



## **Peconic Estuary Program**

### **REQUEST FOR PROPOSALS**

#### **Peconic Estuary Program Public Education and Outreach Support**

**October 2017**

The New England Interstate Water Pollution Control Commission (NEIWPCC), in cooperation Peconic Estuary Program (PEP) and its partners, is inviting proposals to implement a multi-faceted community education and outreach program. The purpose of this project is to increase public awareness about key issues facing the long-term management of the estuary and cultivate an informed constituency of community members. The results of the project will be an informed constituency that will advance the conservation and management objectives of the program at the local level.

This request for proposals (RFP) includes information on:

- I. Overview**
- II. Project Goal**
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## **I. Overview**

### **NEIWPCC**

NEIWPCC is a not-for-profit interstate organization, established by Congress in 1947 to serve and assist its member states individually and collectively by providing coordination, research, public education, training, and leadership in the management and protection of water quality in the New England states and New York. NEIWPCC strives to coordinate activities and forums that encourage cooperation among the states, educate the public about key water quality issues, support research projects, train environmental professionals, and provide overall leadership in the management and protection of water quality.

### **Peconic Estuary Program**

The Peconic Estuary is one of 28 estuaries in the country designated by U.S. Environmental Protection Agency (EPA) as an “estuary of national significance” under Section 320 of the Federal Clean Water Act. The National Estuary Program (NEP) was established to protect and restore nationally significant estuaries threatened or impaired by pollution, development, and overuse. PEP was formally accepted as part of the NEP in 1992. Officially commenced in 1993, the PEP includes numerous stakeholders, representing citizen and environmental groups, businesses and industries, academic institutions, and local, county, state and federal governments. The EPA, New York State Department of Environmental Conservation (NYSDEC) and the Suffolk County Department of Health Services (SCDHS) are the sponsoring government agencies for the program.

The PEP Comprehensive Conservation and Management Plan (CCMP) was approved by the EPA Administrator on November 15, 2001, with the concurrence of the New York State Governor. The CCMP promotes a holistic approach to protecting, enhancing and restoring the Estuary and its watershed. Priority management topics for the Peconic Estuary are Brown Tide, nutrients, habitat and living resources, pathogens, toxic pollutants, and critical lands protection. These six priority topics, together with public education and outreach, financing, and post-CCMP management, form the basis for the CCMP action plans. In 2016 PEP embarked on an update of the CCMP, as recommended by US EPA. The revised CCMP will be the blueprint by which the PEP directs its resources and efforts at the region’s priority problems and challenges over the next decade.

### **Peconic Estuary Program Citizen’s Advisory Committee (CAC)**

The CAC is one of the many committees that make up the PEP Management Conference. The CAC was established to act as the conduit for public involvement in the program; provide communication between the Management Conference and the public; and promote awareness and understanding of PEP issues, goals, and recommendations through a public outreach and education strategy. The CAC is made up of the many and diverse stakeholders of the Peconic Estuary, including commercial and recreational fishermen, the marine industry, recreational users (including all forms of recreation on the bays and in the watershed), educators, civic groups, macro-economic groups (including tourism related businesses, real estate, etc.), agricultural interests (farming, aquaculture, wineries, etc.), and environmentalists. Ongoing input is invaluable in developing and implementing an effective outreach/education strategy and CCMP. The members' differing, and at times competing, interests have helped to create a colorful, imaginative, and varied outreach strategy as well as thrusting the CAC into yet another important role in the Program — that of a consensus building entity. The Education and Outreach program has been working within the Peconic community for decades and most recently for the past couple years, re-establishing PEP’s presence as a vital estuarine management organization on the East End. The Education and Outreach program will be an important player in the CCMP revision as familiarity with the culture and behaviors of the Peconic community fosters understanding of these stakeholders and is an important asset to the PEP. The selected contractor must understand the importance of the PEP CAC and communicate regularly with its members and chair-person(s). The successful contractor will increase activity and membership of the CAC to leverage support for the PEP and promote community engagement in priority issues. This includes holding regular and well attended meetings and establishing other forums for ongoing

communication among the Committee. The contractor must regularly meet with, and stay in contact with, the CAC Chair and PEP staff to keep all key partners up to date on current and planned activities.

## II. Project Goal

Public education and outreach are essential to restoring and protecting the Peconic Estuary. An informed and educated public can help develop a united and organized constituency to galvanize support for the restoration and protection of the Peconic Estuary and its resources. NEIWPC, on behalf of PEP, is seeking to contract with an individual, or entity, that has specialized experience in providing education and outreach programs. This contractor should also have local knowledge, relevant experience, and ability to expand connections and contacts with the community. Existing contacts and experience within the Peconic Estuary region and with the ecological issues facing the Peconic Estuary are essential. This year, PEP will be undertaking a revision of its CCMP. The selected contractor will provide a supportive role in the revision by assisting in implementation of the public engagement strategy for the CCMP revision and engaging and educating stakeholders. During the CCMP revision, PEP outreach efforts will be aimed at mining public opinion and recruiting community involvement to create the best management plan focused on priority topics within estuary communities. The contractor will be required to support the CCMP Revision Facilitation Support contractor (to be hired) by using the CCMP revision as an overarching theme that should be presented at all appropriate outreach and education events and CAC meetings.

NEIWPC and PEP are seeking a contractor to provide a holistic approach to PEP's Public Education and Outreach program. This program should coalesce community support around a commitment to protect and restore the Peconic Estuary while creating a comprehensive Public Education and Outreach program, that should include, but not be limited to, the Outcomes and Tasks described in Section III, or suitable alternative methods that achieve the desired outcomes.

## III. Scope of Work

This RFP is seeking the following outcomes through four tasks and associated deliverables, a final report, and regular quarterly meetings and reports as described below.

### Desired Outcome

The contractor selected to implement the PEP education and outreach program will provide the following overarching outcomes:

- 1) Enhanced visibility of the PEP within the community;  
**The contracted entity must represent the PEP in a manner that meets the representation requirements defined in Section IV, General Guidelines for Applicants, of this document under Deliverables, Ownership, and Credit Due. Applicants are strongly encouraged to review the representation requirements before developing and submitting a proposal to NEIWPC.**
- 2) Commitment of the community to protect and restore the Peconic Estuary;
- 3) A representative and engaged CAC who advocates for program goals and provides input on public priorities and concerns to the Management Committee;
- 4) Behavioral changes within the community that meet PEP's protection and restoration goals; and
- 5) Documentation of perception and behavior change resulting from the PEP education and outreach program.

## Project Tasks

### Tasks & Associated Deliverables

The contractor selected to implement the PEP Education and Outreach Support program will perform the tasks and activities and complete the deliverables described below. In addition to the required deliverables, specified below for each of the five tasks, the selected contractor will be required to submit **quarterly progress reports** to the NEIWPC project manager no later than the 10<sup>th</sup> day of January, April, July, and October during the duration of the project. Payment for each deliverable will not be made to the selected contractor until the deliverables agreed upon in writing by PEP, NEIWPC, and selected contractor are completed in a satisfactory manner. Although deliverables are defined, the contractor must remain flexible and work to accommodate adjustments suggested by PEP staff that may apply to outreach events, meetings, conferences, and demonstrations.

#### **TASK 1: Citizen's Advisory Committee**

Support, plan, coordinate, and promote PEP Citizen's Advisory Committee (CAC) meetings and activities with emphasis on CCMP revision and nitrogen reduction priorities and actions.

- Plan, advertise, recruit participants, co-host (with CAC Chair), and provide administrative and logistical support for quarterly CAC meetings. Selected contractor should research and establish convenient times and meeting places. Meetings should be held in a variety of locations within the Peconic Estuary watershed boundaries and at a variety of times of day to allow participation of various community sectors.
- Work with the CAC Chair to recruit ambassadors, or leaders, to engage citizens to act as liaisons between towns and the PEP.
- Coordinate meetings between ambassadors and PEP between CAC meetings to address ongoing and changing needs within the Peconic Estuary.
- Work with the CAC to facilitate PEP outreach activities, especially participation in and implementation of the PEP CCMP Priority topics.
- Maintain and increase participation in the CAC, with emphasis on the CCMP update. There is a need for outreach in all communities to recruit more citizens and representatives of a broader group of stakeholders, including young adults, minority communities, fishermen, farmers, and local businesses. Maintain current social media and digital communication (e.g. Peconic Estuary Program website, Facebook, Twitter, Instagram, Constant Contact and video sharing forums) with CAC members and the public to promote engagement between in-person meetings.
- Ensure that PEP is represented at community events at least once a month throughout the project period – this can include hosting a staffed informational table, giving a presentation, or other relevant activity that serves to engage the public in a manner that facilitates dissemination of information about PEP, its goals, and priority actions.
- These engagements should serve to engage and involve stakeholders in the development and review of the CCMP Revision. While this contractor is not responsible for all stakeholder engagement in the CCMP revision process, the Education and Outreach program must serve to recruit participants, advertise opportunities for CCMP revision participation and communicate regularly with CCMP Core Team and support contractors. The Education and Outreach program will support the CCMP Revision process by identifying stakeholders and refining public input strategy with the selected CCMP Revision Facilitation Support contractor (to be hired). Furthermore, the Public Education and Outreach Program will augment the public input portion of the CCMP revision by recruiting, coordinating, advertising, and administering Citizens Advisory Committee and special topic meetings, and facilitating feedback through various educational and community events, as well as interactive social media and online resources.
- Recruit newsletter subscribers, social media followers and CAC members.

## Task 1 Deliverables

- List of potential venues for CAC meetings and details for reserving those venues for future use.
- Quarterly CAC meetings and written summaries of each meeting. Meetings summaries should be uploaded to the PEP website in a timely manner. Summaries should include:
  - Lists of attendees with contact information;
  - Topics discussed; and
  - Actions taken/identified.
- Recruitment summary and results.
- Maintenance of existing platforms for digital communication of the CAC.
- Representation of PEP at community events at least once a month.
- Summary of stakeholder engagement (numbers and comments) for CCMP revision process. To be submitted to CCMP Revision Facilitation Support contractor.

## TASK 2: Outreach Materials

Disseminate information to educate the public regarding the scope, goals, and progress of PEP via forums such as: websites, social media, blogs, YouTube channel, pamphlets, booklets, television and radio appearances, public service announcements, conferences, workshops, and/or other methods. Information should be aligned with the PEP CCMP and more specifically, the current revision of the CCMP. Information should be accessible and target the diverse stakeholder groups within the Peconic Estuary watershed.

- Create, establish, and continually update a PEP presence, based on current social marketing techniques and methods, which makes information available to the public and stakeholders. This should include, but not be limited to, Facebook, Twitter, Instagram, the PEP website, and blogs. Current social marketing efforts should be maintained and expanded as appropriate to accommodate program needs. Social media promotion costs should be included the budget, or provided by the contractor as matching funds (or in-kind services) to this proposal, note that matching funds are not required as part of this proposal. Separate/additional funding will not be provided by PEP.
- Maintain up-to-date, professional, and engaging content, resources and function on the Peconic Estuary Program website pages including but not limited to the pages titled: *Citizens' Advisory Committee*, *Outreach and Education Programs*, *Resources for Educators*, *Get Involved-CAC Ambassador Program*, *Test Your Knowledge*, and *PEP Newsletter Archive*. Update and maintain the website Calendar with appropriate information for all of the PEP outreach and education events and CAC meetings. Upload all relevant CAC and outreach material (i.e. CAC minutes, brochures, fact sheets, educational materials, etc.), with appropriate description and SearchWP Category tags to the website media library.
- Produce a quarterly program newsletter that is available as an e-mail (e.g., using a program such as *Constant Contact*) and on-line, using the PEP established template and distribution lists.
- Improve PEP's relationship and communication to the minority communities/population within the Peconic Estuary watershed. Create/translate educational materials and PEP Newsletters into Spanish and distribute in public spaces and make available on the PEP website and other digital platforms.
- Improve, protect, or enhance habitats and living resources by conducting public education efforts related to issues such as homeowner practices to reduce nitrogen loading, invasive species, conservation landscaping, shellfish harvesting practices, and boating in eelgrass areas.
- Conduct public education and outreach efforts related to the PEP CCMP revision, residential stormwater control and nutrient reduction, green infrastructure, vegetation preservation requirements, and water reuse.
- Recruit partner organizations to help disseminate PEP outreach materials and share social media posts, to expand PEP's reach.

## Task 2 Deliverables

- End of year report on outreach materials and social media results, including:
  - Social media impact statistics, assessment of effectiveness, and recommendations for future adjustments.
  - Copies of, or web references to, all materials developed. All printed materials should also be made available on the new PEP website
  - Results of Google Analytics for relevant social media platforms and pages on the Peconic Estuary Program website.
- Completion and distribution of quarterly program newsletter.

## TASK 3: Green Infrastructure Homeowner Rewards Program and Residential Nutrient & Toxin Management Program

Coordinate the PEP Homeowner Rewards Program and a residential nutrient and toxin management program. These programs should be coordinated with the current effort of New York State to develop a nitrogen management plan for Long Island.

- Administer and recruit applicants for the ongoing homeowner conservation landscaping and green infrastructure incentive/rebate program, known as the Bayscapes Peconic Estuary Rewards Program, to improve water quality and reduce stormwater runoff (reduction in stormwater volumes and nutrient/pathogen loadings). This program is modeled on the *Rainscapes* program from Montgomery County, Maryland. See PEP FFY 2010 workplan for more information about the program: <http://www.peconicestuary.org/2010-workplan-and-budget/>.
- Conduct outreach on the rebate program to increase community (residential) participation. Advertise and encourage use of the Homeowner Rewards Program online application, Interactive Yard Tool, and Peconic-Friendly Plant Database available on the Peconic Estuary Program website.
- Ensure maintenance of PEP's demonstration raingarden and native plant garden projects (located at Downs Farm Preserve in Southold, The Big Duck in Southampton, and Heidi Behr Way in Riverhead).
- Approve or disapprove proposed conservation landscaping and green infrastructure installations along with PEP staff.
- Track installations and scope of the rebate program along with PEP staff and report on the estimated environmental benefits of the program to encourage further support and participation in the program.
- Distribute, along with PEP staff, Peconic Estuary Program Partner signs to homeowners who have completed the Homeowner Rewards Program within a timely manner.
- Implement a residential fertilizer/pesticide use reduction program, in coordination with other entities as appropriate, to achieve behavioral changes within the community that can be tracked and measured.
- Engage a variety of groups (e.g., homeowners, property owners, golf courses, landscapers, municipal land owners, lawn care supply stores, environmental justice communities, etc.) to participate in the programs.
- Work with towns, environmental organizations, community groups, places of worship, schools, etc. to establish additional demonstration rain gardens, native plant gardens, and sustainable landscaping practices in the Peconic Estuary.

## Task 3 Deliverables

- Summary of activities to be submitted in conjunction with quarterly reports.
- Year-end summary report due at end of contract, including:
  - Number of applications received and processed during period.
  - Number of rain barrels installed.
  - Acres of native plants and rain gardens installed.
  - Estimated nitrogen and pathogen load mitigated through homeowner rewards program.

- Recommendations for program adjustments.
- Pre-program implementation survey to measure the baseline for fertilizer and pesticide application attitudes and behavior.
- Post-program implementation survey quantitatively measuring changes in attitudes and behavior for fertilizer and pesticide application.
- Report detailing program elements, successes, challenges, quantitative assessment of behavior change, recommendations for future behavior change, and estimated nutrient/pathogen loading reduction achieved.

#### **TASK 4: Citizen Science and Volunteer Opportunities**

Create and plan at least one volunteer opportunity per month and recruit strong volunteer participation. Volunteer events can include but are not limited to (appropriate substitutions may be made):

1. Conducting *Annual Long Island Alewife Survey* training prior to the alewife run (typically February to May) throughout the Peconic Estuary watershed. Responsibilities will include event planning, recruitment of volunteers, and training of volunteers with assistance from Seatuck Environmental Association and the PEP State Coordinator.
2. Host an event for World Fish Migration Day on April 21<sup>st</sup>.
3. Hosting at least one *Coastal Clean-up* event and collecting, reporting, and summarizing results of the clean-up (<http://www.oceanconservancy.org/our-work/international-coastal-cleanup/>).
4. Assisting NYSDEC with one *Ludwigia* (invasive species) removal event under the direction of the PEP staff (dates to be selected by PEP partners). This includes advertising, recruiting volunteers, coordinating equipment and supplies.
5. Facilitate PEP's continued participation in *A Day in the Life of the Peconic Estuary*. This includes participating in planning/teacher training meetings (planning already underway by the PEP partners) throughout the year and participation on the day of the event in the Fall/Autumn.
6. Facilitate PEP's continued participation in National Estuaries Week by branding citizen science and outreach events during the month of September as National Estuaries Week events, recruit participants, and inviting elected officials and press to participate.
7. Facilitate PEP's continued participation in the #IHeartEstuaries and National Estuaries Week social media campaigns and recruit other partner organizations and CAC members to participate.
8. Facilitate and promote citizen science volunteer opportunities in the Peconic Estuary watershed. The contractor is required to secure any applicable permissions and permits to conduct such activities.
9. Facilitate the development of interpretive trail systems and signage for the Bay to Sound Trail System in collaboration with the Town of Southold and support the development and use of The Peconic River Blueway Paddling Trail.
10. Additional outreach events to be held at least once a month, strategically planned to further the program goals. Proposals submitted in response to this RFP should put forward preliminary plans for these events.

#### **Task 4 Deliverables**

- Plan and conduct at least one volunteer opportunity and one outreach event each month during contract period.
- Brief summary (i.e., 1-2 pages) of each event held including summary of attendance, recommendations for the next event, and summary of environmental outputs/outcomes (e.g., pounds of marine debris removed from beach clean-up) due in conjunction with quarterly reports.
- End of year report including summary of activities and assessment of behavior change resulting from the above events – should include quantitative measures wherever possible.

## **Final Report**

One month prior to the close of the each funding source contract, the contractor will write a draft final report on the PEP Education and Outreach Support program. The final report should be presented at one of the quarterly PEP Management Committee meetings. The final report will include the following sections:

- Compilation of all meeting and event summaries (as described in task deliverables) including summary of attendance, recommendations for the next event, and summary of environmental outputs/outcomes (e.g., pounds of marine debris removed from beach clean-up).
- Outreach materials, PEP website, and social media results, including Google Analytics statistics, social media impact statistics, assessment of effectiveness, and recommendations for future adjustments, and copies or web references to all materials developed.
- Compilation of the quarterly program newsletter.
- Year-end summary of Green Infrastructure Homeowner Rebate Program that will include the number of applications received and processed, number of rain barrels installed, acres of native plantings and rain garden installed, estimated nitrogen and pathogen load mitigated, and recommendations for program adjustments.
- Summary of behavior change program including the program elements, successes, challenges, quantitative assessment of behavior change, and recommendations for future behavior change strategies. Summary of behavior change program should include pre- and post-program implementation survey to measure change in behavior and identify areas for behavior and attitude improvement.
- Quantification of impacts of the work in terms of education and outreach goals, behavior change, environmental outputs (e.g., nutrient load reduction), and recommendations for future activities and changes to the education and outreach support program.

## **Submission of Written Deliverables**

All written deliverables will be submitted in draft form in Microsoft Word format for review by project partners and approval by the project manager (Kimberly Roth, NEIWPCC). All final reports will be delivered in Adobe .pdf format upon approval by the project manager.

## **Anticipated Project Meetings**

Quarterly meetings on a schedule to be arranged between PEP and selected contractor.

## **IV. General Guidelines for Applicants**

### **Eligibility**

Applicants who are eligible to submit proposals in response to this RFP include: federal (non-EPA), state, or local government agencies; interstate agencies; private non-profit organizations and institutions; for-profit organizations; and academic or educational institutions. Partnerships are allowed.

### **Schedule**

The project should take no more than 12 months, with all final reports and paperwork received due by December 31, 2018.



The schedule\* for this RFP is as follows:

Proposals Due to NEIWPC	November 17, 2017, 12:00 PM EST (noon)
Applicants Notified of Funding Decisions	December 1, 2017
Detailed Project Work Plans Due	December 12, 2017
Project Start Date	January 2, 2018

\*Schedule is subject to change.

### Funding

Proposals with budgets that exceed the identified funding cannot be considered. Awarded funds may be used for expenses specifically related to the proposed project, including wages and consultant fees. Expendable and non-expendable equipment directly related to the proposed project may qualify for funding, but requires pre-approval (prior to proposal submission) by NEIWPC and must be justified in the proposal. Indirect costs are allowed, but must be in line with the following procedures: Applicants with a valid Negotiated Indirect Cost Rate Agreement with their cognizant federal agency must use that rate, and must provide documentation of the negotiated rate. Applicants that do not have a Negotiated Indirect Cost Rate Agreement may charge a maximum indirect rate of 10 percent of direct costs.

Funding is currently available for a 12-month contract. If additional funding is secured, and the contractor has satisfactorily completed the 12-month contract, as determined by NEIWPC, the contractor **may** be funded to complete additional education and outreach support for PEP for an extended duration. Administration of such funding must adhere to NEIWPC's competitive bidding policy.

### Match

Although cost share or match is not required, projects providing non-federal cost share or match will receive favorable consideration over projects without cost share or match.

Cost share or match can be satisfied with cash or in-kind services, or a combination of both. Cash contributions are those funds used to purchase goods or services associated with the project. In-kind contributions represent the value of non-cash contributions provided by the applicant. Any contributions must be clearly explained in the proposal and must be documented.

### Deliverables

The primary deliverables for this project will be the following:

1. **Quarterly reports** delivered to the NEIWPC project manager no later than the 10<sup>th</sup> day of January, April, July, and October during the duration of the project.
2. **Final Report to include a summary report of all Tasks** in Adobe.pdf format.
  - a. Summary of all activity
  - b. Description of existing conditions
  - c. Summary of community input (public meeting)
  - d. Summary of existing information and additional site assessment
3. **Project team calls and meetings** as described under Anticipated Project Meetings
  - a. Summary of existing information and additional site assessment

All deliverables are to be submitted in draft form in Microsoft Word format for review by project partners and approval by the project manager (See Contact Information in Section IX). All final reports are to be delivered in Adobe .pdf format upon approval by the project manager.

### **Deliverables, Ownership, and Credit Due**

All materials, software, maps, studies, reports, and other products or data, regardless of physical form or characteristics, produced as a result of this solicitation and funded, in whole or in part, under an agreement with NEIWPCCC shall be made available to NEIWPCCC, PEP, and the U.S. EPA in the formats in which it is stored or maintained. NEIWPCCC, PEP, and the U.S. EPA shall have an unrestricted right to use any materials, software, maps, studies, reports, and other products or data generated using assistance funds or specified to be delivered. The contractor shall not obtain, attempt to obtain, or file for a patent, copyright, trademark or any other interest in any such materials, software, maps, reports, and other products or data without the express, written consent of NEIWPCCC and subject to any other approvals required by state or federal law. Reports, documents, signage and other deliverables will credit NEIWPCCC, PEP, and U.S. EPA for any work completed under the grant award, according to EPA, NEIWPCCC and PEP policies.

### **Insurance Requirements**

NEIWPCCC requires its contractors to maintain workers compensation and liability insurance. More details will be provided to applicants selected for funding. Note this applies for all contractors, including sole proprietors. If you cannot provide proof of insurance, please do not apply for this funding opportunity.

## **V. Proposal Requirements**

Proposals must include a (1) cover letter, (2) title page with abstract, (3) narrative with citations, (4) timeline, (5) budgets (both overall and task-based budget formats), (6) budget justification, (7) description of qualifications, and (8) letters of commitment or support. Page limits for each of these components are provided in the individual descriptions below. Proposals that do not contain all of the information requested and/or do not meet the format requirements will be eliminated from consideration. Pages that exceed the maximum number specified for each section will not be reviewed.

### **Cover Letter**

Please include a one-page cover letter, printed on official letterhead and signed by an authorized representative of the lead agency, firm, or institution, with each proposal. The cover letter must state that:

- You are applying for funds under this program.
- You commit to the match you are proposing.
- You acknowledge that funding is provided on a reimbursement basis.

### **Title Page**

For your convenience, an electronic version of the title page is available as a Microsoft Word document at <http://neiwpc.org/about-us/working-with-neiwpc>. The title page must adhere to the format provided in Appendix A and include all of the following information, using a maximum of one single-spaced, one-sided, typed 8.5" x 11" page with 11-point font and 1-inch margins:

- Project Name: Use the exact project name as it appears throughout the proposal.
- Primary Investigator Name and Contact Information: Provide the name, title, and affiliation of the primary investigator, as well as mailing address, phone number, and email address.
- Financial Contact Name and Contact Information (if applicable): Provide the name, title, and affiliation of the individual responsible for financial/contractual negotiations (if different from primary investigator), as well as mailing address, phone number, and email address.

- Project Partners (if any): Provide the names, titles, affiliations, for each of the additional investigators or support staff who will significantly contribute to the project (if any).
- Funds Requested: Provide the amount of money you are requesting from NEIWPCC for the project.
- Matching Funds: Provide the amount of matching funds you and/or your partners will be contributing to the project (if any).
- Federal Tax Identification Number (FID)
- DUNS Number<sup>1</sup>: A DUNS number is a unique, non-indicative 9-digit identifier that verifies the existence of a business entity globally. Contractors must provide NEIWPCC with a DUNS number to comply with an administrative condition of NEIWPCC's EPA grant (individuals are exempt).
- Certified Disadvantaged Business Enterprise (DBE): Indicate if your organization is a DBE.
- Abstract: The abstract must accurately describe the project being proposed and include: (1) the objectives of the project, (2) the methodology to be used, and (3) the expected outputs and outcomes of the project and how it addresses this RFP, including environmental benefits to Peconic Estuary Program. **The abstract must fit within the title page.**

### Proposal Narrative

The proposal narrative must not exceed 10 consecutively numbered, single-spaced, typed 8.5" x 11" pages with 11-point font and 1-inch margins. The 10 page narrative must include all of the following information:

- **Problem Description:** Briefly describe the project and its relevance to the PEP Comprehensive Conservation and Management Plan (CCMP) goals for habitat protection/restoration, stormwater control, and nutrient management (CCMP Actions: POE-1, POE-2, POE-4, POE-7, CCMP Page 8-9 thru 8-25). Successful applicant will also demonstrate knowledge of the importance of the PEP Citizen's Advisory Committee in effectively conducting education and outreach support. Describe the needs and areas for improvement of the PEP Education and Outreach program in leveraging public participation, behavior change, and support for the PEP program. Describe the needs to reinvigorate the PEP Citizen's Advisory Committee. This section can also include brief background or introductory information.
- **Objectives:** Outline how the project will achieve the goal of this RFP.
- **Methodology:** Outline the project's design and describe the methods and techniques that will be used to meet the project's goal and tasks.
- **Expected outputs and outcomes:** Describe the project's expected outputs and outcomes, and list and describe each of the specific deliverables and end-products.
- Briefly discuss the **process to be used to evaluate the effectiveness and success** of the project.
- **Roles and Responsibilities:** Define the roles and responsibilities of all project participants. The successful contractor will assemble a diverse and qualified team to complete this project. It is expected that hours contributed by all team members will total at least one full time equivalent (approximately 1950 hours per year) for the duration of the contract. The successful applicant will also show that the project team will be supported by the organization as a whole in the case of facility needs and change in personnel.
- **Citations:** Include references as appropriate within the proposal narrative.

### Timeline

Provide a detailed timeline for meeting identified tasks and completing deliverables, with a completion date no later than December 1, 2017. All timelines should be stated in terms of Month #1, #2, #4, etc. rather than specific dates, e.g. "March 5, 2018." Although the project start date is anticipated to be on or about January 1,

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<sup>1</sup> Obtaining a DUNS number is free for all entities doing business with the Federal government. Under normal circumstances the DUNS number is issued within 1-2 business days when using the web form process (<http://fedgov.dnb.com/webform>).

2018, this date may change based on the time the actual agreement is established. The timeline must be no more than one 8.5" x 11" page with 1" margins and 11-point font.

### **Budget**

The project budget must be provided in two formats:

First, provide a complete, detailed budget using the format provided in Appendix B. For your convenience, an electronic version of the budget form is available at <http://www.neiwpsc.org/contractors/opportunities.asp>. The budget must be no more than one 8.5" x 11" page with 1" margins and 11-point font. Along with this budget, provide a brief justification (one page maximum) for the proposed costs in terms of meeting project objectives. Include an explanation of how indirect costs are calculated. Justify subcontracts, if any. Identify and describe current and pending financial resources (including the source) for non-federal cost share or matching funds that are intended to support the project. Entities intending to use a Negotiated Indirect Cost Rate must provide documentation of their rate. This documentation does not count toward the page limit.

Second, prepare a budget that is broken down by project tasks, as shown in Appendix C. For your convenience, an electronic version of the budget form is available at <http://www.neiwpsc.org/contractors/opportunities.asp>. As you develop this budget, keep in mind that contractual payments will be made based on this budget. This budget must be no more than two 8.5" x 11" pages with 1" margins and 11-point font. Matching funds should not be included in the task-based budget.

### **Qualifications**

The applicant chosen for this project should possess the academic and/or professional expertise and professional certifications in the relevant subject areas, and have a strong track record in delivering projects of this nature and facilitating successful working relationships with public entities such as schools, civic groups, and municipal and state government. Applicants must be able to demonstrate extensive experience in environmental education and outreach, meeting facilitation, recruitment and engagement of volunteers, behavior change, development of outreach materials, citizen science, and leveraging public participation on activities and initiatives relevant to this project. Selection will be based on the scoring criteria identified in Section VII of this document. Applicants are encouraged to read and understand the criteria before developing a project proposal. Attention to detail in documenting qualifications that meet the scoring requirements is strongly advised. Documents substantiating project team qualifications (resumes, CVs, descriptions of past projects, etc.) do not count towards the 10 page narrative limit, but must not exceed 5 pages.

### **Letters of Support**

Letters of support are optional but encouraged. These letters of support should be addressed to Kimberly Roth, New England Interstate Water Pollution Control Commission, 650 Suffolk Street, Suite 410, Lowell, MA 01854, and include document organizational, state legislative, and/or community support for the project. If your project includes matching funds and the match is to be provided by partners, letters of commitment for the match from those partners must be included. There is no page limit for letters of support.

## **VI. Submission Process**

Proposals must be submitted by no later than **12:00 PM EST (noon) on November 17, 2017**. No late submissions will be considered. Applicants **must submit their proposals electronically** through the NEIWPCC website. Unless prior approval is given, proposals received through e-mail, postal delivery, or any other delivery method will not be accepted.

To submit your proposal, go to <http://neiwpc.org/about-us/working-with-neiwpc/contractor-proposal-submissions/> and follow the instructions provided for uploading your file(s). It is highly preferred that the proposal and all supporting information are submitted as a single PDF document. This requires Adobe Acrobat or similar Adobe product (the free Adobe Reader does not allow the conversion of documents into PDF format), or a scanner. If multiple files are to be submitted, you will need to create an archive file (.zip, or .rar) containing all of the files you wish to submit. The file name should be in the following format: "PEP E&O\_\_NAME OF YOUR ORGANIZATION." Once you have clicked the "submit" button, please allow adequate time for your submission to process and do not hit the back button or close your browser window. The process is not considered complete until you have reached the confirmation page. If submitted successfully, you will receive an email from NEIWPC ([mail@neiwpc.org](mailto:mail@neiwpc.org)) with the subject line "RFP Submission Confirmation" confirming your submission. For questions regarding submission of proposals, contact Kimberly Roth, NEIWPC, [kroth@neiwpc.org](mailto:kroth@neiwpc.org), (978) 349-2512.

## VII. Proposal Evaluation Process

NEIWPC will screen all proposals to ensure that they meet all requirements of this RFP. If a proposal is found to be incomplete, the proposal will be eliminated from the competition and NEIWPC will notify the applicant. To be considered complete, proposals must include all of components described in Section V. Proposal Requirements. Pages in excess of the limits specified for each component will not be reviewed. Complete and eligible proposals will be reviewed by a panel composed of scientists and managers from Peconic Estuary Program partner agencies. Proposals may also be submitted for external peer reviews. The review team will evaluate the proposals based upon the following criteria:

- 1. Addresses Desired Outcomes (0-25 points):** Degree to which the proposal can accomplish the desired outcomes. Clarity and measurability of the deliverables/outputs within specific reasonable timeframe(s), including relationship of expected results/benefits to addressing this RFP's topic.
- 2. Technical Merit (0-25 points):** Adequacy of the proposed methodology to accomplish the stated project tasks and objectives. Evidence of creativity in methods proposed.
- 3. Performance Capability (0-15 points):** Ability of the applicant to accomplish the proposed project on schedule with quality given its history of past performance, experience, expertise, qualifications, facilities, and resources. Evaluators will consider the qualifications of the project team and ability of the proposed team complete project tasks effectively and on time. It is expected that hours contributed by all team members will total at least one full time equivalent for the duration of the contract.
- 4. Appropriate and Cost-Effective Budget (0-15 points):** Proposals with costs up to \$150,000 will be considered, but cost and the relative value of work products will be a factor in evaluating submissions. Adequacy of the proposed budget to accomplish objectives and adequacy of justification in explaining the need for resources for this project will be evaluated.
- 5. Project Schedule (0-10 points):** Practicality of proposed project schedule and ability to meet project tasks within desired project timeframe.
- 6. Transferability of Results (0-10 points):** Deliverables will be presented and produced in formats that can be easily understood and utilized by project partners and stakeholders.

Proposals will be ranked and evaluated based upon the review panel's recommendations. The recommended project proposal, selected by the review panel via consensus, is subject to approval by the PEP Management Committee.

### VIII. Notification of Awards

Award notification to applicants is expected by November 17, 2017. Award recipients may be asked to submit a revised work plan, timeline, and budget at this time. Projects cannot start until the contract is signed by both parties. NEIWPC will not pay for expenses incurred prior to the contract start date. Payment for costs incurred will be on a reimbursement basis per the contract payment schedule and contingent upon completion of quarterly progress reports and project deliverables.

### IX. Contacts

NEIWPC and the Peconic Estuary Program will accept questions about this RFP by email or phone through **12:00 PM EST (noon) November 16, 2017.**

For information regarding the application process, contact **Kimberly Roth**, NEIWPC's PEP Project Manager:

Kimberly Roth  
New England Interstate Water Pollution Control  
Commission  
650 Suffolk Street, Suite 410  
Lowell, MA 01854  
978-349-2512  
[kroth@neiwpc.org](mailto:kroth@neiwpc.org)

For information regarding the RFP topic, please contact **Sarah Schaefer**, NEIWPC Environmental Analyst, PEP Program Coordinator:

Sarah Schaefer  
Peconic Estuary Program Suffolk County Department  
of Health Services, Office of Ecology  
360 Yaphank Avenue, Suite 2B  
Yaphank, NY 11980  
(631) 852-5806  
[sarah.schaefer@suffolkcountyny.gov](mailto:sarah.schaefer@suffolkcountyny.gov)