

REQUEST FOR PROPOSAL (RFP)
COMMUNITY-BASED ORGANIZATION OUTREACH AROUND COMMUNITY AMENITIES AT THE
SALTON SEA

THE SALTON SEA AUTHORITY
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OCTOBER 26, 2022



Salton Sea Authority



SUMMARY AND BACKGROUND

The Salton Sea Authority (SSA, the Authority) is a California Joint Powers Agency, whose members include the County of Imperial, the County of Riverside, the Coachella Valley Water District, the Imperial Irrigation District, and the Torres Martinez Desert Cahuilla Indians. SSA and the State of California, principally through the California Natural Resources Agency (CNRA), have had a long history of coordinating and consulting on issues relating to the revitalization of the Salton Sea (Sea) and the region impacted by its evolution. As the State ramps up its efforts to fully implement its 10-year plan and begins developing a long-term strategy for the region, coordinating the resources of SSA and its Members has never been more critical. The Authority, through its members, and represented by its Board of Directors, serve as duly elected public officials representing every resident in the Imperial and Coachella Valleys.

In coordination with the Salton Sea Management Program (SSMP) team, SSA will enhance and promote community participation and engagement using different strategies and tasks.

The State recognizes the need to develop a strategy to address the range of needs in the Salton Sea Region, while achieving the goals of the Salton Sea Management Program. The State has secured resources for Better World Group Advisors (BWG) to develop a Community Amenities Strategy that should be finalized and released in first quarter 2023. The goal of the Strategy is to: identify community needs that may be incorporated into SSMP and other projects, as well as to identify policy recommendations and funding opportunities for achieving community amenities and benefits outside of the SSMP. SSA is supporting this effort by soliciting and contracting with one or more community-based organizations (CBOs) based or working in the Salton Sea Region to seek community input centered specifically around community amenities at the Salton Sea. This shall be accomplished by engaging frontline community members using meaningful “in-community” engagement within identified subregions around the Salton Sea Region. SSA has secured \$50,000 for the completion of this task on an accelerated timeline.

The purpose of this Request for Proposal (RFP) is to solicit proposals from various community-based organizations.

PROJECT SCOPE

The community-based organization(s) will support the development of the Community Amenities Strategy document by gathering community input through one or more grassroots engagement strategies. The scope of this project includes planning and coordination with SSA, the State, and its contractors to co-develop and disseminate materials for this work, including outreach and meeting materials, templates of which can be provided by the State and its contractors who will support this project. Project deliverables include the following tasks:, with the level of engagement and support from SSMP varying up on preference of the community-based organization.

- Co-develop community-appropriate engagement strategies, identify best in-person venues in the region, identify potential community partners, develop and implement methods to effectively connect with community members in the Salton Sea region, co-develop metrics of success, etc., with the State and its existing SSMP contractors.
- Participate in check-in calls with the State and its contractors around community-specific engagement related to this effort;
- Convene community engagement activities to identify community amenities, which may include focus groups, convenings, and/or workshops and/or participating in multiple existing meetings;
- Promotion: may include virtual platforms, door-to-door canvassing, and/or additional strategies specific to the needs of each community.
- Disseminate community-specific engagement materials: flyers, outreach emails, and social media, to be developed with support from the State and its contractors, who can provide template materials.
- Provide summary notes, and meeting documentation such as: photos, attendee list, etc. from community engagement activities
- Review and comment on draft report to be developed by the State and its SSMP contractors using CBO summary notes (may occur after the completion of project deliverables).

REQUEST FOR PROPOSAL AND PROJECT TIMELINE

Request for Proposal Timeline:

All proposals in response to this RFP are due no later than 5pm November 9, 2022. Interested CBOs will reply through completion of a google form with key questions, provided by the State and BWG. Given the accelerated timeline, efforts shall be made to make this form accessible and easy to use.

SSA will hold an information session to provide answers to questions bidders may have on November 2, 2022 at 2p.m. via a virtual meeting where potential bidders can ask questions and request technical assistance from the team. Additionally, questions may be submitted to Patrick O'Dowd, Executive Director of the Salton Sea Authority at: gpodowd@saltonsea.com by 4 PM on Wednesday, November 2nd and will be read and answered at this meeting. If a representative from the bidding organization is not available to participate in the meeting, a list of questions and answers from the meeting can be sent to the bidding organization.

Evaluation of proposals will be conducted on an accelerated timeline. If additional information or discussions are needed with any bidders during this approximately 2-week window, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than Friday, November 11, 2022.

Project Timeline:

Project deliverables must be completed by January 16, 2022.

BUDGET

The total budget allotment for this project is \$50,000 and cannot be extended. All proposals must include proposed costs to complete the tasks described in the project scope. More than one proposal might be selected to conduct the needed services. All funds must be spent before January 5, 2023.

NOTE: All costs and fees must be clearly described in each proposal.

BIDDER QUALIFICATIONS

Bidders should provide a brief description of their organization. Bidders will include a short description of the organization's mission and goals and any experience working in Salton Sea communities, (which could include: Mecca, North Shore Oasis or Thermal, Salton City, Niland, Calipatria, Desert Shores, Westmoreland, Brawley, Calexico or other areas in Imperial County.

PROPOSAL EVALUATION CRITERIA

SSA will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria, described in a simple form provided by the State and its contractor:

- Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project
- Previous work: Bidders will be evaluated on examples of their work pertaining to engaging with community members of the Salton Sea region, and working with targeted populations.
- Value and cost: Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project
- Staff Capacity: Bidders must provide information on staff who will work on the project