

# **REQUEST FOR PROPOSALS**

## **Building Community Solutions for Reducing Land-based Sources of Litter in the Tijuana River Watershed**

for the project  
**Building Community Solutions for Marine Litter**



**Commission for Environmental Cooperation**

**2017**

## I. Overview

The Commission for Environmental Cooperation (CEC) is requesting proposals from prospective consultants related to implementing local solutions that effectively prevent and reduce land-based litter from entering the marine environment of the Tijuana River watershed. Specifically, the consultant is expected to describe the status of marine litter in the area, build local citizen monitoring capacity, identify and implement feasible solutions to address local challenges, and communicate results and recommendations to stakeholders and decision makers in two areas of the watershed: South San Diego County, California, United States, and Tijuana/Rosarito, Baja California, Mexico.

The work described in this request for proposals (RFP) is part of the project entitled *Building Community Solutions for Marine Litter* from the 2017–2018 Operational Plan. For a complete description of the project, including tasks and related budget, please visit the CEC website at: <[www.cec.org/our-work/projects/finding-community-solutions-marine-litter](http://www.cec.org/our-work/projects/finding-community-solutions-marine-litter)>.

**The CEC seeks prospective consultants to carry out similar work in the Salish Sea watershed. The RFP describing that work is available [here](#).** The CEC encourages prospective consultants who can carry out the work in both watersheds to send a combined proposal, keeping in mind that the work described under each RFP needs to take place at both watersheds concurrently.

The Commission for Environmental Cooperation (CEC) was established by the governments of Canada, Mexico and the United States through the North American Agreement on Environmental Cooperation, the environmental side agreement to NAFTA. An intergovernmental organization, the CEC brings together citizens and experts from governments, nongovernmental organizations, academia and the business sector to seek solutions to protect North America's shared environment, while supporting sustainable economic development. Find out more at: <[www.cec.org](http://www.cec.org)>.

## II. Terms of Reference

### A. Overview and Scope

Marine litter is the result of human activities, through the direct or indirect deposit of waste in coastal or aquatic environments. It has a significant impact on the world's ocean, fisheries, marine transport, human health and the environment. As a transboundary issue involving many levels of government and diverse stakeholders, marine litter can be most effectively addressed through coordinated action. The term "marine litter" in this RFP includes human-made solid materials, regardless of size, generated from land-based sources and litter found on land in areas where those materials have the potential to migrate to waterways. It does not include human-made solid material that is found in waterways, oceans, or wastewater discharge (e.g., microbeads).

The work described herein focuses on implementing solutions that effectively prevent and reduce land-based sources of litter from entering the Tijuana River watershed environment by building capacity with local stakeholders, including youth and Indigenous communities, in the following areas:

- South San Diego County, California, United States
- Tijuana/Rosarito, Baja California, Mexico

Through this project, the consultant is expected to carry out the following activities:

1. Describe the status of marine litter in each area;
2. Identify a methodology for data collection and organize data collection events with groups of citizen scientists from each area;
3. Convene local stakeholders across the watershed to identify and prioritize low-cost, low-tech solutions for implementation; and
4. Implement identified solutions, develop case studies, and provide input into the production of outreach material describing the results and process.

## **B. Description of Services**

The consultant shall coordinate with the CEC's designated contacts to accomplish the following:

### **Activity 1**

Compile existing information that will describe the status of marine litter in the two areas, including sources, composition and areas of accumulation. This will be undertaken simultaneously with Activity 2 and 3 and will be used as a basis for identifying local solutions in Activity 3. Specifically, the consultant will:

- 1.1 Identify and compile existing sources of information on waste conditions specific to each of the two areas, such as:
  - a. Land-based sources of waste contributing to marine litter;
  - b. Data on land and coastal litter clean-up;
  - c. Information on past and ongoing marine litter prevention and reduction efforts undertaken by municipalities, nongovernmental organizations (NGOs), federal/ state/ provincial and local governments, and academic and private sectors, and their effectiveness;
  - d. Citizen science data; and
  - e. Any other relevant information that will provide information on marine litter sources, composition, and areas of accumulation in the selected areas.
- 1.2 Draft a report explaining the status and baseline conditions [see point 1.1] of marine litter in each area. The findings of the report will be presented at the stakeholder meeting(s) (Activity 3) and described in the case studies (Activity 4).

### **Activity 2**

Establish a network of citizen scientists in each area and organize data collection events using a consistent methodology that is also consistent with the Salish Sea watershed methodology. Specifically, the consultant will:

- 2.1 Identify and develop a list of community-based volunteer citizen scientists (at least 10) for each area. An initial list of local contacts and citizen science networks will be provided by the CEC for consideration. Citizen scientists should include representatives from civil society, NGOs, youth groups, and Indigenous communities, as appropriate.

- 2.2 Research existing citizen science methodologies and protocols that effectively prevent and reduce land-based litter from entering the marine environment, including those that identify and quantify sources and composition of marine litter on shorelines and on land in areas near waterways. An initial list of methods and protocols will be provided by the CEC for consideration.
- 2.3 Based on the existing methodologies and protocol gathered, identify (and adapt, as needed) a consistent replicable methodology for citizen scientists to use for training and data collection events in the areas. The consultant is expected to collaborate with the consultant working in the Salish Sea watershed to recommend to the CEC one consistent approach in both watersheds.
- 2.4 Organize and convene the citizen scientists for a minimum of two training and data collection events per area prior to and after Activity 4, using the methodology identified in 2.3.
  - a. Before each event: develop and share documentation with participants, including guides, data entry sheets and factsheets, as needed; and
  - b. After each event: compile collected data. Include the results from the first event in the state of marine litter report (1.2) and in workshop discussions (3.2.b), and incorporate the results of subsequent events in the case studies (4.2).

### **Activity 3**

Create a stakeholder advisory team for each area and organize meetings to discuss the state of marine litter (results of activities 1 and 2) and prioritize local actions to reduce and prevent marine litter. Specifically, the consultant will:

- 3.1 Identify and develop a list of 10–20 stakeholders in each area to be part of advisory teams. An initial list of local contacts will be provided by the CEC for consideration. The advisory teams should include key stakeholders such as national, regional, and local governments, civil society, NGOs, private sector, academia, youth groups and Indigenous communities, as appropriate.
- 3.2 Organize and facilitate at least one stakeholder meeting per watershed (about 40 participants). The consultant will:
  - a. Before the meeting(s): identify the dates and location(s) for the meeting(s); invite participants; develop an agenda, supporting documents and outreach material (as needed); and share with participants. The consultant will plan the meeting(s) to maximize binational participation and minimize costs. The CEC will cover costs associated with meeting logistics and participants' travel; and
  - b. At the meeting(s): share the results obtained from activities 1 and 2 and identify and prioritize solutions with participants.
- 3.3 Provide a summary report of the stakeholder meeting(s), including all solutions and priorities identified by the stakeholders, and an analysis of priority solutions that could be feasibly implemented in Activity 4. The analysis should include the activities to be undertaken, stakeholders involved, cost, timeline, and performance measures that will demonstrate impact in the areas.

## Activity 4

Implement the selected solutions in the watershed, develop case studies for each area, and provide input into the production of short videos and other outreach material to showcase the work. Specifically, the consultant will:

- 4.1 Once the solutions and their respective implementation details (3.3) are approved by the CEC, implement the selected solutions in the watershed. Throughout implementation, the stakeholder advisory teams should be involved, as needed.
- 4.2 After implementation, develop a report of case studies that includes:
  - a. A summary of the stakeholder-based process that led to implementation of selected solutions;
  - b. Detailed description of implementation activities undertaken, including citizen science data collected for performance measurement; and
  - c. Results of implementation activities, including performance measurement, lessons learned and challenges, and suggested next steps.
- 4.3 Develop content and provide supporting material (e.g., photos, videos, ideas for interviews) to produce short videos and outreach materials to raise public awareness of community-based solutions for preventing or reducing marine litter. Video and layout of outreach materials will be produced by the CEC.

As examples, the consultant should consider the following videos and infographics:

<[www.youtube.com/watch?v=Znc\\_kW3D9xA](http://www.youtube.com/watch?v=Znc_kW3D9xA)>,  
<[www.youtube.com/watch?v=T-i9XKhqBl4](http://www.youtube.com/watch?v=T-i9XKhqBl4)>,  
<[www.insp.mx/infografias/contaminacion-aire-salud.html](http://www.insp.mx/infografias/contaminacion-aire-salud.html)> and  
<<http://jambeck.engr.uga.edu/landplasticinput>>

Throughout implementation, the consultant will share monthly progress updates with the CEC (see section C. Periodic Reporting Requirements) and is expected to be available for teleconferences at mutually agreed times as needed. The consultant will be asked to take high-resolution photographs and short video clips during the course of the project for use in project deliverables and outreach materials.

## Deliverables and schedule

A proposed schedule and list of deliverables is shown below. However, in their proposal, prospective consultants are encouraged to suggest an alternative schedule and list of deliverables. Note that all work within the contract must be completed by 29 March 2019 and that the consultant shall divide the schedule into two phases: Phase I for activities until 30 June 2018, and Phase II for activities from 1 July 2018 to 29 March 2019. Phase II is contingent on the approval of the CEC 2018 budget.

<b>Phase I</b>
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By 30 November 2017	Submit list of citizen scientists Submit list of stakeholders for advisory teams Submit progress report
By 15 January 2018	Select data collection methodology Deliver initial training and data collection events Submit Activity 1 report that integrates collection data
January–February 2018	Submit supporting meeting documents Hold stakeholder meeting(s)
Mid–March 2018	Submit meeting(s) report, including analysis of priority solutions that could be implemented
By 30 June 2018	Initiate implementation of solutions
<b>Phase II</b>	
1 July 2018 to 28 February 2019	Implement solutions (continued) Deliver training and data collection events (if needed)
By 29 March 2019	Deliver final training and data collection events Submit final case studies and content for outreach material

## C. Periodic Reporting Requirements

Throughout the project, the consultant will work in close collaboration with the CEC, the project's Steering Committee, and other stakeholders to gather information that supports delivery of the work, including experts in solid waste management, marine litter, and public participation, Indigenous and local communities, and citizen science initiatives in each North American country. The consultant may consult directly with government officials and other experts, as needed. However, the consultant shall report only to, and receive direction only from, the CEC designated contact.

The CEC will forward draft deliverables to the project's Steering Committee and other experts, for their review and comment. The CEC will arrange teleconferences with the consultant and other experts on an as-needed basis. The goal of these teleconferences will be to present the products and assess progress on the project.

The consultant will work in their own offices and onsite in the watershed.

## D. Quality of Deliverables

The consultant is responsible for providing deliverables of **publishable quality** (i.e., copy-edited prior to submission) in English and, when applicable, for the technical editing of the materials. The consultant will submit to the CEC Secretariat all written material (including complete drafts and final reports) in Microsoft Word, following the format of the CEC's [Report Template](#) and adhering to the precepts of the [Guidelines for CEC Documents and Information Products](#), as supplemented by the CEC's English [Style Guide](#). Supporting documents for tables, figures and maps will be submitted with the report in their original file format (e.g., Excel or ArcGIS). Note

that all amounts shall be presented in metric units. The CEC Secretariat will be responsible, when applicable, for translation, printing, publication and distribution of products from this activity.

Upon delivery by the consultant of a final version of the report or other written materials under the project, the CEC reserves the right to a 15-business day period to review the document(s), notify the consultant of any potential issues or errors, and return the document(s) to the consultant for appropriate corrections, at no extra cost. In all cases, contract payments will be withheld if products submitted to the CEC fail to fulfill the quality and formatting requirements specified above. In the event that the consultant neglects to make the required corrections or if, following corrections, a deliverable remains unsatisfactory, the document shall be edited or revised by a third party designated by the Secretariat, the cost of which shall be deducted from the consultant's fees at a rate of C\$60 per hour.

## **E. Plagiarism**

Plagiarism is the act of conveying someone else's original expression or creative ideas as one's own and can be a violation of copyright law. Neither intentional nor unintentional plagiarism is acceptable to the CEC. The consultant must follow good scholarly methodology in preparing reports and deliverables under the contract, including systematic referencing in footnotes or in-sentence references, for any secondary sources, quotations, data, etc., that do not originate with the author. Sources for tables and figures reproduced from other literature must be given in a "Source" attribution immediately below the table or figure. Failure to properly reference the source of such borrowed material constitutes plagiarism and will be considered a breach of contract. For further information, see [Guidelines for CEC Documents and Information Products](#). In addition, for every written deliverable submitted, the Consultant must use iThenticate software, or an equivalent software approved by the Commission, to validate the written product in question and must forward the plagiarism review results to the CEC at the time of document submission. Contract payments will be retained if products do not fulfil these requirements.

# **III. Requirements and Proposal Evaluation**

## **A. Mandatory Requirements**

*To be eligible for further consideration, all consultants must fulfill the following basic requirements.*

### **1. In-country Ability**

The consultant, as well as all their personnel and subconsultants, must reside and be authorized to work legally in Canada, Mexico or the United States of America. If travel is required, the consultant must possess valid documentation to travel within these countries.

### **2. Key Personnel**

For the purposes of this RFP, the term "consultant" may refer to either a group or company or a single individual.

If a proposal is submitted by a consortium of individuals or institutions, a "lead" consultant should be designated to take responsibility for ensuring overall coordination, the coherence of activity outputs, and the integration of information and ideas.

### **3. Qualifications Required**

The consultant must possess competence and experience in:

- Researching and evaluating the scope, origins and impacts of marine litter;
- Implementing marine litter data collection and training with broad range of stakeholders (including youth and Indigenous communities);
- Stakeholder engagement and facilitation, education and outreach;
- Partnership building with local governments, communities and industries; and
- Developing science-based and recommendation reports.

The consultant must be fluent in both written and spoken Spanish and English.

### **4. Proposal Submission**

It is the intention of the CEC Secretariat to include the **Terms of Reference (Section II)** of this document) in the contract negotiated with the successful applicant. Therefore, prospective consultants should refer to these for more detailed information on the project and the services to be provided. Prospective consultants are requested not to reiterate the Terms of Reference in their submissions, but are invited to suggest modifications to enhance the proposal.

Proposals must include the following:

- A brief statement of interest and intent. This statement should be based upon and serve to demonstrate the consultant's experience and subject knowledge. The statement should address desired results; guidelines (parameters within which results are to be accomplished); resources (human, financial, technical, or organizational support available to help accomplish the results); and other aspects deemed applicable by the consultant. The purpose of this statement is to demonstrate not only the consultant's general and specific familiarity with the subject area, but also to highlight writing skills;
- A general work plan for carrying out this project;
- Proposed methodology;
- Suggested modifications to the Terms of Reference, and the reasons for such modifications;
- Resumes of the key personnel involved in the project;
- Detailed cost breakdown, including number of person/days of key and other personnel, direct and indirect costs, travel costs and applicable taxes;
- Description of relevant experience and any other relevant information;
- Two samples of previous work;
- Two letters of recommendation from previous assignments; and
- List of no less than three references

### **B. Other Information to be Provided**

Potential consultants are encouraged to submit any additional information that they believe will assist the CEC Secretariat in the evaluation of their proposal. However, the proposal should not exceed six (6) pages, exclusive of applicant resumes, samples of previous work or corporate brochures.

### **C. Type of Contract to be Used for These Services**

The CEC Secretariat intends to use its milestone-based contract for these services. A sample is available upon request. If the contract is negotiated with a consortium, the CEC will offer the consultants the option to have separate contracts between each consultant and the CEC.



All work within the contract must be completed by 29 March 2019.

#### **D. Selection Procedure**

The consultant deemed best qualified will be selected on the basis of a competitive process, in accordance with sections 2.5–2.7 of the [CEC Consultant Services Procurement Manual](#).

Proposals that the CEC Secretariat determines to be complete will be evaluated according to the procedure described below. Prospective consultants who submit proposals determined by the CEC Secretariat to be incomplete will be so notified in writing.

Each complete proposal that is submitted will be evaluated by the CEC Secretariat according to the following criteria, with a point rating assigned for each:

<b>Evaluation Criteria</b>	<b>Maximum Point Rating</b>
Understanding of project requirements, adequacy of work plan	20
Suitability of the proposed approach	15
Consultant's experience and qualifications and competency of key personnel	30
Consultant's ability to analytically approach the subject, and writing ability	20
Adequacy of budget	15
<i>Total</i> 100	

A minimum score of 80 will be required for the prospective consultant's proposal to be eligible for further consideration. Cost efficiency will be taken into account in the evaluation.

Proposals in response to this request will be evaluated by the CEC Project Lead and designated technical reviewers, who will form an Evaluation Committee. Each member of the Evaluation Committee will receive a copy of the proposals and will be asked to rate each proposal using the evaluation criteria and its maximum point ratings given above.

The CEC Project Lead will arrange for a conference call/meeting among the members of the Evaluation Committee to discuss the ratings, arrive at final scores, and, subsequently, a ranking of all proposals. The strengths and weaknesses of each proposal, in terms of the evaluation criteria, will be noted and summarized. Once the selection has been made, each prospective consultant will be provided with their score—if requested—along with their comparative ranking. However, neither the evaluations nor the scores of other bidders will be provided.

#### **E. Estimated Level of Resources Required**

The budget for this activity is not expected to exceed C\$250,000 (two hundred fifty thousand Canadian dollars), including professional fees and expenses. Reimbursable expenses are detailed in the CEC standard contract, available upon request; in addition, the cost of using iThenticate software to detect plagiarism (US\$50) should also be considered.

For universities and nongovernmental organizations, note that the CEC accepts that overhead be charged for administration and other indirect costs up to 15% of the total value of the contract.

If the proposal were presented by a consultant established in Mexico, the applicable value-added tax will be 0%, in accordance with Article 29, section IV, paragraph a) of Mexico's VAT Act, as these are technical services that were engaged from abroad.

To facilitate the contracting process, the consultant shall divide the proposed budget breakdown into two phases: Phase I for activities until 30 June 2018 (by which time all Phase I work must be completed), and Phase II for activities from 1 July 2018 to 29 March 2019. All work within Phase II is contingent on the approval of the CEC 2018 budget.

If a currency other than Canadian dollars is used, the consultant should indicate the total cost of the professional services in Canadian dollars as well as the currency of choice, for comparison purposes.

#### **F. Basis of Payment Required**

Payment shall be made only for *bona fide* consultant fees and legitimate expenses incurred in accordance with the contract for professional services, and only upon receipt and documented acceptance by the Secretariat of statement(s) of account/invoice(s) from the consultant. Settlement of invoices that are acceptable for payment will normally be made 30 days from the date of receipt by the Commission.

#### **G. Financial and Other Confidential Information**

For this proposal, the CEC Secretariat will not require the submission of any confidential information nor will the CEC Secretariat require information regarding insurance, bonding financial status, or company ownership.

#### **H. Conflict of Interest**

"Conflict of interest" means, but is not limited to, a situation where a consultant's personal interest is sufficiently connected with professional duties under the contract, such that it results in a reasonable apprehension that said personal interest may influence the exercise of professional responsibilities under the contract. For example, a direct conflict of interest exists when the consultant is also a CEC government official, or is related to or closely affiliated with a CEC government official, CEC staff member or third party involved with the performance of the services.

The consultant will inform the CEC Secretariat of any circumstance that existed prior to the execution of this contract, or that could manifest during the performance of this contract, which could constitute a conflict of interest. The consultant will complete and sign, on behalf of all his or her personnel, the attached *Declaration of Acceptance and Impartiality and Independence* (see Annex). The Consultant will also take note of the [CEC Consultant Services Procurement Manual](#).

#### **I. Deadlines for Proposal Submission and Decision**

The proposal, including all relevant attachments, must be received by the CEC Secretariat offices by **17:00 EDT on 22 October 2017**. Proposals submitted after this deadline will not be considered.

**Proposals must be submitted via e-mail to [challmich@cec.org](mailto:challmich@cec.org)**. Proposal format may be in Microsoft Word or Adobe PDF format. Once the proposal has been submitted electronically, the CEC will confirm receipt within three business days. If receipt is not confirmed by e-mail within this time, applicants must contact the CEC. The contact person is:

Catherine Hallmich  
Project Lead  
Commission for Environmental Cooperation  
393, rue St-Jacques Ouest, bureau 200  
Montreal, QC, Canada H2Y 1N9  
Tel: 514-350-4300; Fax: 514-350-4314

The CEC Secretariat intends to select the consultant and notify the applicants within a reasonable period of time following the proposal submission deadline.

ANNEX (see also Schedule D in CEC standard contract)

## CONSULTANT'S DECLARATION OF ACCEPTANCE AND IMPARTIALITY AND INDEPENDENCE FOR CONTRACT

I, the undersigned,

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_

### ACCEPTANCE

☐

hereby declare that I accept to serve as consultant in the subject contract.

### IMPARTIALITY AND INDEPENDENCE

*(If you accept to serve as a consultant, please check one of the two following boxes. The choice of which box to check will be determined after you have taken into account, inter alia, whether there exists any past or present relationship, direct or indirect, with any of the Parties to the North American Agreement on Environmental Cooperation ("NAAEC") or their Commission for Environmental Cooperation ("CEC") representatives, Secretariat staff, and/or third parties involved in the performance of this contract, whether financial, professional, familial, or of another kind and whether the nature of any such relationship is such that disclosure is called for pursuant to the criteria set out below. Any doubt should be resolved in favor of disclosure.)*

☐

**I am impartial and independent** with respect to the NAAEC Parties and their CEC representatives, CEC Secretariat staff, and third parties involved in the performance of this contract, and intend to remain so; to the best of my knowledge, there are no facts or circumstances, past or present that need be disclosed because they are likely to give rise to justifiable doubts as to my impartiality or independence, and that may constitute a conflict of interest.

OR

☐

**I am impartial and independent** with respect to the NAAEC Parties and their CEC representatives, Secretariat staff, and/or third parties involved in the performance of this contract, and intend to remain so; **however**, I wish to call your attention to the following facts or circumstances which I hereafter disclose because they might be of such a nature as to give rise to justifiable doubts as to my impartiality or independence, and that may constitute a conflict of interest. Where facts or circumstances exist that might give rise to the latter such doubts, I may set out measures I intend to take to mitigate or eliminate any doubts regarding my impartiality and independence, and/or a possible conflict of interest. (Use separate sheet and attach.)

Date: \_\_\_\_\_

Signature: \_\_\_\_\_