

REQUEST FOR PROPOSAL



Solicitation No. SOLTA08-019

August 1, 2008

REGION 6

**BORDER 2012 PROGRAM FOR
IMPLEMENTATION OF ECO-VIDA PROJECT**

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1.0 OVERVIEW

The Border Environment Cooperation Commission (BECC) through this Request for Proposals (RFP) is soliciting proposals from eligible applicants for development and implementation of a pilot project entitled Eco-Vida. Proposals shall meet the goals and objectives specified in Section 3 below. Eligible participants will be able to submit project proposals directly to the BECC as specified in this RFP. *Refer to Sub-section 5.1, description of eligible applicants.*

The BECC, in coordination with the Environmental Protection Agency (EPA) Region 6, will oversee the RFP process for funding of a project that will address the goals and objectives of this new pilot project. The project proposed under this RFP will require that the selected applicant implement a program to forge a sustainable partnership between local television network providers, and other market stakeholders to broadcast educational environmental information to residents in the U.S. - Mexico border region. The proposed project will target the **tri-regional border area** that encompass the County of El Paso, Texas; Dona Ana County, New Mexico, portions of southern Otero and Luna County, New Mexico; and the Municipality of Juarez, Chihuahua Mexico. The border area is designated as the region within 100 kilometers on either side of the U.S.-Mexico border.

2.0 BACKGROUND

The Border 2012 Program is a bi-national collaborative effort. Its mission is to protect the environmental and public health of the U.S.-Mexico border region consistent with the principals of sustainable development. BECC is an international organization established for the purpose of preserving, protecting, and enhancing the environment in the U.S. – Mexico border region. The BECC and the EPA have established a partnership wherein the BECC will administer the RFP, oversee the receipt and review of proposals, coordinate project selection, monitor project performance, and manage the EPA Border 2012 Program funds.

The EPA will provide up to **\$125,000** for development of the Eco-Vida Project, under this grant announcement. The applicant should take in consideration that a minimum of **\$85,000**, of the \$125,000 available, should be set aside to create a partnership with local television stations. The funds for the station(s) are to provide assistance in the development and broadcasting of environmental educational program materials in support of this project. The BECC intends to award a sub-grant to an entity that provides a quality proposal for the implementation of the Eco-Vida project in the referenced tri-regional border region identified herein.

Eco-Vida seeks to collaborate with local stakeholders and engage television viewers in the tri-regional border area region.

The goals and objectives of the Border 2012 program are designed to raise public awareness of potential environmental health risks while simultaneously promoting the preservation and restoration of the natural environment. The intent of the RFP process is to improve stakeholder participation on both sides of the border by soliciting viable and beneficial projects that will help promote stewardship in both countries. The allocated funds under the RFP are **not** intended for the purchase of equipment, or the construction of infrastructure systems. Therefore, projects that require the upfront purchase of any kind of equipment or the construction and/or alteration of any type of infrastructure or related facility will not be accepted.

3.0 PROJECT DESCRIPTION

The media remains the most effective method of reaching a significant population. The initial goal of the Eco-Vida Project is to forge a sustainable partnership between local television station(s) and market stakeholders to bring educational environmental information to residents and viewers alike. The project will be designed for delivery by a television broadcasting station(s) in a format to be decided after collaboration is established with media partners and stakeholders. The envisioned design should incorporate environmental viewer tips, news stories, event promotions, and/or other strategically designed delivery methods.

The Eco-Vida project will target the unique environmental issues and specific needs of the tri-regional border area. Eco-Vida will address the need of the community in a bi-lingual and bi-cultural format. It will inform viewers how to be a part of the solution via voluntary measures.

This RFP is seeking a not-for-profit organization to lead the local effort and facilitate collaboration between one or two selected television stations in the tri-regional border area television market. By initiating a local bilingual and bicultural instructive process, Eco-Vida will generate public understanding, support and a call to personal action hence resulting in positive behavioral changes. Tri-regional border area citizens will learn about pressing environmental challenges in their community. Additionally and most importantly, viewers will become aware of simple daily changes they can incorporate into their lives, which in turn can have positive environmental effects.

The goal of the program is to drive key messages on a consistent basis, which will reach viewers on both side of the U.S./Mexico border. Information will be disseminated via daily weather segments, local talk shows, community events and other media based communications.

This project intends to provide the distribution and communication mechanism to get environmental science information to the public effectively and efficiently while supporting the environmental goals and objectives of the Border 2012 program partners. The selected grantee will be required to solicit competitive proposals from local television stations through an RFP process. After the RFP evaluation, a local television

station(s) will be selected as the partnering media entity of the project. The RFP process will gauge each station's resources, infrastructure, and suitability. The RFP will provide all the stations an equal opportunity to submit proposals and present ideas to address the goals and objectives of the Eco-Vida Project.

4.0 TIMETABLE FOR RFP PROCESS THROUGH PROJECT SELECTION

The RFP opening date is **August 1, 2008**. At this time, the RFP will be available for access on the BECC's web page, www.cocef.org. Interested applicants should notify **Marielena Constandse, Contract Assistant** at mconstandse@cocef.org, immediately of their intention to submit a project proposal after receiving and reviewing the RFP.

4.1 Schedule and Process

- A. August 1, 2008 –Request for Proposals issued and sent to Border 2012 Regional Work Groups and Task Forces, resource partners and all interested participants. The RFP will be sent to the BECC network and posted on the web, via www.cocef.org.
- B. August 1 through August 20, 2008 – The BECC will promote and accept general inquiries on the RFP process from interested applicants.
- C. **August 22, 2008, 5:00 P.M.** (Juarez, Chihuahua, Mexico time) – RFP deadline. Please see Section 5 for details. Please note that Juarez time is Mountain Standard Time (MST) in the U.S.
- D. August 25, 2008 through September 12, 2008 - Project review and selection period. *Refer to Section 7, Proposal Evaluation and Selection.*
- E. September 19, 2008 – Target date for final selection of project proposals.
- F. September 26, 2008 – Target date for issuance of notification to applicants on process results (i.e. project selection or non-selection.)

5. INSTRUCTIONS FOR SUBMITTING PROPOSALS

- 5.1 Proposals can be submitted by eligible participants such as local and state governmental agencies; colleges and universities; non-governmental institutions and non-profit organizations. Participating entries must be U.S based. Entities for profit are not eligible for grant funding. The proposals shall address the program objectives stipulated in section 3.0 of this solicitation. Each proposal should identify the organization that will be the grantee (project sponsor). It is recommended that the proposal be supported, by one or more stakeholders with an active role in the success of the program.

- 5.2 Proposals must be submitted via e-mail, in Microsoft Word, to mconstandse@cocef.org – **Marielena Constandse, Contract Assistant before 5:00 P.M. (Juarez, Chihuahua, Mexico time/MST U.S.) on August 22, 2008.** If electronic submittal poses a problem to the applicant, please contact Marielena Constandse.

Late proposals will NOT be accepted.

Applicants are highly encouraged to **confirm receipt of their proposal** with Marielena Constandse. Failure to do so may result in a proposal not being considered.

- 5.3 Inquiries concerning this RFP need to be submitted by electronic mail, to Marielena Constandse at mconstandse@cocef.org prior to the proposal due date. Telephone inquiries will not be accepted. A BECC staff member, in coordination with EPA, will answer questions submitted via electronic mail.

6.0 PROPOSAL PREPARATION PROCEDURES

6.1 Submittal of Proposals

- A. Applicants shall submit project proposals with a cover page that clearly identifies the RFP number (**SOLTA08-019**), title of project, and the name and address of the applicant that is submitting the proposal. Email submittals must include the following “**Solicitation No. SOLTA08-019 and name of applicant**” in the “Subject” block.
- B. Project proposals shall be in English. Proposals should not exceed five pages, specifically one page serving as a cover and four pages of content. *Refer to Sub-Section 6.2, Proposal Format.*
- C. The informational outline for the proposal should include the following:
1. Legal name of applicant’s organization or institution point of contact and title, location address, phone number and e-mail address.
 2. Title clearly describing the project.
 3. Brief statement of how project meets the objectives of Eco-Vida.
 4. Project description which briefly identifies the following:
 - Purpose and goal of the proposed project
 - Brief description of project activities and objectives.

- Description of measurable results to be achieved
 - Benefits to the public or environment (e.g. how will the project improve the environment and/or public health)
 - Long term applications for sustainability
 - Overall project timeline. Timeline should not exceed 18 months
5. Estimated project budget by category (e.g., salaries, sub-contract costs, travel, supplies, and leveraged funds.) **Budget must be submitted in U.S. dollars.** If the applicant is providing leveraging, please divide the grant funds needed and the applicant or stakeholder contributions by budget category.
 6. Explain any stakeholder support and their involvement. *Refer to Sub-section 5.1.*

Note: Projects with leveraging will improve their scoring under the evaluation criteria of this solicitation.

6.2 Proposal Format

- A. All proposals must be written in Microsoft Word with the following specifications:
 1. Times New Roman Font
 2. 1”margins
 3. Size 12 Font

Proposals in PDF format will not be accepted.
- B. Proposals should not exceed five pages, specifically one page serving as a cover and four pages of content.

7.0 PROPOSAL EVALUATION AND SELECTION

- 7.1 Eligible applicants are required to submit proposals within the timelines stipulated in this RFP. Projects will be reviewed and evaluated based on completeness and how directly they address the program objectives referenced in Section 3, above. The selection criteria will include the ability of the proposed project to advance program, feasibility of project implementation, coordination with other resource partners, past performance of project applicant, proponent’s method for monitoring, evaluating and reporting measurable results, long-term applicability

- or sustainability, and the expected results and benefits to be achieved within 18 months.
- 7.2 The selection process will entail a preliminary assessment of the proposed project to determine compliance with the RFP process. BECC and EPA will identify and rank the projects based on the quality of proposals. BECC may request additional information from applicants to further define the project and complete the evaluation process in accordance with the requirements of this RFP. During the review process, proposals will be ranked based on completeness of proposals, viability of project, and available funds. If necessary and in coordination with project sponsors, proposed projects will be modified to match the funds available.
- 7.3 BECC and EPA will provide the initial evaluation by reviewing, scoring, identifying the top ranked potential projects. BECC and EPA will identify and rank the projects based on the evaluation criteria and point values indicated in Appendix 1.
- 7.4 The BECC intends to issue Technical Assistance Agreements to successful applicants for the project proposal selected for Border 2012 funding, upon submission of an acceptable work plan.

APPENDIX 1

PROJECT SELECTION, EVALUATION, AND RATING CRITERIA

	Criteria	Max Points	Score
1.	Project ability to advance B2012 goals and objectives	40	
A.	Project demonstrates collaboration with local stakeholders and media entities to deliver environmental awareness.	10	
B.	Project promotes environmental awareness program designed specifically for television viewers in the tri-regional border area.	15	
C.	Project approach demonstrates that it forges a sustainable partnership between local television station(s), Border 2012 partners and stakeholders to bring educational environmental information to residents and viewers alike.	15	
2.	Project Design and Leveraging	20	
A.	Project proposals that clearly identify appropriate expertise, planning, tasks and/or activities, and budget that will achieve indicated objectives	10	
B.	Proposed budget that leverages other resources (e.g. matching funds or in-kind services from applicant, other agencies, private sector, and/or Border 2012 partners).	10	
3.	Measurability of Project Results	40	
A.	Results that are measurable and clearly identified.	25	
B.	Results that can be achieved within 18 months from beginning of project.	10	
C.	Results that have a binational, bicultural, and geographic applicability or long-term sustainability.	5	
	Total Points	100	