



**Revised 6-19-2015**

The Mobile Bay National Estuary Program (MBNEP), through its Community Action Committee (CAC), is issuing a Request for Proposals (RFP) to select an environmental organization or other similar firm to coordinate educational programming related to watersheds/watershed management for the K-12 population in watersheds that have existing watershed management plans or are in the process of developing one. Proposals will be accepted until **July 24, 2015** and must be sent to: Ms. Roberta Swann, Mobile Bay National Estuary Program, 118 North Royal St., Suite 601, Mobile, AL 36602.

The CAC five-year Education and Public Outreach Strategy included in the Comprehensive Conservation Management Plan for 2013-2018 identifies four goals:

1. Increase awareness of coastal resources supporting what people value about living in coastal Alabama.
2. Improve community ability to participate in ecosystem-based management actions.
3. Increase citizen actions to mitigate impacts of humans on the environment.
4. Build capacity of at least fifteen grassroots groups to ensure citizen involvement in creating more resilient and environmentally-responsible communities.

**Objectives** related to those goals include:

1. Increase community's connection to Alabama's coastal resources.
2. Increase environmental awareness of the impacts of stormwater pollution on water quality throughout the watershed.
3. Increase community engagement in watershed management plan activities.
4. Improve personal behaviors and respect for water resources.

To achieve the above objectives, the CAC has identified a need for educating students in grades K-12, through both formal and informal activities and events, about basic watershed concepts and how their behaviors affect the health of the waters in their community. To assist the CAC in achieving this, the MBNEP has secured funding in the amount of \$20,000 to coordinate educational activities in schools located within watersheds where comprehensive watershed planning is or will be occurring over the next year. These watersheds include *Tensaw-Apalachee-D'Olive; Eight Mile Creek; Three Mile Creek; Fowl River; Bon Secour; Bayou la Batre, West Fowl River and Fish River.*

The CAC has identified educational priorities as follows:

- Increase watershed knowledge;
- Translate watershed knowledge into action; and
- Use technology to deliver learning concepts to a wider audience.

### **Submittal Instructions**

***Proposals shall include and be evaluated on the following elements (Not to exceed five 8.5" X 11" pages, Times New Roman, 11 point font)***

***A mandatory pre-submittal meeting will take place on Monday, July 13<sup>th</sup> at 1:00 PM CST in the Killian Room at the International Trade Center, 250 N. Water St, Mobile, AL 36602***

1. **Resources:** Discussion of how Respondent will use existing educational resources. The purpose of this request is to coordinate the delivery of existing educational programs and not duplicate current efforts. Respondent shall provide an overview of what a one-year educational enhancement curriculum would include and what resources would be accessed to achieve educational objectives. (10%)
2. **Participation:** Identification of target schools and grades within the listed watersheds. Respondent should indicate how they would work with schools to deliver programming in the classroom as well as through informal activities, including, but not limited to, festivals, community service activities, field trips, and cross-grade mentoring. In addition, Respondent should describe how watershed groups, where they exist, would be engaged in the delivery of this programming. (5%)
3. **Activities:** Delineation of one-year program including how often activities would be conducted, what topics would be covered, and what number of participants is anticipated. In addition, Respondent should outline how knowledge delivered will be translated to hands-on action and describe how technology will be used for program delivery. (25%)
4. **Short-Term Outcomes:** Brief discussion of what Respondent will achieve in the short-term related to increasing the knowledge of the K-12 population within the watershed. (5%)
5. **Medium-Term Outcomes:** Brief discussion of what Respondent will achieve in the medium-term related to the K-12 population taking actions that enhance watershed planning. (5%)
6. **Long-Term Outcomes:** Brief discussion of what Respondent will achieve in the long-term related to how the proposed activities will contribute to behavior change within the K-12 population. (5%)
7. **Staff Experience:** Respondent will provide bios of key personnel who will be responsible for the implementation of this project, including an indication of each's percentage of effort. (5%)
8. **Organizational Experience:** Respondent will provide a description of experience within the most recent five-year period related to community education and training, including a list of at least three ongoing programs being administered, and organizational experience in completing projects in a timely manner and within a specified budget (10%)
9. **References:** Names, phone numbers, and email addresses of at least three schools that have benefited from Respondent educational programs. (5%)
10. **Leveraged Resources:** Respondents should identify with specificity any other relevant organizational, consulting, or other available resources that will be committed to the program. (20%)
11. **Project Budget and Schedule:** Respondents will include a project Budget (see the form attached) and Project Schedule indicating milestones for updating the CAC, watershed planning steering committees and MBNEP on the status of activities throughout the contract period. (5%)

The most current RFP document is available at the MBNEP website ([www.mobilebaynep.com](http://www.mobilebaynep.com)). Potential Respondents interested in this RFP should contact the MBNEP and request placement on the RFP e-mail distribution list to ensure receipt of amendments and other relevant information. Inquiries should be directed to: Ms. Kelley Barfoot at [kbarfoot@mbnep.com](mailto:kbarfoot@mbnep.com) or by phone at 251-380-7943. Proposals will be accepted until **July 24, 2015** and must be sent to: Ms. Roberta Swann, Mobile Bay National Estuary Program, 118 North Royal St., Suite 601, Mobile, AL 36602.