



**Coastal Bend Bays & Estuaries Program, Inc.**  
1305 N. Shoreline, Suite 205, Corpus Christi, Texas 78401-1500 • 361-885-6202  
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Request For Proposal  
July 15,2009

Project Title: Educational Fieldtrips to Area Facilities  
Project Number: 0907  
Proposal Due Date: August 30, 2009  
Notification of Award: September 15, 2009

The CBBEP is soliciting proposals to further the implementation of the Coastal Bend Bays Plan. Please submit proposals in agreement with the CBBEP Request for Proposal - Instructions.

Background:

Classroom teachers today face the almost overwhelming challenge of helping students progress through the required subject material. Many of the students that are being exposed to scientific concepts for the first time have never really spent much time outdoors or in dedicated environmental education facilities. There is a need to bring classroom concepts alive in the proper setting through educational fieldtrips. Teachers struggle daily to teach environmental concepts to children with "Nature Deficit Disorder." As environmental educators we need to support the "No Child Left Inside" initiative to the best of our ability.

The Coastal Bend Bays & Estuaries Program is requesting proposals from local organizations to conduct environmental education learning experiences for students and their teachers. The programs must present a quality environmental learning experience. Funding between \$5000 -\$10,000 is intended for use providing the education fieldtrips, including costs of associated educational materials and any necessary and reasonable costs associated with transporting teachers and students from the school to the destination. The fieldtrip program must expand on current environmental programs already in existence in your facility.

## Goal:

The goal of the Coastal Bend Bays and Estuaries Program is to plant seeds of appreciation and a passion for a new generation of naturalists, biologists, and nature lovers to protect and preserve the Coastal Bend through educating school children about preserving our environment and protecting our animal and plant life.

Proposals submitted in response to this request must specifically adhere to the following:

- ◆ Must be a well established environmental education provider
- ◆ Educational Opportunity must expand on existing program
- ◆ Must partner with the Coastal Bend Bays & Estuaries Program in the vision to educate children about the environment
- ◆ Must target primary-middle school age children within our 12 county outreach area (list number of students expected per trip)
- ◆ Facilities must be located within the Coastal Bend Bays & Estuaries Program 12 county outreach area
- ◆ Must use funding in the 2009-2010 school year

Proposal instructions can be obtained from the CBBEP website [www.cbbep.org](http://www.cbbep.org) or by contacting Lari Jo W. Johnston, Environmental Educator, at (361) 885 6207 or via email at [ljjohnston@cbbep.org](mailto:ljjohnston@cbbep.org)

Proposals that are incomplete, unclear, or fail to comply with the requirements of the CBBEP's Request for Proposals Instructions may be rejected.



# COASTAL BEND BAYS & ESTUARIES PROGRAM, INC.

## REQUEST FOR PROPOSALS - INSTRUCTIONS

### Section One -- General Instructions

#### **1.0 Contractor Obligations**

Interested parties (Contractors) are invited to submit proposals (bids) in accordance with the requirements outlined in this document. Proposals are required, at a minimum, to address the Project Objectives identified in the Request for Proposals (RFP).

The Contractor will organize the project under the direction of the CBBEP. The Contractor will at all times be held liable, both individually and severally, for the performance of all contractual obligations which may result from an award based on the RFP, and shall not be relieved in the event of nonperformance of any or all subcontractors.

#### **1.1 Questions and Official Responses**

Contractors desiring further information or interpretation of the RFP or these instructions may submit a written request for such information. Requests for information, and any response from the CBBEP, will be available for review by other contractors.

If a Contractor discovers any ambiguity, conflict, discrepancy, exclusionary specifications, omission, or other error in this RFP, the Contractor shall immediately notify the CBBEP's Project Representative in writing. If a Contractor fails to notify the CBBEP's Project Representative of any error, ambiguity, conflict, discrepancy, exclusionary specifications, or omission, the Contractor shall submit a Proposal at its own risk and under such conditions. If the Contractor is awarded the contract, then such Contractor will not be entitled to additional compensation, relief, or time by reason of the error or its later correction.

Any significant changes to the RFP will be in Addendum form and all Addenda will be made a part of the RFP. No other explanation or interpretation will be considered official or binding.

The RFP contains the provisions required for the work. Any other information obtained from an employee of the CBBEP, or any other person shall not affect the risks or obligations assumed by the Contractor or relieve him from fulfilling any of the conditions of the Contract.

#### **1.2 Contractor Understanding of RFP**

By submitting a Proposal, the Contractor agrees to abide by the terms and conditions contained in the RFP and the Proposal. Projects proposed by private organizations may have to go through additional steps that include competitive bidding requirements.

### **1.3 Rejection of Proposals**

Proposals that are incomplete, unclear, or fail to comply with requirements of these instructions may subject to rejection as irregular. The CBBEP shall have the right to reject any and all Proposals in the best interests of the CBBEP.

### **1.4 Right to Amend or Withdraw RFP**

The CBBEP reserves the rights to alter, amend, and/or modify any provision of the RFP, or to withdraw the RFP at any time prior to the award of a contract pursuant hereto, if it is in the best interest of the CBBEP to do so. The decision of the CBBEP shall be administratively final in this regard.

### **1.5 Additional Information**

After receipt of the Proposal, the CBBEP may request additional information or secure needed information to ensure that the Contractor has the qualifications to successfully accomplish the terms of the Contract.

Failure to provide such information in the time requested may result in the Contractor's disqualification as non-responsive. A Contractor whom the CBBEP determines cannot satisfy the minimum criteria based on its evaluation of the Proposal and any additional information will be considered non-responsive and the CBBEP may consider pre-award data from the next highest ranked responsive, responsible Contractor.

### **1.6 Proposal Submission**

Proposals must be received in the office of the CBBEP no later than 3:00 pm on the due date shown on the CBBEP Request for Proposals. It is the sole responsibility of each Contractor to assure that its Proposal is delivered at the proper time and to the specified place. Proposals must be submitted to:

**Coastal Bend Bays & Estuaries Program, Inc.**  
**1305 N. Shoreline Blvd., Ste. 205**  
**Corpus Christi, Texas 78401**  
**Attn: Lari Jo W. Johnston, Environmental Educator**

The Contractor shall submit three (3) complete Proposal Packages, and one (1) electronic copy on diskette in Microsoft Word or WordPerfect format, by the deadline specified. All Proposals must be signed and submitted by an agent authorized by the Contractor.

## **1.7 Proposal Restrictions**

Any Proposal shall be considered irregular and may be rejected for the following reasons unless otherwise provided by law:

- A. If there are unauthorized additions, qualifications, or conditions to the Proposal, or irregularities of any kind which may tend to make the Proposal incomplete, indefinite, or ambiguous as to its meaning;
- B. If the Contractor adds any provisions reserving the right to accept or reject any award, or to enter into a contract pursuant to an award;
- C. If the Contractor fails to complete the Proposal in any particulars where information is requested so the Proposal may be properly evaluated; or
- D. Failure to include all required submittals with the Proposal.

## **1.8 Proposal Price**

Proposals requesting CBBEP funds in excess of the amount specified in the RFP will not be considered.

## **1.9 Time**

Unless otherwise stated in this document, the applicable time deadline will be 3:00 pm on the date specified. Any Proposal received after the time and date specified will not be considered.

## **1.10 Media Releases**

Media releases pertaining to the RFP and/or any resulting Contract, or the products of services to which they relate, may not be made without the prior written consent of the CBBEP, and then only in accordance with explicit written instructions from the CBBEP.

## **1.11 Open Records**

Proposals submitted in response to the RFP are open for public review and copy after the Proposal Due Date. Contractors are advised not to submit any trade secrets or other proprietary information. By submitting a Proposal, Contractor agrees that the CBBEP is authorized to make copies of all included material available to the public under the terms of the Texas Public Information Act. The CBBEP assumes no obligation or responsibility for asserting legal arguments on behalf of Bidders.

## **1.12 No Indemnification by CBBEP**

The requirements appearing in the RFP will become part of the written Contract between the CBBEP and the Contractor. CBBEP, and their respective employees and representatives, can neither agree to hold the Contractor harmless nor agree to indemnify the Contractor, and any provisions to the contrary are void.

### **1.13 Incurring Cost**

The CBBEP is not liable for any costs incurred by Contractor prior to issuance of or entering into the formal Contract. Costs of developing the Proposals, preparing for oral presentations and/or participating in site visits to customer locations or vendor headquarters and any other such expense incurred by the Contractor in responding to the RFP, are entirely the responsibility of the Contractor, and shall not be reimbursed in any manner by the CBBEP.

### **1.14 Project Period**

Projects must be competed by August 31, 2010. Project time may be extended by the CBBEP if necessary.

### **1.15 Timeline for Project Funding**

Proposals due: August 30, 2009  
Projects selected: September 15, 2009  
Contracts initiated: September 2009

## **Section Two -- Contents and Organization of Proposal**

The Contractor is required to present information in its Proposal in an orderly and logical sequence. Contractors are urged to strive for clarity, precision and conciseness. The use of tables, graphs, charts, and other aids is encouraged wherever the Contractor believes such use will enhance the ability of the CBBEP staff to comprehend the Contractor's Proposal.

Each Proposal shall contain the following items in the order listed:

### **2.0 Cover Letter**

The Proposal will start with a cover letter (1 page maximum) addressed to the CBBEP that includes the following required information:

- Identifies the Contractor;
- Confirms that the Contractor is submitting a Proposal in response to the RFP (include Project Title and Number from RFP);
- Includes a statement that the person signing the Proposal Cover Letter is authorized to submit a proposal on behalf of the proposing firm;

- Briefly sets forth such other introductory information as the Proposer wishes to provide, with the provision that such information will not be subject to evaluation except for a review of its responsiveness to the requirements of this RFP.

## **2.1 Project Description**

The length of the Project Description should be limited to no more than five (5) pages (shorter if possible). Supplemental attachments such as maps, photos, letters of support, etc., are permitted but should be kept to a minimum. The Project Description should clearly identify:

- project objectives;
- tasks indicating specifically how the Contractor proposes to achieve each of the objectives;
- list of partners with a very brief description of their contribution to the project;
- project location; and,
- a list of deliverables to be submitted by the Contractor. (Must include commitment to do a Work Plan, end of year report and final report).

## **2.2 Price/Timetable**

The Contractor is required to submit a price list and timetable based on deliverables described in the Project Description. Payments to the Contractor will be made according to the deliverable timetable.

## **2.3 Statement of Qualifications**

The Contractor should provide the following information for consideration by the CBBEP:

- Contractor's/firm's history.
- profiles of key staff.
- summary of related work.

## **Section Three -- Criteria Used in Evaluating Proposals**

A best-point system will be used to evaluate each Proposal and determine a contract award. Failure to address any of the following criteria may result in the disqualification of the Contractor.

### **3.0 Project Description (worth a maximum of 50 points)**

This section will be evaluated based on the following criteria:

- A. Adequately addresses all project objectives listed in the Request for Proposals (maximum of 30 points).

- B. Orderly and logical progression of work (maximum of 5 points).
- C. Additional objectives and/or enhancement of existing objectives developed by the Contractor (maximum of 15 points)

**3.1 Price List/Timetable** (worth a maximum of 20 points)

This section will be evaluated based on the following criteria:

- A. Include a price list according to the deliverables (maximum of 10 points)
- B. Include a timetable listing the due date for each deliverable (maximum of 10 points)

**3.2 Qualifications** (worth a maximum of 30 points)

A. Contractor's/Firm's History (5 points maximum)

In addition to a description of the Contractor, years in business and a client list (with an emphasis on previous experience with environmental education) detail the firm's capabilities in the areas covered by this RFP. If the project is to be a joint venture, all member firms should be listed with relevant experience highlighted.

B. Profiles of Key Staff (15 points maximum)

Identify the key staff who will be the day-to-day contacts for this Proposal and responsible for development and production of the material in this project. Include past professional achievements, clients and years of experience with emphasis on specifics. Detail any experience that could relate to this RFP.

C. Related Work (10 points maximum)

This section should contain descriptions and samples of related accounts the Contractor has handled with an emphasis on issues outlined in the RFP.

**3.3 Presentations** (worth a maximum of 20 points)

CBBEP reserves the option to request live presentations by the top three point recipients from the initial scoring of submitted qualification materials, work plans, and related work. If this procedure is utilized, the live presentation is worth a possible additional 20 points to be added to the overall score.