

Questions received in response to RFP No. 0415

1. **Are nonprofit organizations eligible to apply for this program?**
 1. Yes, nonprofits are eligible.

2. **Page 4 of the RFP under PURPOSE OF THE REQUEST FOR PROPOSALS states the program should educate “large groups of school-age students.” Can you quantify this, either by a number of students or schools that would be considered large or meet MWDOC’s requirements?**
 1. Since 1973, we have taught nearly 80,000 elementary-age students per year through our Water Education School Program. Our goal is to continue to educate a large number of students. We don’t have a specific minimum number of students in mind, but programs that educate small groups of students will be deemed less competitive. Our preference would be to continue to provide a large-scale program.

3. **Our organization currently facilitates a school-based garden program with Orange County schools. Can these existing school relationships be considered should we expand the program to include another phase for water programming? Or are new school relationships required?**
 1. Proposers are encouraged to utilize their existing relationships with schools. Additional relationships may need to be forged in order for the selected Contractor to effectively market/schedule the full program.

4. **Page 6 of the RFP advises applicants should market to “all (600+) schools in Orange County.” Is this a requirement or is there a minimum amount of schools required for outreach?**
 1. All schools in Orange County, except those served by Irvine Ranch Water District, need to be marketed to. This could be accomplished through a mailed letter, flyer, or brochure, or via email. Direct, one-on-one communication will be required to schedule the participation schools.

5. **What is considered the standard water education established by the State of California? Reference Page 6 of the RFP under Implementation.**
 1. “Educational standards describe what students should know and be able to do in each subject in each grade. In California, the State Board of Education decides on the standards for all students, from kindergarten through high school” (The California Department of Education). Please see the following links:
<http://www.cde.ca.gov/re/cc/index.asp>
<http://www.cde.ca.gov/pd/ca/sc/ngsstandards.asp>

6. **Can you advise what is considered ineligible costs? We would like to confirm that program materials, supplies, personnel, and travel costs are eligible costs to list on the budget.**

1. These would all be considered eligible costs. Specific “eligible vs. ineligible” funding categories have not been identified.
- 7. Is there a limit to the percentage of the budget that is allocated to personnel costs?**
 1. No, there is not limit.
- 8. Would you be able to provide the previous year’s success rate for this program? How many submissions MWDOC received and how many were funded?**
 1. This is the first time the program is being competitively bid.
- 9. Is there an average/minimum/maximum funding amount based upon previous awards?**
 1. We are looking to fund close to \$300,000 per year. This funding could be awarded to one single Contractor or multiple, depending on the proposals received.
- 10. Are you looking only for former clients or are current clients also permissible?**
 1. Current clients are also permissible.
- 11. If we do not have enough former clients that meet this criteria, would we be deemed non-responsive for including less than three?**
 1. If a Proposer does not have three current or former clients for whom comparable services were provided, please list current or former clients for whom any type of services were provided.
- 12. Assuming we do not have enough former clients that meet the criteria and that it would not be appropriate to simply leave it blank, what is MWDOC’s preference as to what should be included?**
 1. All Proposers should list three current or former clients as references – the more similar the work, the better.
- 13. Is this truly an open process? I understand Discovery Science Center has performed the contracted work for MWDOC for the past 10 years.**
 1. Yes, this is an open process. The purpose of this RFP is to solicit proposals from a variety of vendors for various program structures.
- 14. Do you anticipate receiving a number of proposals?**
 1. Yes, we hope to receive at least 5 or 6 proposals from various vendors.
- 15. Could we include former clients with similar work farther back than 5 years?**
 1. No, please limit your client list to those for whom you have performed similar work within the past 5 years.
- 16. Are matching funds required? If not, are they allowable?**

1. Matching funds are not required. If your organization can contribute matching funds that would augment our program's scope and reach, that would be viewed favorably.

17. Are indirect costs allowable?

1. There are no limitations on the allowable costs, but please remember we are a public agency and it is our responsibility to use ratepayer funds wisely.

18. Are Proposers that have a business address in Orange County preferred over those who do not?

1. Proposers need not have a business address in Orange County, but they do need to have sufficiently accessible staffing and resources in order to deliver a program of this size here in Orange County.

19. Do Proposers need to register at a vendor registration site prior to submitting the proposal?

1. No, there is no prior registration required.

20. Does the MWDOC have existing water education curriculum that the District would be interested in seeing included in a Proposed program? For example, a Proposer could propose games and activities that relate closely to existing MWDOC curriculum so that both can be taken into schools together as one coherent program. Doing so would give new life and extend the use of previous MWDOC investments.

1. The only water education curriculum requirements are those stated in the RFP. Our previously developed curriculum could potentially be utilized by the Proposer, but it may need modifications in order to comply with changing curriculum standards established by the State.

21. If the answer to the previous question (3) is no, would the MWDOC be interested in proposals that leverage curriculum created by other Water Districts?

1. Proposers are welcome to leverage curriculum created by other water districts so long as it complies with the education curriculum requirements set forth in the RFP. However, our goal is not to copy and paste another district's program.

22. MWDOC received a request under the requirements of the California Public Records Act, and in order to optimize the quality of proposals received in response to RFP No. 0415, the current curriculum documents can be accessed through the following link:

1. <http://www.mwdoc.com/Uploads/MWDOC%20-%20K-5%20curriculum%20compiled.pdf>

23. RFP Item 4.a. requests a pricing table. Could you clarify what is meant by this?

Are you looking for one of these:

1. **Line Item Budget such as:**
Curriculum Specialist 1FTE \$X,XXX
Supplies \$X,XXX
Or
2. **Total cost per year by activity such as:**

Assemblies \$XX,XXX (total amount per year)
Follow-up Activity \$XX,XXX (total amount per year)

Or

3. Fee Chart/Budget Narrative such as:

Assemblies \$2 per student x 60,000 students
Follow-up Activity \$.25 per student x 60,000 students

1. We are looking for items 2 and 3: the total cost per year by activity as well as a breakdown of the total cost per student by activity for the initial three-year period.

24. To put together a program that best serves the purpose of the RFP, my company is joining forces with another organization. I would prefer to present our partner organization as a Partner as opposed to a Subcontractor. As such, I would like to list the bios and roles of relevant staff members of both our organizations, and under references I would like to include references for both our organizations.

Is this an acceptable approach? If I must list our partner as a subcontractor, can I still include their staff bios and references to properly highlight our partner's contribution to the project?

1. Only one organization can be listed as the primary contractor. In your case, it sounds like the other organization would need to be listed as a subcontractor. The bios and references for your subcontractor should be included in the subcontractor section of your proposal.
2. You can list references for your subcontractor under the subcontractor section of your proposal, but they should not be included under the references for the primary contractor.

25. If I may list our partner's references, can we list more than 3 total? I would like to list 2 relevant references from each of our organizations.

1. You must list 3 references for your organization and you can also list up to 3 references for your contractor under the subcontractor section of your proposals.

26. For this RFP, is the MWDOC only interested in programs that reach students directly, or are additional outreach methods such as workshops for teachers that would result in the teachers bringing the program into the classroom also appropriate?

1. We are primarily interested in reaching students directly. You can, however, propose teacher workshops that reach students indirectly, but there must be a very clear process for how your organization will be able to accurately determine the number of student participants, measure learning objectives, provide relevant reporting data, etc.

27. In the RFP, the program duration is listed as 3 years. In the table in the Timeline section, the last line "Program Implementation", the period from July 1, 2015 to June 30, 2019 is 4 years. What is the anticipated program duration?

1. The successful firm will be awarded a three-year contract with an option to renew two additional years. At a minimum, the program duration would run July 1, 2015 to June 30, 2018; if the contract is renewed the program would continue to June 30, 2020.

28. The Marketing section specifies that the program should be marketed to "all eligible

public and private schools in Orange County." The Implementation section however indicates that the program can target specific grade levels, rather than all grades. Is it anticipated that the marketing should reach all eligible schools, even if the program itself targets, for instance, only middle schools?

1. The program should be marketed to all eligible public and private schools. If your proposed program targets only middle school students, elementary and high school students would not be eligible so you need not market to them.

29. Take for instance that our proposal will describe a program for middle school students. I just want to make sure that the expectation is to reach as many middle school students in Orange County as possible, ideally all of them, once over 3 years, as opposed to reaching them multiple times over the course of the program?

I ask this for purposes of budget allocation, to see if I can allocate more funds in Year 1 to development of the program and plan for more in-person outreach sessions in the subsequent years.

1. We are looking to the proposers, who are presumably the education experts, to give us their recommendation for the appropriate grade levels to target and frequency of reach. As you suggest, one or more specific grade levels could be targeted, or students could be targeted at repeated grade levels. It is truly up to your firm to propose the appropriate program structure.