Supervisors by the first Board meeting of September 2013.

4. Management Plan:

This section should describe the Contractor's approach to management of the work. If the proposal is team effort, the allocation of work to the team member should be indicated. The management plan should describe the following:

- a. Organizational work assignment structure, including work elements and sub elements performed by sub contractors.
- b. Staffing plan, including the names and qualifications of key personnel and assignment of personnel to individual work elements. Resumes should be attached as appendices. Staffing assignment should be specific enough to demonstrate understanding of the skills required and commitment of proper resources. Any changes in staffing must be mutually agreed upon by the Contractor and District.
- c. Management approach. Describe the management approaches, including the role of the prime Contractor and subcontractors and specific features of the management approach that require explanation. Include a description of the subcontractor supervision.
- d. Mission Statement. Include mission statement for your non-profit organization and describe how this proposal fits into your mission.
- e. The Scope of Services provided in Section IV "Background is a minimum required tasks. Identify other activities you would implement at this center to augment function and service delivery. Identify all tasks or activities that would be fully supported by your organization and those that would require assistance from the District. Describe the needed assistance and any associated costs.
- f. Budget. Submit an annual cost proposal detailing the work plan items for the maximum five year period of the contract in a sealed envelope. This budget may be increased when the final scope of work is negotiated.

5. Experience and References

- a. Include examples of your organization's experience with similar projects.
- b. Provide a project listing of similar work, including organization's name and contacts (two minimum)

VI. SMALL LOCAL AND EMERGING BUSINESS (SLEB) PARTICIPATION

The purpose of the SLEB program is to provide incentives for SLEB participation in the public procurement process and to provide training and development opportunities to support their growth. Firms not meeting the definition of a local small or emerging business are required to subcontract a minimum of 20% of the contract amount with a SLEB or SLEBs in order to be eligible for contract award. For more information regarding the SLEB program, go to: <http://www.acgov.org/auditor/sleb>. Firms interested in submitting the RFP should indicate if prime has an office located in Alameda County and how the is planning on meeting the SLEB requirements. Firms are encouraged to visit the online SLEB database at <http://www.acgov.org>, "Doing Business with Us/Small, Local & Emerging Business Program," "Online Services," "SLEB Certified Vendor Listing" for assistance in locating potential SLEB certified consulting firms.

VII. CENTER TOUR - MANDATORY

A tour of the Tule Ponds facility is scheduled for **Friday July 26, 2013 at 10:30 AM**. Please contact Justin Laurence to confirm your participation. Proposals received from Contractors who did not attend the mandatory pre-proposal meeting will not be reviewed, and will be returned to proposers.

