

**BAY AREA INTEGRATED REGIONAL WATER MANAGEMENT (IRWM) DISADVANTAGED  
COMMUNITY INVOLVEMENT PROGRAM  
OUTREACH PARTNER REQUEST FOR QUALIFICATIONS**

On behalf of the San Francisco Bay Area Integrated Regional Water Management Funding Area, The Environmental Justice Coalition for Water (EJCW), in its role as both grant administrator and program manager, seeks Statements of Qualifications (SOQs) from qualified partners to work closely with EJCW to perform a broad suite of outreach services in support of Disadvantaged and Under-Represented Communities and their participation in the Disadvantaged Community Involvement Program. It is expected that each partner will demonstrate the ability to work, actively and collaboratively, with EJCW and other partners to develop an integrated water management needs assessment for Disadvantaged Communities (DACs) and Under Represented Communities (URCs) and corresponding outreach and involvement strategy in one or more communities in the Bay Area region. A suite of broader community issues will be considered as this program is developed, to ensure a cross-disciplinary, mixed-methodology approach to addressing water needs as they relate to broader community needs as a whole. This RFQ is intended to solicit partners who can assist in defining water management needs for DACs and URCs and can support outreach planning and services to DACs and URCs.

**Background**

The Bay Area Integrated Regional Water Management (IRWM) Funding Area represents a multi-stakeholder, nine-county region, focused on coordinating a strategic approach to regional water resources management. The Bay Area IRWM Funding Area is governed by a Coordinating Committee that includes stakeholders from the nine Bay Area counties and is dedicated to enhancing water conservation, water services, water efficiency, access to high quality water, sustainable groundwater management, stormwater/flood management, affordability, and access to watersheds and habitat.

The Bay Area IRWM Coordinating Committee developed the following four Functional Areas in order to identify specific needs and challenges related to these areas:

- Water Supply and Water Quality
- Wastewater and Recycled Water
- Flood Protection and Stormwater Management
- Watershed Management-Habitat Protection and Restoration

The Bay Area IRWM Funding Area has been allocated \$65 million in Proposition 1 IRWM funding, \$6.5 million of which will be dedicated to involving DACs/URCs, including helping define, understand, and address DAC/URC water management needs through a collaborative, community-based process.

Following from this RFQ, EJCW expects to issue 10-15 six-month to one-year sub-contracts to outreach partners, ranging from \$10,000-\$50,000 in a phased approach: the first phase being the subject of this RFQ and focused on identification of DACs/URCs, working with the

DACs/URCs identified to investigate, understand, and describe water needs, and come up with a range of possible solutions. Over the life of the program, larger contracts will be issued for an expanding scope of work. It is expected that the outreach partners selected for this first phase of work will both contribute existing strengths to the overall effort and may grow into the role, likely leading to additional contracts for work in later work phases.

Performance metrics, such as geographic area covered and outreach to the most DAC/URCs, will be used to evaluate the effectiveness of the outreach partner's work and will be developed as part of the contract and scoping process. Following evaluation of outreach partners' work, the Bay Area IRWM Coordinating Committee and EJCW may invite qualified outreach partners to apply for subsequent rounds of funding, over the approximately 3-year timeframe for the overall program.

EJCW reserves the right to request that individual outreach partners team up with others to execute the program activities and scope of work most effectively. EJCW reserves the right to request that respondents to the RFQ make modifications to their proposal to meet the outreach, planning, capacity building, and technical assistance needs of the overall program most effectively.

The California Department of Water Resources, which administers the Integrated Regional Water Management Program at the state level, maintains a map of income-qualified Disadvantaged Communities which can be found here. [<https://gis.water.ca.gov/app/dacs/>]

The Bay Area IRWM Coordinating Committee developed the following definition of URCs for the Bay Area region:

Groups that have a history of disproportionately less representation in water policy and/or projects which include, but are not limited to: African American, Asian/Pacific Islanders, Native Americans, California Indian Tribes, Hispanic, Middle-Eastern, LGBTQ, homeless, new immigrant, youth and elderly populations, unincorporated communities, and small independent organizations.

As above, through this RFQ, EJCW is seeking outreach partners for both DACs and URCs.

**RFQ Description and Goals/Desired Outcomes:**

The goals of this effort are as follows:

- Identify and establish sustained capacity for DACs and URCs to participate in IRWM planning and improve access to IRWM grant funding.
- Work to create a community-based process to identify water management needs, goals and solutions.
- Work with communities to identify DAC/URC water management needs, which can include but are not limited to: water conservation, water services, water efficiency, access to high quality water, sustainable groundwater management, stormwater/flood management, affordability, and access to watersheds and habitat.

- Work with communities to identify solutions that can lead to implementation projects benefiting DACs and URCs

Our intent is to create collaborative, complementary, and mutually-supportive teams of outreach, technical, and community partners to develop a detailed work plan, schedule and budget for outreach and model projects to advance innovative projects/ programs to benefit DAC and URC communities. EJCW expects to move forward effectively, in keeping with best practices for community engagement and community-based participatory processes, so that the water management needs of DACs/URCs can be included, more fully, in IRWM planning efforts and future funding opportunities through the IRWM Grant Program or other financial assistance programs.

**Respondents to this RFQ should address the following (sections A, B, C, and D, below):**

#### **A. UNDERSTANDING OF BAY AREA DAC/URC INTEGRATED WATER MANAGEMENT NEEDS**

A description of your understanding of the known DAC/URC water management needs within the community or communities in which you work and/or a methodology for gaining an understanding of those needs.

An outline of your approach to address DAC/URC water management needs within one or more DACs/URCs in the Bay Area region.

Your approach to conducting water management needs assessments, including data collection and interviews to solicit stakeholder input on and conduct analyses of water-related needs.

Your approach to engaging directly affected communities, collaboratively, in program activities.

#### **B. OUTREACH GOALS**

Respondents to this RFQ should address how the program's following outreach goals will be addressed:

- Provide resources and technical assistance to communities via workshops, trainings, and meetings to help cultivate the communities' leadership capacity to develop their own set of goals and to encourage and support increased involvement in IRWM Disadvantaged Community Involvement Program planning processes.
- Community outreach to increase information sharing, identification of priorities for the region and DAC/URC participation in local and regional water planning efforts such as water conservation, water services, water efficiency, access to high quality water, sustainable groundwater management, stormwater/flood management, affordability, and access to watersheds and habitat.

- Community outreach to increase information sharing, DAC/URC participation in project development, and community benefits.

### **C. MODEL PROJECTS**

Respondents to this RFQ should address approaches to identifying innovative and/or demonstration projects/programs to benefit DAC/URC communities in the Bay Area as it relates to their integrated water management needs.

### **D. QUALIFICATIONS**

The following is a listing of qualifications that will be considered for selection of community-based organizations and partners to work on the proposed activities.

- Approach to water related outreach/programs that provide benefit to one or more DACs/URCs within the Bay Area.
- Proven ability and experience working effectively with communities and local governments.
- Understanding of Bay Area disadvantaged and under-represented community water management needs and priorities.
- Track record of effective outreach, including strong communication, coordination, collaboration and facilitation experience to promote interactive public involvement.
- Breadth of Bay Area community relations for the development, deployment, and analysis of surveys, community needs assessments, and interviews.
- Organizational capacity to work with EJCW, the Disadvantaged Community Involvement Program Manager, regarding deliverables, invoices, progress reporting, and other documentation.
- Demonstrated ability and willingness to actively work, collaboratively, with EJCW and other selected outreach partners and subcontractors to develop an integrated outreach and involvement strategy, as part of a Bay Area IRWM DAC/URC Involvement Program cohort.
- Knowledge of local and regional resources to perform research and quality technical writing.
- Ability to be flexible and responsive to the program team and community needs.

- Proven track record providing resources and technical assistance to communities via workshops, trainings and meetings.

## **E. PROPOSAL SUBMISSION**

Partners may respond with a statement of qualifications, directly addressing bulleted items listed above.

The following items must be submitted:

- Proposal Cover Page (1 page)
- Statement of Qualifications, including key personnel and qualifications, proposed subcontractors, hourly rates, references, and short description of examples of relevant work that support the proposal (maximum 5 pages)
- The geographical areas respondents' proposal would cover and evidence [DWR DAC mapping tool, anecdotal, direct insight/relationships, etc.] that the community meets the Disadvantaged Community Median Household Income threshold (80% of Statewide Median Household Income). Please include, at minimum, one address, lat/long coordinates, a GIS map, or a Google map with pins, indicating the central location of your project or projects. (Google search, "How to drop a pin in Google maps," for easy-to-follow instructions) (maps and/or narrative - maximum 2 pages).
- Budget Justification - Explain how funding will go toward water management needs assessment, outreach activities, and/or project/solution development.

Proposals should be submitted as a PDF and e-mailed to Nahal Ghoghaie at [Nahal@ejcw.org](mailto:Nahal@ejcw.org), with "Proposal for DACIP Outreach - (Name of Applicant Entity)" in the subject line, and must be received **no later than 5:00pm on September 29, 2017.**

Proposals not received by this time shall be considered non-responsive and will not be considered.

INQUIRIES: No phone calls will be accepted except as a reasonable accommodation to ensure equal access to the RFQ process. Written questions may be submitted any time before 5:00pm on September 22, 2017, to Nahal Ghoghaie at [Nahal@ejcw.org](mailto:Nahal@ejcw.org).