

NOTE: THIS RFP WAS UPDATED ON SEPTEMBER 13, 2022 TO CORRECT THE QUALIFICATIONS SECTION (PAGE 6) AND EXTEND THE DEADLINE FOR PROPOSAL SUBMITTAL. ALL CHANGES COMPLETED IN TRACK CHANGES BELOW.

COUNTY OF MARIN
REQUEST FOR PROPOSALS (RFP)
FOR
MARIN CLIMATE ACTION NETWORK (MARINCAN)
PROGRAM MANAGEMENT

Issue Date: August 25, 2022
Responses Due: ~~September 30~~ October 14, 2022

Tentative Timeline

Date	Event
August 25, 2022	Release of RFP
October 14, 2022 September 30, 2022	Deadline for submitting RFPs
October 25-28 19-21 , 2022	Interviews of Qualified/Short Listed Firms
October 31, 2022 – November 30, 2022	Notification/Negotiation of Contract
January 1, 2023 – December 31, 2023	Contract Period

TABLE OF CONTENTS

I.	County Structure	3
II.	Introduction.....	4
III.	Selection Process	4
IV.	Qualifications	4
V.	Scope of Services.....	5
VI.	Proposal Format.....	6
VII.	Submittal Instructions	7
VIII.	Disclaimers	7
IX.	Attachments.....	8

I. COUNTY STRUCTURE AND MARINCAN BACKGROUND

The County of Marin is one of nine northern California Bay Area counties. The Richmond-San Rafael Bridge links Marin County to the East Bay and the Golden Gate Bridge links Marin County to San Francisco. Marin County has a total population of 262,321. There are 11 incorporated cities, with approximately 73% of County residents living within the incorporated areas and the remaining 27% residing in the unincorporated areas.

On October 3, 2017, the Marin County Board of Supervisors adopted [Resolution 2017-04](#) “Supporting Actions to Dramatically Reduce Carbon Emissions and Achieve a Climate Resilient Future.” The Resolution launched the Drawdown: Marin, now called MarinCAN (Marin Climate Action Network) initiative and committed the County to dramatically reducing countywide greenhouse gas (GHG) emissions. MarinCAN, an idea developed by the Marin Climate Action Network (MCAN) (a community-based volunteer group), seeks to engage and empower communities to discuss priorities and to design and implement local climate change solutions. It is a coordinated and collaborative effort involving Marin County cities and towns, organizations, businesses, and individuals who between 2018 and 2020, informed the development of the [Strategic Plan](#) (Plan). This Plan outlines next steps necessary for the County and Drawdown: Marin to meet its goals, including forming a new nonprofit organization. This option was chosen by the Drawdown: Marin Executive Steering Committee (selected by MCAN and County staff) after consideration and evaluation of multiple governance structures. A nonprofit will allow MarinCAN to empower the public to participate at multiple levels and as board members, make decisions with local agencies and governments about local climate change efforts, and will allow MarinCAN to seek funding from diverse sources not normally available to County government.

This new nonprofit will partner with the County to build and serve as a hub that spurs environmental innovation while leveraging, amplifying, and supporting existing organizations and bold climate solutions countywide. MarinCAN and its nineteen-person board of directors will advance this purpose by collaborating with and increasing capacity of public and private entities to dramatically reduce GHG emissions below zero while creating a thriving, equitable, and resilient future for County residents. Specifically, the nonprofit will implement the Plan (and future, similar plans), which includes increasing and deepening community engagement and equity work, development (securing funding, etc.), and implementing the Drawdown: Marin solutions (projects, programs, and policies) that dramatically reduce GHG emissions, sequester carbon, and create a more resilient and equitable future.

II. INTRODUCTION

The County is currently working with a team of consultants to support the launch of the new MarinCAN non-profit and its new Board of Directors. However, additional assistance is needed to support the day-to-day needs of the non-profit as it transitions from a County initiative to a self-sustaining non-profit. The person who performs this work will need

expertise in navigating both the legal and financial requirements associated with creating a non-profit entity and implementing its governing structure. These duties include completing the filing of tax-exempt status with the State of California, monitoring the status of the previously filed IRS application for tax-exempt status, liaising with the various stakeholders, managing Board and subcommittee meetings, and developing funding requests as needed.

Project Value

The total contract amount for this work will be based on a mutually agreed upon budget, which may be less than but is not-to-exceed \$135,000. The cost estimates contained in the proposed budget should only include the extent of work the Consultant considers realistic and necessary to address the expected needs and outcomes identified in this RFP.

Project Schedule

All services related to this Project shall commence after final contract execution (estimated to be by December 13, 2022) with an understanding that the County expects the Project to be completed by **December 31, 2023** with final invoicing no later than January 31, 2024.

III. SELECTION PROCESS

Proposals received that conform to the RFP instructions will be evaluated. No proposal submitted after the proposal submittal deadline will be considered. The evaluation will take place using the evaluation criteria identified in the following section. Interviews may be requested prior to final selection of one or more firms. Vendors who contract with the County are required to execute agreements and are required to comply with a variety of compliance requirements. Please review Attachment One, the standard County of Marin professional services contract template.

The following criteria will be used to evaluate submittals and to determine if interviews will be necessary prior to selecting a Contractor:

Evaluation Criteria	Percent of Total Score
Experience and ability with similar projects	50 %
Ability to accomplish all items listed in the scope of services	25 %
Professional and technical expertise of proposed personnel	25 %

IV. Qualifications

The Contractor is responsible for working under the direction of the Contract Manager and to effectively communicate with County staff, non-profit Board Members, and non-profit consultants. The successful firm(s) responding to this RFP shall demonstrate that it has the appropriate professional and technical background, as well as access to adequate staffing resources to fulfill the stated scope of services and to do so effectively within the timeline.

V. Scope of Services

Final task descriptions and outcomes are subject to further input and negotiation with the selected proposer.

TASK 1 – ADMINISTRATIVE RESPONSIBILITIES

- Participate in weekly check-ins with County Sustainability staff.
- Participate in and present updates in County of Marin Climate Action Plan (CAP) Subcommittee meetings, as needed.
- Bi-weekly check-ins with County Sustainability Media Technician.
- Develop annual status reports for the Marin County Board of Supervisors (BOS).

TASK 2 – NONPROFIT MANAGEMENT AND SUPPORT

- Complete process for filing for tax exempt status (State of California)
- Board Meeting Support. Develop board meeting agendas and related material, manage board correspondence, and support board actions in coordination with board leadership.
- Review and approve Board meeting minutes as prepared by County Sustainability Media Technician.
- At the direction of the Board of Directors (or Governance Committee), assist with new Board of Directors' selection process, including research and coordinating applicant interviews, as needed.
- Staff and facilitate board subcommittee meetings on an as needed basis
- Act as a liaison between the Board and County of Marin.
- Work with the Board of Directors and consultants to develop a funding request for use of County funds to implement the Strategic Plan.
- Assist the consultants and the non-profit Board Development Task Force and Finance Committee on fundraising efforts.
- Manage non-profit budget and coordinate with part-time bookkeeper once hired.
- Manage correspondence on behalf of the non-profit, in consultation with County staff.

TASK 3 – NONPROFIT FUNDRAISING

- Serve as the main contact for fundraising inquiries.
- Meet with potential funders and coordinate with the Board Development Task Force and non-profit development consultants.
- Work with the Board and County Staff to develop a funding request for the Board of Supervisors Climate Action Plan (CAP) subcommittee.
- Monitor available grants and bring potential funding opportunities to County Staff and the Board for review.
- Support County Staff if/when it pursues funding for CAP strategies that are also MarinCAN solutions.

TASK 4 –PROJECT/SOLUTIONS IMPLEMENTATION

- Coordinate with solutions lead-implementers as-needed.
- Support grant applications or other fundraising efforts of lead implementers and partners.
- Fulfill duties for already-awarded grants, e.g., facilitate Carbon Finance Committee for Marin RCD Coastal Conservancy grant, assistance on various tasks for Canal Community Resilience project (funding to be approved September 2022, and provide ad-hoc support including partnership building, document review, etc. for the Marin Biomass Project).

TASK 5 – COMMUNITY OUTREACH

- Respond to community member and organization requests on an ad-hoc basis.
- Attend meetings and present about MarinCAN, as needed.
- Work with the County’s Media Technician to design and distribute monthly MarinCAN newsletters and maintain social media accounts.
- Ensure MarinCAN and partner content is incorporated in the County’s Sustainability Team newsletter.

VI. Proposal Format

Responders are to submit the requested information in the format specified below.

- 1. Letter of Introduction:** Include background information on the company, company office location, company office phone number and company website address. Describe the experience, qualifications and any other vital information of all key personnel who may be assigned to perform services described in this RFP including names of sub consultants, (if using).
- 2. Experience/Firm Qualifications:** Provide three previous project profiles that highlight your firm’s experience with ~~development of single use plastics ordinances, outreach and education campaigns and commercial sector recycling and composting programs~~the formation and management of non-profits including experience guiding non-profit boards of directors. Please highlight experience with sustainability focused programs, groups, and non-profits.
- 3. Scope:** Describe your approach and ability to complete all of the items listed on the scope to each task as described in Section V above.
- 4. Project Budget:** Based on your estimate of need, please provide a budget organized by task and hours. Please provide a rate schedule to indicate the hourly rate of each member of the project team and the standard cost of expenses related to project tasks.
- 5. References:** Provide two references.

- 6. Resumes:** Provide resumes for each member of your team. Resumes should be no longer than two pages per individual.

VII. SUBMITTAL INSTRUCTIONS

Respondents to this RFP should email one (1) electronic copy to darmanino@marincounty.org. Respondents may also submit proposal by mail or deliver double-sided copies on recycled paper to the address listed below and Hand carried proposals may be delivered to the address below ONLY between the hours 8:00 a.m. and 4:00p.m., Monday through Thursday, excluding holidays observed by the agency.

Proposals must be received by 4:00 P.M. on September 30, 2022 and need to be directed to:

Dana Armanino
County of Marin – Community Development Agency
3501 Civic Center Drive, Room 308
San Rafael, CA 94903

VIII. DISCLAIMERS

Submitting a Response to the RFP

Submission of a proposal does not guarantee any future business with the County. The issuance of this RFP does not constitute agreement by the County that any contract will actually be entered into. The County reserves the rights to reject any and all information submitted and re-issue a new RFP, Request for Bid, or Request for Qualifications or abandon the proposed Project. The County of Marin Professional Services Contract is attached to this RFP as **Attachment One**. By submitting a proposal without exceptions, the Proposer accepts all terms and conditions contained in that agreement.

Proposer's Financial Responsibility

The County accepts no financial responsibility for any costs incurred by a firm in responding to this RFP.

Property of County

Responses to this RFP become the property of the County and are subject to the California Public Records Act. This does not include the disclosure of a firm's net worth or information labeled by the firm as proprietary or confidential. In the event that the County is required to defend an action arising out of a Public Records request for any contents of

a submittal marked “proprietary” or “confidential” respondent agrees to defend and indemnify the County from all costs and expenses resulting from such action.

IX. ATTACHMENTS

1. Standard County of Marin professional services contract.