

TO : INTERESTED PARTIES

FROM : GEORGE KOBRYN, CHAIRMAN
EASTERN DELAWARE COUNTY STORMWATER COLLABORATIVE

SUBJECT : MS4 STORMWATER MANAGEMENT PROGRAM COORDINATOR

DATE : MARCH 23, 2012

The Eastern Delaware County Stormwater Collaborative (EDCSC) seeks proposals from consultants with a background in the NPDES II/MS4 Stormwater Management Program to serve as coordinator for a group of municipalities jointly undertaking several components of the MS4 minimum control measures (MCMs). Assistance to be provided is outlined in the attached Scope of Work and related spreadsheet at a cost not to exceed \$20,000, plus expenses. Work will commence upon consultant selection and subsequent execution of a contract.

Attachment 1: Background
Attachment 2: Scope of Work (including MCM Program spreadsheet)
Attachment 3: Proposal Requirements and Procedure for Consultant Selection

Proposals are requested no later than 4:00 p.m., EDT, Monday, April 9, 2012, and should be submitted to:

George Kobryn, Chairman
Eastern Delaware County Stormwater Collaborative
c/o Southeastern PA Resource Conservation & Development Council (SEPARC&D)
P. O. Box 539
Silverdale, PA 18962-0539

Six (6) copies of the proposal are to be submitted. Any questions concerning this request should be directed to Joanne Nadovich of the SEPARC&D Council by phone at 877-610-6603, or via email at chairman@separcd.org, or Karen Holm of the Delaware County Planning Department at (610) 891-5213, holmk@co.delaware.pa.us.

ATTACHMENT 1: BACKGROUND

History

The Eastern Delaware County Stormwater Collaborative (EDCSC) Project began in 2007 as an attempt for several of Delaware County's municipalities to determine if it would be technically, financially, and legally feasible to jointly undertake some or all of their MS4 requirements under PA General Stormwater Permit (PAG-13) to achieve better compliance at a lower cost. Initially funded by US Environmental Protection Agency (EPA), the Southeastern PA Resource Conservation and Development Council (SEPARC&D) hired the University of Maryland Finance Center to prepare a technical report evaluating the feasibility of such a program. The conclusion of the report was that a collaborative program for implementation of some of the MCMs is feasible.

SEPARC&D, acting on behalf of the municipalities, obtained additional funding from the William Penn Foundation for preparation of a legal determination regarding the selected mechanism for collaboration, for preparation of intergovernmental cooperation agreements, and for development of the collaborative stormwater management program. Collingdale Borough, Sharon Hill Borough, Upper Darby Township, and Yeadon Borough each signed an intergovernmental agreement establishing the EDCSC in December 2011.

The Project

The EDCSC is a municipal partnership formed by SEPARC&D with financial support from EPA and the William Penn Foundation. The organization seeks a more efficient way for municipalities with land in the Darby Creek watershed to comply with their MS4 requirements. The goal of the Collaborative is to help municipal partners meet permit requirements in a coordinated and cost-effective manner by pooling resources, eliminating redundancy and maximizing stormwater benefits, improvements, and impact. An Intergovernmental Agreement which provides the legal framework for this multi-municipal partnership.

The Collaborative, directed by its municipal members will jointly conduct stormwater education, outreach, and training activities (MCMs 1, 2, and 6) in conformance with the Work Schedule in Attachment 2 of this Request for Proposal. Other more technical MS4 permit activities (e.g., MCMs 3, 4, and 5) will continue to be performed by municipalities individually. The EDCSC Work Program tasks align with the upcoming MS4 Permit, which is expected to go into effect in 2013. (Refer to the Work Program List of Tasks on pages 4 and 5.) Members of the EDCSC will further benefit from membership as the group will perform the following additional MS4 activities which will occur routinely an annual basis:

- Overall project management, planning, coordination, and administration related to budgeting, quarterly Collaborative meetings, communications with members, and sub-contracts for specialized services (auditing, graphic design, copying, and mailing).
- Prepare an annual summary for members to include in their MS4 Reports.
- Develop grant support for the Collaborative by identifying prospects, developing project concepts and partners, assessing eligibility, and preparing applications for at least one grant annually.

- Develop and negotiate at least one joint purchase agreement per year on members' behalf to provide a more economical acquisition of MS4-related goods or services.
- Facilitate the exchange of information, achieve some economies of scale, and limit redundancy.

Note: This project is fully-funded for calendar year 2012. It is currently paid for, in part, through municipal contributions and funding from the William Penn Foundation. In future years, the EDCSC will be fully funded by the municipalities; therefore increased participation by other municipalities in eastern Delaware County will be needed to make the EDCSC financially viable.

Work Program List of Tasks - EDCSC RFP

Collaborative tasks listed below reflect text in Pennsylvania General (PAG) Permit -13 (draft dated 3/2011)		Notes/Assumptions
1. Tasks related to Public Education and Outreach on Stormwater Impacts (MCM #1)		
1.1	Outreach Plan. Review and recommend updates to the Collaborative's model Education and Outreach Plan (the "Outreach Plan").(A)	Includes program planning for MCM1
1.2	Target Audience List. Obtain each members' updated target audience list, as specified in PAG-13. Target audiences include residents; commercial, industrial and retail businesses; developers; schools; municipal employees.	Contact members annually to obtain updates to target audience lists
1.3	Annual Stormwater Publication. Prepare a single publication each year to educate the public about stormwater management activities and projects, including a program description, to include a newsletter article, a pamphlet, a flyer, a website notice/page or descriptive advertisement. Each permit year, this annual publication provides updated information and includes at least one reference for readers to obtain more information including a reference and/or link to DEP and EPA stormwater websites.	To include research and writing; provide electronic copy; members responsible for reproduction and distribution or publication.
1.4	Two Educational Items per Year. Provide members with two publications annually that address minimal control measures; educational items to address different audiences and different stormwater issues over the permit period (such as a pamphlet, brochure, poster, display or video, including items developed by another organization).	Single copy provided to members who are responsible for reproduction and distribution to designated audience
2. Tasks related to Public Involvement and Public Participation(MCM #2)		
2.1	PIPP Plan. Review and recommend updates to model PIPP Plan (A)	
2.2	Ordinance Review/Comment. In conjunction with new or updated ordinance (such as grading or dog waste ordinance), provide support such as ordinance review and recommendations and/or public ad preparation.	Optional Add-On
2.3.1	Public Meeting Presentations. Conduct presentations at two public meetings each permit year. Meetings to be held in different municipalities on a rotating basis and to address different target audiences and issues during the permit period; presentations to be advertised in advance, provide updates on PAG-13 activities and accomplishments, and provide opportunity for public input.	Prepare and conduct presentations at two meeting events per year
2.3.2	Solicitation Events. Enlist participation and involvement from target audience groups through at least two educational/outreach events each permit year at public sites to occur on a rotating basis in different geographic areas over the permit period. Events to solicit target audience involvement, participation, and compliance.	Plan, develop and implement two programs per year such as a poster contest; cleanup; rain barrel workshop
3. Tasks related to Illicit Discharge, Detection Elimination (MCM #3)		
	To be potentially implemented in the future as authorized	
4. Tasks related to Construction Site Runoff Control (MCM #4)		
	To be potentially implemented in the future as authorized	
5. Tasks related to Post-Construction Stormwater Management at New and Redeveloped Sites (MCM #5)		
	To be potentially implemented in the future as authorized	
6. Pollution Prevention and Good Housekeeping for Municipal Operations (MCM #6)		
6.1	Pollution Prevention and Good Housekeeping Data. Revise and update information concerning municipally-owned facilities, operations and activities in order to identify applicable pollution prevention and good housekeeping practices to be employed by municipalities consistent with PAG-13.	Optional at the request of individual Municipality
6.2	Plan. Update and revise written model Operation and Maintenance Plan ("O&M Plan") for municipal facilities, operations and activities consistent with PAG-13 Permit; the O&M Plan will guide activities of the Collaborative and municipalities.	Optional/additional cost

Work Program List of Tasks - EDCSC RFP

Collaborative tasks listed below reflect text in Pennsylvania General (PAG) Permit -13 (draft dated 3/2011)		Notes/Assumptions
6.3	Training Program. Develop, schedule and implement an annual O&M training program to educate municipal employees about stormwater practices related to municipal facilities and operations.	1 per Year
7	Other Collaborative Support Duties	
7.1	Overall Project Management, Administration, and Planning. Plan, manage and conduct activities and duties authorized by the Collaborative Management Committee, including quarterly meetings; budget preparation; communications with members, members' staff and management committee; schedule/event coordination; procurement and administration of subcontracts for services such as auditing, graphic design, and printing.	
7.2	Annual Summary. Provide to municipalities an annual summary of Collaborative activities for municipal use in budgeting and for inclusion in MS4 Reports.	1 per Year
7.3	Grant Applications. With approval of the Management Committee, solicit and apply for grant funding annually to support work of the Collaborative.	A minimum of 1 grant per year; option to increase funds/assignment upon agreement
7.4	Joint Purchasing. Undertake joint purchasing arrangements on behalf of members to support PAG-13 compliance. (Task comenserate with budget.)	A miniumum of 1 per Year; option to increase funds/assignment upon agreement
7.5	Other Technical or Administrative Services. May provide other relevant technical or administrative services to assist a Municipality comply with its PAG-13. Provided only upon request from member municipalities that agree to compensate for the cost of such services.	Optional/additional cost
7.6	Governing Body Presentations. May, upon request and agreed upon funding, make presentations of Collaborative activities, progress, achievements to the governing bodies of requesting Municipality.	Optional to be agreed upon by individual requesting member
7.7	LID-Related Support. May, upon request, provide information and outreach on low impact development (LID) to encourage LID at new and redeveloped sites, per PAG-13.	Optional/additional cost
7.8	Information and Data Relative to MCM's 3, 4, & 5. May compile or update information and lists required by PAG-13 related to Illicit Discharge Detection and Elimination, Construction Site Runoff and Post-Construction Stormwater Management.	Optional/additional cost
7.9	Education and Training Relative to MCM's 3, 4, & 5. May conduct education, outreach and training programs to support Municipalities efforts to comply with PAG-13 activities related to Illicit Discharge Detection & Elimination, Construction Site Runoff, and Post-Construction Stormwater Management.	Optional/additional cost
NOTES:		
(A) Plans developed in 2011 provide uniform guidance, per Draft PAG-13, dated 3/2011, this scope includes plan review & updates		
"Members" refers to each municipality that is a dues-paying member of the Eastern Delaware County Stormwater Collaborative		
This spreadsheet reflects the agreed upon anticipated Scope of Work for the Eastern Del County Stormwater Collaborative as of September 21, 2011		
Modifications to the level of effort and Scope of Work may be authorized based on membership and the Budget		

ATTACHMENT 2: SCOPE OF WORK

Project Tasks

Task 1 – Serve as Stormwater Coordinator for the EDCSC

The consultant, in the capacity of the coordinator for a joint, multi-municipal, stormwater management program will perform the **duties specified on the attached spreadsheet**. Note: items 1.1, 2.1, and 6.2 are not included in the Scope of Work for the 2012 contract year.

Task 2 – Prepare a Draft MS4 Notice of Intent for each of EDCSC Municipalities

The consultant will assist the EDCSC municipalities with development of their Notices of Intent for coverage under the upcoming PA General Stormwater Permit (PAG-13).

Task 3 – Prepare Model Joint/Common MCM Plans for use by the EDCSC Municipalities

The consultant will prepare model “plug and play” plans for each of the six MCMs, and will provide technical support to the EDCSC municipalities for use and adaptation/modification.

Task 4 – Conduct a Joint Stormwater Management Project

The consultant will assist the EDCSC in selecting and implementing a joint stormwater management project of the groups choosing. The consultant will be responsible for project logistics. Direct costs associated with materials or specialized staff will be paid for by SEPARC&D.

Task 5 – Solicit Additional Municipal Participation in the EDCSC

The consultant, accompanied by current EDCSC member municipalities and SEPARC&D representatives, will conduct outreach to other eastern Delaware County municipalities to discuss the benefits and costs associated with membership in the EDCSC. Such outreach will include meeting with staff and attendance at governing body meetings of the prospective EDCSC municipalities. Maintain current project background information and a municipal agreement package for distribution to interested municipalities.

Task 6 – Assist Municipalities with 2012 Annual Report due June 2013

Prepare summary of all public education, public participation, and municipal training activities conducted jointly by the EDCSC. Provide technical assistance to the municipalities with preparation of their 2012 Annual Report due in June 2013.

Annual Deliverables

- Meeting records from EDCSC meetings, meetings with other municipalities, and meetings with other organizations conducted in support of the work program.

- All work products and documents shall be prepared in editable electronic format using Microsoft Office software (Word, Excel, etc.), and maps and figures shall be prepared in jpeg, PDF format, or other municipality-compatible software.
- Copies of all documents, plans, maps, graphics, charts, or other materials prepared for the EDCSC shall be the property of the EDCSC.

Work Schedule

The proposal must provide an overall schedule for proposed activities under Tasks 1 through 6 and conform to the specified deadlines for the following tasks.

- Assist municipalities with preparation of their 2011 Annual Report due June 2012 (complete by May 31, 2012). The coordinator shall become familiar with how each municipality currently performs their MCMs 1, 2 and 6 tasks and provide a summary of the municipality's activities, including guidance on reportable tasks and cost-saving recommendations, as needed, to meet or exceed the minimum requirements of the MS4 Program.
- Prepare sample Notice of Intent for PAG-13 for submittal to PADEP by September 14, 2012 or sooner (complete by August 31).
- Prepare budget for fiscal year 2013 for review and adoption by EDCSC in September 1 (complete by August 15).

Cost

The proposal must show full cost information including hourly rate, number of hours to be dedicated to each task. An itemized estimate of reimbursable expenses must also be included in the proposal.

The total cost for the proposed hours shall not exceed the maximum cost agreed to under the contract including reimbursable out-of-pocket expenses unless an amendment is negotiated and approved by the EDCSC.

The consultant's method of billing must be indicated. The preferred practice of the EDCSC is to pay for hours of service on a monthly basis. Ten percent (10%) of the total contract price will be withheld until the completion of the final work products covered under the contract.

ATTACHMENT 3: PROPOSAL REQUIREMENTS AND PROCEDURE FOR CONSULTANT SELECTION

The proposal must include the following:

1. Background information concerning the consultant, including education, communication skills, and a brief description of experience working with local governments;
2. Experience record of the consultant and any sub-contractors, with special emphasis on the municipal implementation of the MS4 Program and/or stormwater management and education at the municipal level;
3. Demonstrated experience in management and implementation of a stormwater management program, including competitive purchasing, implementation of MS4 Program requirements, public education and participation, and municipal education;
4. Demonstrated experience in meeting facilitation and conflict resolution;
5. Proposed approach to implementation of the Scope of Work; and
6. Budgetary breakdown, including cost estimates for each task plus direct project costs.

All proposals will be reviewed and evaluated by a committee composed of representatives from the EDCSC and SEPARC&D. The committee will also conduct oral presentations if needed. The committee's selection of one applicant will be based on several criteria including:

- Demonstrated experience in working on municipal MS4 requirements;
- Demonstrated expertise in the preparation and presentation of technical materials to the public, municipal officials, and other interested parties;
- Familiarity with the physical, political, and legal environment in the EDCSC area;
- Relationship of costs to work proposed;
- Demonstrated experience in facilitation and conflict resolution;
- Responsiveness of the proposal to the RFP requirements;
- Comprehensiveness and quality of the approach to the Scope of Work; and
- Ability to establish local presence or to otherwise assure Consultant availability.

The consultant is encouraged to add to, modify, or clarify any of the scope of work items it deems appropriate to present a high quality stormwater management program at the lowest possible cost. All

changes should be highlighted and explained. The consultant is also encouraged to partner with other organizations as appropriate.

The EDCSC reserves the right to award no contract for any study for which no proposal is evaluated as satisfactory. If only one proposal is received, the selection committee may initiate negotiations with one of the proposers or seek additional proposals on an informal or formal basis.

The final selected applicant, or in the case of a tie, applicants, may be requested to participate in contract negotiations. If for any reason it is not possible to reach agreement with the chosen applicant/s, negotiations will be undertaken with other applicants in order of their final ranking. A contract will be proposed for award to the highest ranked applicant with whom agreement can be negotiated in accordance with the terms and conditions offered. The contract is subject to the approval of EDCSC and is effective only upon their approval.