

# Request for Qualifications

## California Stormwater Quality Association (CASQA)



Stormwater Funding Resource Portal

Release: Tuesday, June 19, 2018

Submittal: 4 PM, Friday, July 6, 2018

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## **Introduction**

The California Stormwater Quality Association (CASQA) is pleased to announce this Request for Qualifications (RFQ) from consultants to conduct the “Stormwater Funding Resource Portal” project. The purpose of the project is to provide content and assist with layout of a web-based portal for information on stormwater funding resources relevant to California.

Municipal stormwater management programs have historically been underfunded in California. The lack of dedicated funding sources continues to be the primary barrier to the implementation of effective stormwater projects. With increasing regulatory requirements, funding resources to implement successful stormwater programs and projects are needed across California. Although some stormwater funding resources exist, including state and federal grants, guidance is needed in one central location identifying alternative funding resources, the level of effort to obtain stormwater funding, as well as considerations covering the establishment of a stormwater utility supported by a municipal stormwater fee. CASQA, in collaboration with the State Water Resources Control Board (State Water Board) as part of its STORMS initiative, is developing a stormwater funding web portal to provide one location for guidance and stormwater funding resources in California. CASQA and the State Water Board are seeking a qualified consultant to assist in developing the Stormwater Funding Resource Portal (formal name of the site to be developed).

This RFQ is open to individual firms / consultants and to teams of firms / consultants. Interested consultants are invited to provide Statement of Qualifications (SOQs) in response to this RFQ. The SOQs will be reviewed and evaluated against criteria by a selection group designated by the CASQA Board of Directors. CASQA intends to establish a contract in July 2018 with a qualified consultant or team of consultants to provide the services described below.

SOQs shall be submitted by firms that have a capable and demonstrable background in the type of work described below. Additionally, interested firms shall have sufficient, readily available resources in the form of trained personnel, support services, specialized consultants, and financial resources to carry out work without delay or shortcomings.

Consultants will be expected to sign CASQA’s Standard Agreement for Professional Consultant Services (Appendix A). Any exceptions to CASQA’s Standard Agreement for Professional Consultant Services should be noted in consultants’ transmittal letters for their Statements of Qualifications.

## **Scope of Services**

The following tasks are provided as guidance in preparing SOQs; the final scope of work will be negotiated with the selected consultant.

The selected consultant will work with CASQA, the State Water Board, CASQA's Website Manager, and as needed, CASQA's website designer, Project 6, to develop the Stormwater Funding Resource Portal (Portal) content and draft layout. The Portal will be hosted on the existing CASQA website, but likely with a unique web address, and the consultant will be responsible for content development based on the draft content elements identified below. CASQA's Website Manager and Project 6 will be responsible for web programming and creating the web pages of the Portal based on the content developed by the selected consultant. The following are the draft content elements desired for the Portal, however these elements may change, expand, or be consolidated based on input from the selected consultant:

Portal (Home Page) – The home page will include the Portal purpose, current state of stormwater funding in California, and potential future functionality of the portal.

- CA Stormwater Funding Background - A general background of stormwater funding in California. This will also include the following subsections:
  - Stormwater Funding Options Overview
    - CASQA White Paper #1
  - SB 231 Summary – Input from SB 231 Working Group will be requested for this summary.
- Draft Purpose (Mission) Statement of the Website: To support the establishment of stormwater management programs and funding of stormwater projects in California through the identification of resources, funding opportunities, and related guidance.
- Potential future website functionality statement.

Sustainable Stormwater Program Funding Options: - Municipalities should look at all options including internally with realignment and evaluating the potential to establish a stormwater fee and/or utility and externally with applications for grants or loans. This section is focused on funding the program vs. funding specific projects.

1. Internal – Program Funding
  - a. Realignment – Take info from CASQA White Paper #1
    - i. Case study for each method.
  - b. Local Development Fees
    - i. Site plan review fees
    - ii. Special assessments
    - iii. Special service fees
    - iv. In-lieu of construction fees
    - v. System development charges
    - vi. Impact fees
    - vii. Developer extension/latecomer fees
  - c. Special Purpose Local Option Sales Tax (SPLOST)
  - d. Revenue bonds or loans for capital improvements
  - e. Establishing a Stormwater Management Utility (link to separate page)
    - Proposition 218 Process
      - *Technical Assistance Memorandum* (League of California Cities)

- Campaign Case Studies
  - Successful: City of San Clemente Clean Ocean Program and Fee
  - Unsuccessful: Contra Costa County Clean Water Initiative
- Successful Campaign Resources
- Developing a Stormwater Utility
  - *Forming a Successful Stormwater Utility* (Forester Media)
  - *Stormwater Utility Handbook* (Georgia)
  - Steps for establishing a stormwater utility:
    - Develop education and outreach program.
    - Establish and define administrative/organizational structure.
    - Obtain parcel, land use and customer account data.
    - Develop rate structure and perform rate study analyses.
    - Establish billing and database management systems.
    - Adopt stormwater utility ordinance and implement stormwater utility.
- Determining a Stormwater Rate/Fee Structure
  - *Developing a Fee Structure* (SPUR Stormwater Fees)
  - Rate Consultant Information (Listing of consultants?)
- Stormwater Management Public Education and Outreach
  - TBD (“Messaging” by USEPA)
  - *Reducing Stormwater Costs through Low Impact Development (LID) Strategies and Practices* (USEPA)

## 2. External – Program Funding

- a. Grants
- b. Loans
- c. Other sources (i.e., foundations)

Stormwater Project Specific Funding Options: - This section would focus on funding resources for specific stormwater projects.

1. Stormwater Grant Funding Programs:
  - a. California Stormwater Grant Funding Programs:
    - i. Storm Water Grant Program
    - ii. Integrated Regional Water Management
  - b. Federal Stormwater Grant Funding Programs
    - i. Link to USEPA Funding Portal
2. Stormwater Multiple Benefits and Related California Funding Programs:
  - Stormwater project and program multiple benefit identification matrix – This entails development of a matrix of multiple benefits of stormwater projects and potential funding sources for each of the multiple benefits.
    - Stormwater Resource Plans
  - Sustainability Triple Bottom Line Analysis

- CASQA White Paper #2
- Multi-Benefit Funding Programs by Category
  - Example: Transportation
    - Description of funding sources
    - Case study example of successfully funding stormwater activity
    - Average hours for application
  - Example: Drinking Water State Revolving Fund
  - Example: Urban Greening Program
- 3. Stormwater Loan Programs:
  - Clean Water State Revolving Fund
  - Drinking Water State Revolving Fund
- 4. Stormwater Management Features:
  - BMP Options
  - BMP Average Implementation Costs
  - BMP Operation and Maintenance Costs

California Regional Studies and Plans – This section is to be focused on previous efforts in California to develop and evaluate stormwater funding options.

1. Northern California
  - Contra Costa County
  - TBD
2. Southern California
  - *Stormwater Funding Options* (League of California Cities, May 21, 2014)
  - *Water Resilience Plan: Funding Report* (County of Los Angeles, July 2016)

#### Deliverables

- Web Portal Content in a format to be easily integrated into a web format
- Coordination with CASQA's Website Manager and Project 6
- Curation Protocol, including a schedule needed for the web portal

#### Tentative Schedule

The term of the project is expected to be 6 months from notice to proceed to completion of the project on the following tentative schedule:

- Draft Initial Content and Preliminary Layout by 9/5/18
- Comments on Draft Initial Content and Preliminary Layout by CASQA & State Water Board by 9/7/18
- Final Initial Content and Preliminary Layout by 9/14/18
- Draft Portal by CASQA Website Manager and Project 6 by 9/28/18
- Comments on draft Portal by CASQA & State Water Board by 10/22/18
- Final revisions on Portal by 10/31/18
- Public release of Portal on 11/02/18

- Development of a Curation Protocol, including a schedule by 11/30/18
- Testing and revision of Curation Protocol by 12/14/18
- Continued development of Content, as requested by 1/4/19

### Budget

The project budget is \$40,000.

### **RFQ Schedule**

- RFQ release: Tuesday, June 19, 2018
- SOQs due: 4 PM, Friday, July 6, 2018
- Board of Directors approval of consultant selection: Wednesday, July 11, 2018
- Contracting / Notice to Proceed: Friday, July 13, 2018

### **Submittal Format and Process**

**Format** – Each SOQ shall be no longer than fifteen (15) pages, inclusive of all sections below (i.e., the PDF – see Process below – shall have no more than 15 pages). Each SOQ shall include the following sections:

- **Transmittal letter** – Provide a cover letter (included in page count) indicating interest in being selected to conduct the project. Include basic contact information for the individual responsible for the SOQ and to whom correspondence should be addressed, including name, title, address, telephone number, and email address. Include a statement affirming the consultant has sufficient, readily available resources in the form of trained personnel, support services, specialized consultants, and financial resources to carry out work without delay or shortcomings. Include any exceptions to CASQA’s Standard Agreement for Professional Consultant Services in the transmittal letter.
- **Understanding and Approach** – Describe the consultant’s understanding of the needs of CASQA and its members with respect to the project. Include a description of the approach(es) consultant generally uses in assisting municipal stormwater programs, including a generic organizational chart identifying firm’s proposed project manager and key staff for providing services to address the Scope of Services.
- **Firm Qualifications and Experience** – Provide a detailed description of the firm’s qualifications and experience providing services relevant to the needs of CASQA’s members and the project. Descriptions should include the details of providing the same or similar services to municipal stormwater clients, including client and contact information, task, project, or program name, description of services provided, years of service, budget, and roles of key staff.
- **Staff Qualifications and Experience** – Provide descriptions of the specific

qualifications and experience of the key staff proposed to provide services. Brief resumes of the key staff may also be provided.

- **References** – Provide three references, which should be for as recent and as relevant experience as possible. For each reference, provide contact information, and a brief description of services provided, years of service, budget, and roles of key staff.
- **Proposed Fee Schedule** – Provide consultant’s current standard fee schedule indicating fees for labor by staff or position, other direct costs, and fees and any indirect costs. Indicate how often / when schedule is updated.

**Process** – SOQs shall be submitted in electronic format (PDF) only to CASQA at [info@casqa.org](mailto:info@casqa.org) by **4 PM, Friday, July 6, 2018**. Late or incomplete SOQs will not be considered. Complete SOQs submitted timely will be reviewed and evaluated.

### **Evaluation and Selection Process**

CASQA will use the following process to evaluate, identify, and select a consultant for the project.

**Responsiveness Review** – CASQA will conduct an initial review of SOQs to ensure they are responsive to the requirements of this RFQ. If an SOQ does not include sufficient information to allow CASQA to evaluate the SOQ in any of the selection criteria below may be considered non-responsive.

**Evaluation Process, including selection criteria** – SOQs determined to be responsive to this RFQ will be evaluated according to the following criteria:

- Understanding needs of CASQA and its member agencies
- Qualifications and experience of firm providing the same or similar services
- Qualifications and experience of key staff in providing same or similar services
- Demonstrated ability to provide timely services
- Reasonableness of fee schedule
- Overall quality, clarity, and completeness of submittal

**Notification** – CASQA will notify consultants submitting SOQs whether or not they have been selected for the project.

### **Reserved Rights**

CASQA reserves the right to reject any and all SOQs. CASQA reserves the right to determine an SOQ is non-responsive to this RFQ and stop the evaluation of such an SOQ. CASQA reserves the right to decline to enter into a contract with a consultant for any reason that CASQA, in its sole discretion, determines.

# Appendix A

## CASQA's Standard Agreement for Professional Consultant Services

(provided upon request)