

Educational Services RFP Pre-Proposal Conference

February 5, 2024
2-3 PM



cleanwater
PROGRAM





Welcome!

AGENDA

Introductions

About the Clean Water Program

About Educational Services

RFP Schedule Overview

Submission Process

How to Submit Questions

Live Q&A

About the Countywide Clean Water Program



Member Agencies:

Alameda County, the cities of Alameda, Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Pleasanton, San Leandro, Union City, the Alameda County Flood Control and Water Conservation District, and the Zone 7 Water Agency.

Stormwater Pollution Prevention



Learn More:

www.cleanwaterprogram.org

Or on social:



Educational Services Overview



- K-12 Outreach is required as part of our Municipal Regional Stormwater Permit
- Raise **awareness** of local watersheds and stormwater pollution
- Inspiring students to take **action** to improve the quality of local waterways.

Educational Services Contract Budget

- Award up to a total of \$109,000 per year to selected applicant(s).
- Budget of \$109,000 is shared between selected contractors to cover all areas of Alameda County and as wide range of K-12 grades as possible.
- Minimum contract amount is \$15,000.
- Budgets are set each fiscal year in an annual Action Plan and are subject to allocation of funds by the Program Management Committee.
- Contract term is for 5 years.

Types of Educational Services

Eligible applicants include educational organizations, non-profit or for-profit organizations, and government agencies.

Qualifying services may include (but are not limited to):

- **Classroom Presentations**
- **School Assemblies**
- **On-campus and Community Service Activities**
- **Field Trips**
- **After-School Programs**
- **Activities that engage students' families**

Project Requirements

Integration with other Program activities:

- Distribute age-appropriate outreach materials
- Integrate Fred & Izzy characters: show videos, add to your content



Documentation and reporting:

- Annual report that includes accomplishments, number of students reached, and number of impression hours, and high-resolution photos of students engaged in project activities.



Educational Services RFP Timeline

- Release date: January 24
- Pre-proposal Conference: February 5
- Submissions Due: March 15, 5pm
- Interviews: April 10
- Contractor Notification by May 30
- Contracts issued in June
- Contract Start date: July 1, 2024
- Contract End Date: June 30, 2029



Protecting Alameda County Creeks, Wetlands & the Bay

Proposals for K-12 Schools Educational Services

The Alameda Countywide Clean Water Program is seeking one or more providers of watershed awareness and stormwater pollution prevention education for K-12 schools in Alameda County. To view the RFP, visit www.cleanwaterprogram.org/Educational-Services-RFP

Please use this form to submit your proposal by March 15, 2024, 5:00PM (PST).

- You will receive an email confirmation and summary of your responses when you have submitted the form.
- We recommend writing out your responses in Microsoft Word or similar program first; and then copy/paste the answers into the Google form fields.
- Keep a copy of your submittal receipt and your Microsoft Word document for your records.

If you have technical questions during the submittal process, contact Stefanie Pruegel, stef@gigantic-idea.com. For questions about content, contact Jennifer Stern, City of Oakland, JStern@oaklandca.gov.

Note that YOU DO NOT NEED A GOOGLE ACCOUNT or gmail address to complete this form. However, if you have a Google account you can optionally sign in to save your progress.

lisa@gigantic-idea.com [Switch account](#)



* Indicates required question

Submission Via Google Form

- You don't need a Google account
- Signing into Google with an account allows you to save your work.



Educational Services Project Evaluation Criteria

Proposals determined to be responsive to this RFP will be evaluated according to the following criteria:

1. Approach to the project
2. Quality of stormwater education
3. Qualifications and experience of the team and key staff providing the same or similar services
4. Cost effectiveness of the approach and quality of the annual evaluation
5. Geographic scope of the project





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Questions?

Content Questions:

- Jennifer Stern, Oakland
JStern@oaklandca.gov

Technical Questions/ Google Form

- Stefanie Pruegel:
stef@gigantic-idea.com



thank you!

