

Release date: November 30, 2018

Lake Champlain Basin Program Announcement

Request for Proposals

Developing Tools that Bring the Lake Champlain TMDL to Life

The Lake Champlain Basin Program and New England Interstate Water Pollution Control Commission are pleased to announce a Request for Proposals (RFP) for projects that increase the public's understanding of the Lake Champlain Phosphorus Total Maximum Daily Loads (TMDL) and implementation plan. This award will fund the development of interactive infographics, videos, visualizations, or other digital content that is highly visible and will help the public understand phosphorus reduction efforts they can make in the Lake Champlain Basin. The successful applicant will propose a publicly-accessible project that completes the outputs described in the attached RFP, in accordance with the required project timeline. Up to \$50,000 is available to support this project.

This work is applicable to the Informed and Involved Public goal of the LCBP's long-term management plan - [*Opportunities for Action: An Evolving Plan for the Future of the Lake Champlain Basin*](#). This project is supported with funds awarded to the New England Interstate Water Pollution Control Commission on behalf of the Lake Champlain Basin Program by the Environmental Protection Agency.

This RFP is available on the Lake Champlain Basin Program website (lcbp.org/grants). Applicants must submit proposals in electronic format ONLY. Please see the RFP and the attached proposal format information for complete details.

DEADLINE NOTICE:

Electronic versions of proposals must be RECEIVED by grants@lcbp.org no later than:

4:30pm on January 18, 2019

Late, incomplete, or non-electronic proposals will not be considered.

Successful applicants will be notified in March 2019. Although LCBP reserves the right to make no awards, we anticipate granting one award from this RFP.

Lake Champlain Basin Program Request for Proposals

Developing Tools that Bring the Lake Champlain TMDL to Life

0. Overview

Congress designated Lake Champlain as a resource of national significance with the Lake Champlain Special Designation Act of 1990. The Special Designation Act also established the Lake Champlain Basin Program (LCBP) and authorized it to receive direct support from US EPA under the Clean Water Act. The LCBP coordinates and funds efforts that benefit the Lake Champlain Basin's water quality, fisheries, wetlands, wildlife, recreation, and cultural resources. The LCBP works in partnership with government agencies from New York, Vermont, and Québec, private organizations, local communities, businesses and citizen groups. These partners lead collaborative, non-partisan actions to address water quality and environmental challenges that cross political boundaries in a multi-national watershed. Management efforts are guided by the comprehensive management plan [*Opportunities for Action: An Evolving Plan for the Future of the Lake Champlain Basin*](#).

Since 1992, the New England Interstate Water Pollution Control Commission (NEIWPCC) has served as the primary program administrator of LCBP at the request of the Lake Champlain Steering Committee, and administers the program's personnel and finances. NEIWPCC is a congressionally authorized not-for-profit interstate organization whose membership includes all six New England states and New York State and whose mission is to help its member states to realize their individual and collective clean water program goals.

I. Project background

TMDLs for phosphorus have been developed for both the Vermont and New York portions of the Lake Champlain Basin. A TMDL is an estimate of the amount of pollutant that a water body can receive without impairing vital uses, such as drinking water supply or aquatic habitat. The Lake Champlain phosphorus TMDL for Vermont is a particularly complex and substantial document, which focuses in large part on the broad-scale reductions in phosphorus needed by specific land uses to improve water quality in each of twelve lake segments (e.g., agriculture in Missisquoi Bay). As a result of this complexity, Lake and watershed stakeholders may be deterred from taking actions to help the phosphorus reduction effort, as they are not aware of manageable individual behaviors that they can undertake. The Lake Champlain Basin Program is soliciting proposals from qualified applicants to develop publicly accessible TMDL interpretation tools. This tool will help the public understand the TMDL and its implementation and will increase individual efforts to protect the Lake.

II. Project tasks and outputs

Summary:

The successful applicant will develop at least two highly accessible TMDL interpretation tools. These tools may be infographics, videos, visualizations, or other digital media, and should be

targeted to specific sectors of the public (e.g., homeowners, students, elected officials). These tools should be intensely marketed in order to improve the understanding of the TMDL and implementation plan, personal actions that the general public can take to reduce phosphorus movement across the landscape, and the influence that these actions may have on stakeholders' lives (e.g., their budgets). The tools should highlight actions that people in any part of the Basin can take.

Specific tasks and outputs:

- a) Development of at least two digital publicly-accessible TMDL interpretation tools;
- b) Distribution of digital interpretive material or development of a distribution and marketing strategy for online and media outlets that will result in increased public understanding of the Lake Champlain TMDL and implementation plan;
- c) Produce a final report summarizing the TMDL interpretation tools, how they would be made accessible to the public, and any other aspects of the project. The format and content of the final report will follow LCBP reporting guidelines.

III. Summary of other project requirements

1. Following initial notification of the award, a workplan must be approved by the LCBP before a contract agreement can be executed and the work initiated. The workplan will detail the logistical elements of the project, including deliverables and project timeline. Information about the LCBP grant process, workplan development guidelines, and reporting requirements can be found on the LCBP website at: <http://www.lcbp.org/about-us/grants-rfps/grant-toolkit/>. The successful applicant will enter into a contract with NEIWPC in order to complete the work and will be compensated upon completion of workplan deliverables.
2. The successful applicant will prepare brief quarterly reports documenting progress on each task in the project (see attached Proposal Format Requirements). An acceptable final report fully documenting the project's results will be required at project completion.
3. When approved, the final report will be edited for content and style and may be published as part of the Lake Champlain Basin Program's Technical Report Series, located here: <http://www.lcbp.org/media-center/publications-library/technical-reports/>. Some content of this report may also be used for future LCBP public outreach materials.
4. The successful applicant will complete the project according to the following schedule (subject to change):

Proposals due to LCBP	4:30 PM EST, January 18, 2019
Applicants notified of funding decisions	March, 2018
Detailed project workplan due	April, 2019
Project start date	May, 2019
Project deliverables and draft final report due	May 31, 2020

5. All materials and work products, regardless of physical form or characteristics, produced as a result of this project shall be made available to LCBP and NEIWPC in a suitable file format. LCBP and NEIWPC shall have an unrestricted right to use any materials, software, maps, studies, reports, and other products or data generated using assistance funds or specified to be delivered. The contractor shall not obtain, attempt to obtain, or file for a patent, copyright, trademark or any other interest in any such materials, or work products without the expressed, written consent of LCBP and NEIWPC, and subject to any other approvals required by state or federal law. Reports and other deliverables will credit LCBP, the Environmental Protection Agency, and NEIWPC as funding partners for any work completed under the project contract.

6. The successful applicant will be required to maintain workers compensation and liability insurance for the life of this agreement. More details will be provided to the successful applicant at the time of contract development with NEIWPC.

IV. Eligibility

Eligible organizations include colleges, universities, nonprofit organizations, for-profit companies, and non-federal government agencies. The selected contractor will be responsible for the completion of all project tasks. Individuals and representatives from organizations that participated in the development or review of this RFP and its contents are ineligible to apply.

V. Proposal evaluation and selection criteria

Proposals received in response to this RFP will undergo an external peer review, and will be judged according to the following criteria:

1. Demonstrated technical knowledge of the Lake Champlain TMDL
2. Demonstrated experience developing interactive visualizations to interpret technical information to a broad audience.
3. Experience delivering and marketing watershed or other environmental issues to stakeholder audiences.
4. Technical merit and applicability of the proposed product toward the priority objectives identified in this RFP.
5. Demonstrated ability to accomplish the deliverables outlined in Section II.
6. Potential for the project to enhance the knowledge of the Lake Champlain TMDL within the Lake Champlain Basin.
7. Clarity, conciseness and adherence to the proposal guidelines.
8. Appropriateness of budget and budget justification, describing how the funds awarded will be used to produce the set of deliverables, outputs and outcomes described in Section II.

VI. Available Funds and Match Requirements

A total of \$50,000 may be made available for a project to be supported under this RFP.

Applicants may budget costs that are associated with the project as direct expenses, including personnel costs, travel, project supplies, meeting expenses, and subcontracts. Some allocation of

project funds for indirect costs also is acceptable. However, **for projects in response to this RFP, the indirect budget must not exceed 10% of the direct project budget, unless the applicant has a federally negotiated indirect rate.** No in-kind or cash match is required, though match will be considered favorably during budget review.

VII. Appropriate Use of Funds

LCBP grant funds cannot be used to produce for-profit products or to cover costs associated with regulatory compliance or direct fundraising efforts. LCBP grant funds also cannot be used for land purchases, food or drink, endowment funds, or lobbying or legislative advocacy of any kind. Sub-contracted work that may be required for any elements of this RFP shall be procured through a competitive bidding process.

VIII. Notification of Award

Award notification to applicants is expected by February 2019. The award recipient may be asked to submit a revised workplan, timeline, and task-based budget at this time. Project work cannot begin until a contract is signed by both parties. LCBP and NEIWPC will not pay for expenses incurred prior to the contract start date. Payment for costs incurred will be on a reimbursement basis per the contract payment schedule and contingent upon completion of quarterly progress reports and project deliverables.

IX. Period of Performance

Work is expected to begin in **March 2019** and is to be completed no later than **March 31, 2020** (see specific deliverable deadlines in Section II above).

X. Schedule and Requirements for Proposal Submission

- Please follow the format outlined in the attached Technical Proposal Format Requirements.
- Submit an electronic version of your proposal to grants@lcbp.org no later than **4:30 PM EST, January 18, 2019**. Please be sure you receive email notification that your application was received. Electronic submissions must be in MS Word format. **Hardcopies will not be accepted.**

XI. Contact Information

Direct all proposals and other pre-submission inquiries to:

Ryan Mitchell

Lake Champlain Basin Program Communications and Publications Coordinator

NEIWPC Information Officer

54 West Shore Rd., Grand Isle, VT 05458

p: 802-372-3213; f: 802-372-3233

rmitchell@lcbp.org; neiwpc.org; lcbp.org

Technical proposal format requirements

Proposals should adhere to the following format and should not exceed a 10-page maximum length (font size 12), NOT including budget information, references cited and investigator resumes, and letters of participation or support.

TITLE: Concise and descriptive.

POINT OF CONTACT: Name, position, organization, address, telephone, fax, and email of the person who will be the point of contact.

AUTHORIZED REPRESENTATIVE: Name, position, organization address, telephone, fax and email of the person who is authorized to sign the contract.

ABSTRACT: Brief description of proposed work.

INTRODUCTION: Overview of the project and what it will accomplish in relation to the RFP.

TASKS: Describe in detail the tasks that will be performed, including methods and approaches.

DELIVERABLES AND OUTPUTS: Detailed description of the items that will be sent to LCBP as documentation of work completed through the award, and the elements of the projects that are not delivered to LCBP, such as outreach efforts. Quarterly progress reports and a final report (including GIS data) are required deliverables.

OUTCOMES: Provide a description of the anticipated impact or change in condition (i.e. behavior or environment) that you are trying to achieve through this award. Outcomes may be short-term or long-term.

SCHEDULE: Timeline showing anticipated dates for completion of the major tasks and deliverables and outputs. Quarterly progress reports are due on the last day of December, March, June, and September. Work is to be completed within the specified performance period in the RFP.

DETAILED BUDGET JUSTIFICATION: Cost breakdown by major tasks and budget categories (e.g., personnel, equipment), linking costs to specific tasks/deliverables wherever possible. Breakdown should show costs to be covered by the LCBP award and other sources (if applicable), as well as any match amounts and totals. (1 page, not included in the 10-page maximum total for the proposal).

Project Budget: Line Item by Task

<i>Line Item</i>	Task 1	Task 2	Task 3	Task 4	Task 5 (add or remove columns as needed)	Line Item Totals for All Tasks	Proposed Match* (if any)	<i>Line Item Totals + Proposed Match</i>
Personnel	\$500	\$1,200	\$800	\$495	\$1,000	\$3,995	\$3,000	\$6,995
Fringe	\$150	\$360	\$240	\$149	\$300	\$1,199	\$1,030	\$2,229
Travel	\$0	\$100	\$300	\$100	\$0	\$500	\$400	\$900
Supplies	\$0	\$200	\$0	\$2,000	\$500	\$2,700	\$1,200	\$3,900
Professional Services	\$0	\$0	\$0	\$2,500	\$0	\$2,500	\$1,000	\$3,500
Total Direct	\$650	\$1,860	\$1,340	\$5,244	\$1,800	\$10,894	\$6,630	\$17,524
Indirect	\$65	\$186	\$134	\$524	\$180	\$1,089	\$0	\$1,089
TOTAL BUDGET	\$715	\$2,046	\$1,474	\$5,768	\$1,980	\$11,983	\$6,630	\$18,613
					FINAL TASK MUST BE AT LEAST 10% OF TOTAL AWARD	TOTALS MUST BE LCBP FUNDS ONLY	PROPOSED MATCH IN THIS COLUMN ONLY	