



Request for Proposal  
IWM05026  
"Consultant Services for the  
Education and the Environment  
Initiative"



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## SECTION I

## OVERVIEW

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### General Information

The California Integrated Waste Management Board (CIWMB) promotes a zero waste California in partnership with local government, industry, and the public. This means managing the estimated 76 million tons of waste generated each year by reducing waste whenever possible, promoting the management of all materials to their highest and best use, and protecting public health and safety and the environment.

### CIWMB Contact

California Integrated Waste Management Board  
1001 I Street, Contracts Unit, MS-07  
Sacramento, CA 95812  
Phone: (916) 341-6649  
FAX: (916) 319-7226  
EMAIL: [contracts@ciwmb.ca.gov](mailto:contracts@ciwmb.ca.gov)

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### Service Need

The California Integrated Waste Management Board (CIWMB) and the California Environmental Protection Agency (Cal/EPA) are jointly responsible for implementing the Education and the Environment Initiative (EEI), which was signed into law in 2003 (AB 1548 Pavley, Chapter 665, Statutes of 2003). Technical amendments to AB 1548 were signed into law in 2005 (AB1721, Pavley, Chapter 581, Statutes of 2005). The EEI mandates the development of a unified strategy to bring education about the environment into California's Primary and Secondary schools. Specifically, this law requires:

- Development of education principles and concepts for the environment (California's Environmental Principles & Concepts, i.e. EP&C);
- Alignment of the EP&C to California's academic content standards;
- Development of an environmental education model curriculum, K-12, for California schools;
- Incorporation of the EP&C into criteria for textbook adoption in science, history/social science, English/language arts and, mathematics; and,
- Alignment of the state's diverse environmental education programs with the EP&C.

To date, the CIWMB and Cal/EPA, in conjunction with numerous stakeholders, have completed Phases 1-3 of EEI implementation (see Attachment I for the EEI Implementation Plan). Phases 1-3 included 1.) the development and approval of the EP&C (viewable at <http://www.calepa.ca.gov/Education/Principles/EPC.pdf>), 2.) alignment of the EP&C's to California's academic content standards; and 3.) the completion of preliminary work in aligning the EP&C's with education materials submitted by the environmental education community. In addition, Phase 3 included the development of the Model Curriculum Plan, outlining the proposed methodology, scope, and sequence for the model curriculum pursuant to the law's requirements.

Phase 4 includes the development of the model curriculum, field testing, pilot testing and approval of the model curriculum as it relates to the subject areas of history/social science and science, English/language arts, and mathematics, K-12, pursuant to the Model Curriculum Plan. Through this RFP, the CIWMB and Cal/EPA will hire a consultant to assist with the implementation Phase 4. The CIWMB and Cal/EPA management team are seeking a consultant that has demonstrated experience in the area of environmental education, with an emphasis on curriculum development.

**SECTION I**

**OVERVIEW (CONT.)**

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Additional contracts, independent from this RFP, will be used to secure writing teams, graphic designers and editors to develop the lessons and units of the model curriculum and the format/design of the model curriculum pursuant to the Model Curriculum Plan. The consultant for this contract, with direction and oversight from the EEI management team, will oversee the training and coordination of the writing teams, graphic designers and editors to produce the resulting model curriculum. Additional contracts or agreements may result in the utilization of specialized consultant services in support of Phase 4 work. Once completed, the model curriculum will be reviewed by the Curriculum Development & Supplemental Materials Commission (Curriculum Commission) of the State Board of Education and submitted for approval to the State Board of Education. The plan for developing the model curriculum is posted at [www.calepa.ca.gov/Education/EEI/Documents/ModelPlan.pdf](http://www.calepa.ca.gov/Education/EEI/Documents/ModelPlan.pdf).

This RFP addresses curricula development specifically, but in addition, concomitant with the curricula development process, the EEI management team will work with the State to secure funding and undertake a comprehensive implementation planning process for the professional development component of the EEI, as well as other implementation aspects. It is expected that the Contractor for Phase 4 will also participate in the future implementation planning process which will address planning for Phase 5 of the EEI and beyond.

Additional information on the EEI may be obtained at <http://www.calepa.ca.gov/Education/AB1548>.

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**Contract Budget**

Subject to the availability of funds and approval by the Board, there is a current maximum budget of \$500,000.00.

The CIWMB reserves the right to amend the budget for this Agreement as needs arise.

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**Payment Withhold**

The provisions for payment under this contract will be subject to a ten percent (10%) withholding per task.

The withheld payment amount will be included in the final payment to the contractor and will only be released when all required work has been completed to the satisfaction of the CIWMB.

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**Performance Penalty**

The selected contractor, to receive award of this agreement, will be subject to a performance penalty if required deliverables are not submitted by the timeline included in the final contract.

The penalty will be equivalent to five percent (5%) of the budgeted amount for each task not completed in the required timeframe.

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**Contract Term**

The term of this Agreement will span approximately 24 months and is expected to begin in April, 2006.

The CIWMB reserves the right to amend the term of this Agreement as needs arise.

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**Process Type**

Request for Proposal (RFP), Secondary Method.

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**SECTION I**

**OVERVIEW (CONT.)**

**Process Schedule**

This process will be conducted according to the following tentative schedule:

|                                  |                          |
|----------------------------------|--------------------------|
| Advertisement Date               | Monday, January 23, 2006 |
| Written Questions Due by 5:00 pm | Monday, February 6, 2006 |
| Submittal's Due by 2:00 pm       | Monday, March 6, 2006    |
| Oral Interviews, if required     | March 21-23, 2006        |
| Post Notice of Intent to Award   | Monday, March 24, 2006   |

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**SECTION II****RULES AND CONDITIONS**

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**Introduction**

There are conditions that this RFP, submitting Proposers, proposals and resulting Agreements are subject to and/or required to comply with.

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**Commitment**

Upon submittal of a Proposal, the Contractor has committed to comply with the following requirements:

- All items noted in RFP documents
- Special Terms and Conditions available for viewing at <http://www.ciwmb.ca.gov/Contracts/Forms/SpeTermsCond.pdf>
- General Terms and Conditions available for viewing at [www.ols.dgs.ca.gov/Standard+Language](http://www.ols.dgs.ca.gov/Standard+Language).
- Contractor Certification Clauses available for viewing at [www.ols.dgs.ca.gov/Standard+Language](http://www.ols.dgs.ca.gov/Standard+Language).

If the proposer fails to meet any of the requirements or comply with the CIWMB requests, the CIWMB can reject, disqualify, or remove the firm from the process.

The CIWMB is not committed to award an Agreement resulting from this RFP.

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**Antitrust Claims**

In submitting a Proposal Package to a public purchasing body, the Proposer offers and agrees that if the Proposal Package is accepted, it will assign to the purchasing body all rights, title, and interest in and to all causes of action it may have under Section 4 of the Clayton Act (15 U.S.C. Sec. 15) or under the Cartwright Act (Chapter 2 [commencing with Section 16700] of Part 2 of Division 7 of the Business and Professions Code), arising from purchases of goods, materials, or services by the Proposer for sale to the purchasing body pursuant to the Proposal Package. Such assignment shall be made and become effective at the time the purchasing body tenders final payment to the Proposer. (See Government Code Section 4552.)

If an awarding body or public purchasing body receives, either through judgment or settlement, a monetary recovery for a cause of action assigned under this chapter, the assignor shall be entitled to receive reimbursement for actual legal costs incurred and may, upon demand, recover from the public body any portion of the recovery, including treble damages, attributable to overcharges that were paid by the assignor but were not paid by the public body as part of the Proposal Package price, less the expenses incurred in obtaining that portion of the recovery. (See Government Code Section 4553.)

Upon demand in writing by the assignor, the assignee shall, within one year from such demand, reassign the cause of action assigned under this part if the assignor has been or may have been injured by the violation of law for which the cause of action arose and (a) the assignee has not been injured thereby, or (b) the assignee declines to file a court action for the cause of action. (See Government Code Section 4554.)

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**Contractor's Cost**

All costs resulting from the contractor's participation in the RFP process are at the firm's expense.

No costs incurred by the contractor participating in the RFP process will be reimbursed by the CIWMB.

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**SECTION II****RULES AND CONDITIONS (CONT.)**

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**Information**

All information obtained or produced during the course of the Agreement will be made available to the CIWMB.

Any information that the Proposer deems confidential, must so be marked prior to submission to the CIWMB.

The CIWMB will hold information deemed confidential by the Proposer to the extent allowable by the California Public Records Act and the Public Contract Code.

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**Addenda**

The CIWMB reserves the right to amend, alter, or change the rules and conditions of this RFP.

Any ambiguity, conflict, discrepancy, omission, or other error discovered in the RFP should immediately be reported to the CIWMB prior to the deadline for submission of written questions. The CIWMB will issue addenda to address such issues.

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**Modification of Submittals**

A Proposal submitted prior to the submittal deadline, can be withdrawn or modified by the submitting Proposer. The Proposer must:

- Provide a written request
- Identify the requesting individual and their association to the Proposer

A Proposal cannot be withdrawn after the submittal deadline has passed.

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**Errors in Submittals**

An error in a Proposal package may be cause for rejection of that proposal.

The CIWMB may make certain corrections, if the Proposer's intent is clearly established based on review of the complete proposal.

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**Unreliable List**

Any contractor or subcontractor currently on the CIWMB Unreliable list is ineligible to apply for or participate in this contract.

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**Negotiating State Contracts**

This solicitation and any resulting contract or amendments are subject to the conditions set forth in PCC 6611.

If any of the conditions identified in PCC 6611 exist, the State may perform contract negotiations, if it is determined to be in the best interest of the State.

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**Electronic Waste Recycling**

If the Contractor or any subcontractors participate in activities that result in the disposition of electronic components, they will comply with the provisions of PRC Chapter 8.5.

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**Use Tax**

If, during the course of the agreement, the Contractor will be involved in the re-sale of goods to the State, they must comply with the requirements of Section 6452.1, 6487, 6487.3, 7101, and 18510 of the Revenue and Taxation Code, in addition to Section 10295.1 of the Public Contract Code.

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**SECTION II****RULES AND CONDITIONS (CONT.)**

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**Small Business (SB)  
Preference**

Any Proposer competing in this process as a California Certified Small Business, will receive a five percent (5%) preference.

A copy of the Proposer's certification must be included with the proposal package.

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**Subcontractors**

All subcontractors identified in the proposal, must be experts in their respective disciplines and capable of performing the tasks for which they are hired.

If awarded the agreement, the contractor **must** use all of the SB and DVBE firms identified on the Small Business/DVBE Participation Summary (Attachment C).

The CIWMB reserves the right to approve substitutions of subcontractors, as long as certified business participation levels remain unchanged.

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**Conflict – Future  
Bidding Limitation**

Pursuant to Public Contracts Code section 10365.5:

No person, firm, or subsidiary thereof who has been awarded a consulting services contract may submit a bid for, nor be awarded a contract for, the provision of services, procurement of goods or supplies, or any other related action that is required, suggested, or otherwise deemed appropriate in the end product of the consulting services contract.

Subdivision (a) does not apply to any person, firm, or subsidiary thereof who is awarded a subcontract of a consulting services contract that amounts to no more than ten (10) percent of the total monetary value of the consulting services contract.

Subdivisions (a) and (b) do not apply to consulting services contracts subject to Chapter 10 (commencing with Section 4525) of Division 5 of Title 1 of the Government Code.

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**SECTION III****PROPOSAL SUBMITTAL REQUIREMENTS**

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**Introduction**

Failure to follow the instructions contained in this document may be grounds for rejection of a Proposal.

The CIWMB may reject any Proposal if it is conditional, incomplete or contains irregularities.

The CIWMB may waive an immaterial deviation in a Proposal, if deemed in the best interest of the CIWMB.

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**Deadline**

The proposal package must be received by the CIWMB, at the address listed in Section I, Overview by 2:00 p.m. on Monday, March 6, 2006.

Proposals received after the deadline, will be considered late and returned to the Proposer unopened.

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**Addressing**

The proposal package must clearly state that it is in response to this RFP and note the RFP number listed with the direction of "Mailroom – do not open."

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**Number of Copies**

The Proposer is required to submit all required documents in the following format:

- One original, non-bound hard copy marked "Original", and six (6) double-sided copies (may be bound)
- One electronic document of the package on CD-R (compact disc) viewable by Adobe Acrobat Reader

It is the submitting Proposer's responsibility to ensure that the electronic copy is formatted in Adobe Acrobat Reader and viewable by the CIWMB.

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**Document Printing**

All documents must be submitted double-sided on paper with a preferred amount of 100% post-consumer recycled content fiber. If it is not cost effective for the firm to utilize 100% content, a minimum of 30% post-consumer recycled content fiber must be utilized.

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**Table of Contents**

The information must be organized as presented with corresponding page references.

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**Cover Letter**

A cover letter must be included with the Proposal package and must be signed by an individual who is authorized to contractually bind the Proposer. The cover letter must be provided on the business letterhead and must contain the following information:

1. Name and address of Proposer;
  2. Name, telephone number, and e-mail address of a contact person; and
  3. Name, title, address, telephone number, and e-mail address of the individual(s) with authority to execute a binding contract on behalf of Proposer.
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**SECTION III**

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**PROPOSAL SUBMITTAL REQUIREMENTS (CONT.)**

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**Summary**

The Proposer will include a brief overview of the project, summarizing the Proposer's overall approach to developing the model curriculum, review by the Curriculum Commission, and approval from the State Board of Education. The Proposer will also specify the overall approach to assisting the California Environmental Protection Agency (Cal/EPA) and the CIWMB's Office of Education and the Environment (OEE).

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**Methodology**

Provide a brief narrative of the methods to be employed by the contractor to accomplish the project objectives.

These methods must have sufficient detail to allow the Selection Committee to evaluate those methods.

The goal of this project is to oversee the successful implementation of Phase 4 of the EEI, with direction from the EEI management team and the Contract Managers. The Proposer must demonstrate how he/she will successfully oversee the development, field testing, pilot testing and approval of an environmental education model curriculum.

The Proposer's responsibilities will include, but are not limited to, the Scope of Work's tasks and deliverables (see Section VI, Description of Work). The Proposer must address the Scope of Work in response to this RFP. Limit the narrative to no more than 20 pages in length. The narrative must include:

1. Summary of general approach to development of the model curriculum, including a vision of its content and layout in accordance with the existing Model Curriculum Plan, viewable at [www.calepa.ca.gov/Education/EEI/Documents/ModelPlan.pdf](http://www.calepa.ca.gov/Education/EEI/Documents/ModelPlan.pdf).
2. Description of how the Proposer will provide training and support of the writing teams, graphic designers and editors.
3. Description of how the Proposer will coordinate and provide direction to the mix of writers and writing teams, graphic designers, and editors.
4. Description of how the Proposer will utilize the various advisory groups that will be formed to provide feedback on the development of the model curriculum.
5. Summary of a plan to develop field testing and pilot testing methodologies and materials, identify field-testing and pilot testing locations, recruit teachers, and provide training for field testing and pilot testing.
6. Overview of a plan for review of the model curriculum by the Curriculum Commission and obtaining approval of the model curriculum from the State Board of Education.
7. Additional miscellaneous information that helps to clarify the approach to the project, such as delineating subcontractors.
8. A timeline and workplan for curricula development.
9. Description of how the Proposer would interface between CIWMB, Cal/EPA and subcontractors.
10. Summary of a general approach/vision for professional development implementation of the curricula (for Phase 5 of the EEI, and beyond). Include Proposer's identification of potential, future, implementation funding, whether public or private, and identification of potential regulatory and/or administrative obstacles to successful implementation in California's schools. Statements regarding vision for future implementation beyond Phase 5 (i.e. teacher certification, assessment of curriculum) are helpful, but not required.

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**Organization**

Provide a brief description of the organization's services and activities, including:

- Date of establishment
  - History
  - Location
  - Any known conflicts of interest
-

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### **SECTION III**

### **PROPOSAL SUBMITTAL REQUIREMENTS (CONT.)**

#### **Qualifications and Resources**

The prospective contractor must have the experience, qualifications, and resources to perform the required tasks of the project.

The following experience, knowledge and capabilities are desirable. The proposal must address each of the following items:

- A. Environmental Education – The Proposer must cite experience and knowledge in the area of environmental education, and discuss breadth of experience in California and nationwide, if applicable.
- B. Curriculum development – The Proposer must cite experience and provide samples of lessons, units, model curriculum, or other educational materials for which he/she developed or oversaw development and explain how each of these samples was used in an educational setting. Cite any academic, private, State of California, or national recognition, particularly regarding environmental issues and/or environmental education.
- C. Familiarity with California’s education system and academic content standards. The Proposer must discuss his/her familiarity with California’s state academic content standards and educational system. If not familiar with standards in California, describe work in other state(s) that involved knowledge of its academic standards and how the Proposer would become proficient in his/her knowledge of California’s academic content standards.
- D. Collaboration and team building experience – Describe recent experience collaborating with state agencies, schools, Departments of Education, or other relevant entities. Demonstrate connections to scientific and/or educational communities in the State of California and/or nationwide.
- E. Experience designing and conducting field testing and pilot testing of curriculum. Discuss direct experience conducting field testing and pilot testing of curriculum or other educational materials. Discuss methods used to determine the effectiveness of the curriculum and if similar methods might be used for the project discussed in this RFP.
- F. Credentialing – Provide information on appropriate credentialing. Advanced degrees in the areas of science, the environment, and education are desirable.
- G. Additional research and publications – Describe and cite relevance to the Scope of Work.
- H. Demonstrated working relationship with the California Department of Education and the State Board of Education. If Proposer has not worked with the California Department of Education and/or the State Board of Education, describe working relationships with comparable educational entities in other state(s).
- I. Demonstrated ability to form, promote and maintain effective partnerships with entities such as California universities and academic institutions, for-profit and not-for-profit environmental organizations, and non-governmental organizations with classroom and multi-media experience in environmental education.
- J. Demonstrated ability to prepare and present cogent oral presentations.

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## SECTION III

### PROPOSAL SUBMITTAL REQUIREMENTS (CONT.)

#### Personnel

Each proposal must include a description of the resources to be used on the project while demonstrating an individual or team members abilities to perform the work. The proposals must include resumes for the Program Manager, Personnel and Subcontractors, that include:

- Experience
- Knowledge
- Educational Background
- Appropriate licensing
- Tasks to be performed and number of hours

The Proposer must provide a complete listing of all job positions necessary to complete the tasks proposed in the CIWMB contract.

The Proposer must specify the qualifications of the significant staff/personnel that would be assigned to this contract. The selected Contractor shall not substitute members of the project team without prior written approval of the CIWMB and Cal/EPA Contract Managers. Provide the following information within your proposal for each such position/person that will be assigned to this contract:

- a. Name and proposed title and function.
- b. Current title and function.
- c. Listing of related work products and/or experience.
- d. Previous employment.
- e. Education and training.

Identify the persons by name, title and classification that will:

- a. Direct the project. The Project Manager must have at least three (3) years experience in work of similar scope and magnitude as required in this proposal.
- b. Have the primary day-to-day responsibility for the contract.
- c. Oversee, direct and coordinate the subcontractors.

#### Subcontractor(s)

The Proposer must list all subcontractors it intends to use on the project, if known at this time. All subcontractor(s) proposed for use after the execution of the contract must be approved in writing by the Contract Managers. For each subcontractor or proposed subcontractor include the following:

- a. Written statement of each subcontractor's capability including any special expertise that the subcontractor would provide to the Proposer and the CIWMB and Cal/EPA (2 pages maximum). May include samples of past work and/or publications.
- b. Define the areas of the Scope of Work for which the subcontractor would be responsible.
- c. Provide a description of the qualifications and background of staff that will be assigned to this contract.
- d. The Proposer will submit client references for each subcontractor (Attachment H).
- e. Provide a letter of agreement to work on this project, if awarded.

**SECTION III**

**PROPOSAL SUBMITTAL REQUIREMENTS (CONT.)**

**References**

Each Proposal Package shall include a minimum of three (3) client references (Attachment 'H') that attest to the Proposer's qualifications to fulfill the requirements of the Scope of Work. The references will include the name and telephone number of a contact person who can be interviewed regarding the effectiveness of the Proposer's personnel and ability to complete projects on time and within budget parameters.

The Proposer shall also include up to five (5) Letters of Recommendation from sources familiar with his/her work and expertise.

The CIWMB reserves the right to seek references in addition to the client references provided by the Proposer, as it deems necessary.

If a reference or project experience is unable to be verified, it will be disregarded.

Negative responses from references may be cause for rejection of the Proposal Package.

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**Contract Eligibility**

The Proposer must include a written declaration, stating that the Contractor and any Subcontractors to be used during the performance of the contract are eligible to contract with the State of California, pursuant to PCC 10286.

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**Licenses**

The Contractor shall be an individual or firm licensed to do business in California, pursuant to California Business and Profession Code Section 7028.15.

A copy of the Proposer's county-issued business license with an expiration date must be included with the Proposal submittal.

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**Small Business (SB) Participation**

The CIWMB expects a minimum of five percent (5%) of the project services to be contracted to a California Certified SB that performs a commercially useful function.

This goal can be achieved by a combined effort of the prime and/or any subcontractors, that includes:

- If the Proposer is a Certified SB, as defined in Section V, Definitions and Terms, the Participation Summary must be completed and submitted with the proposal.
  - If the Proposer has identified subcontractors to be utilized to meet this goal, Participation Summary must be completed and submitted with the proposal.
  - If the Proposer has made a good faith effort to meet these goals and has been unable to secure a Certified SB, a Demonstration of Good Faith Effort must be completed and submitted with the proposal.
-

**SECTION III****PROPOSAL SUBMITTAL REQUIREMENTS (CONT.)**

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**Disabled Veteran  
Business Enterprise  
Participation (DVBE)**

The CIWMB expects a minimum of three percent (3%) of the project services to be contracted to a California Certified DVBE that performs a commercially useful function.

This goal can be achieved by a combined effort of the prime and/or any subcontractors, that includes:

- If the Proposer is a Certified DVBE, as defined in Section VII, Definitions and Terms, the Participation Summary must be completed and submitted with the proposal.
  - If the Proposer has identified subcontractors to be utilized to meet this goal, the Participation Summary must be completed and submitted with the proposal.
  - If the Proposer has made a good faith effort to meet these goals and has been unable to secure a certified DVBE, a Demonstration of Good Faith Effort must be completed and submitted with the proposal.
- 

**Enterprise Zone Act  
(EZA)**

If the budget for services outlined in this announcement exceeds \$100,000, the CIWMB will grant a preference for qualified Proposers.

The Proposer must provide reasonable demonstration of contract labor hours and certify that they will comply with the requirements of the EZA.

If the Proposer is qualified for this preference, the EZA Preference Request Form must be included in the proposal submittal.

The form may be downloaded at [www.ciwmb.ca.gov/contracts/forms](http://www.ciwmb.ca.gov/contracts/forms).

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**Target Area Contract  
Preference Act  
(TACPA)**

If the budget for services outlined in this announcement exceeds \$100,000, the CIWMB will grant a preference for qualified proposers.

The Proposer must provide reasonable demonstration of contract labor hours and certify that they will comply with the requirements of the TACPA.

If the Proposer is qualified for this preference, the TACPA Preference Request Form must be included in the proposal submittal.

The form may be downloaded at [www.ciwmb.ca.gov/contracts/forms](http://www.ciwmb.ca.gov/contracts/forms).

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**Local Agency Military  
Base Recovery Act  
(LAMBRA)**

If the budget for services outlined in this announcement exceeds \$100,000, the CIWMB will grant a preference for qualified proposers.

The Proposer must provide reasonable demonstration of contract labor hours and certify that they will comply with the requirements of the LAMBRA.

If the Proposer is qualified for this preference, the LAMBRA Preference Request Form must be included in the proposal submittal.

The form may be downloaded at [www.ciwmb.ca.gov/contracts/forms](http://www.ciwmb.ca.gov/contracts/forms).

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**SECTION IV****COST PROPOSAL SUBMITTAL**

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**Evaluation**

The Contractors cost proposal submittal will be evaluated based on whether the cost breakdown is sufficiently detailed to determine if the proposed expenses are reasonable.

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**Cost Breakdown**

The cost proposal must specify the total cost and include detailed project costs, as required in the Cost Proposal Sheet (Attachment A).

SB and DVBE commitments must be identified by task and dollar amount and included in the task by task cost proposal submittal.

The costs identified, should take into consideration the length of the contract, rise in salaries and administrative overhead costs.

The amount identified on the cost breakdown may not be changed and will remain in effect for the life of the agreement.

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**Travel and Per Diem**

Lodging, food, and incidental expenses on trips in support of services will be reimbursed at the following State per diem rates per 24 hour day for the length of the contract.

- Lodging – up to a maximum of \$84 per day
- Meals (breakfast, lunch and dinner) – up to a maximum of \$34 per day
- Incidentals – up to a maximum of \$6 per day.
- Coach airfare, mid-size/economy rental cars, and fuel – actual costs verified by bills or receipts. First Class or Business Class air travel is not allowed.

For travel lasting less than 24 hours, employees may claim breakfast and/or dinner (as noted above), based on the following timeframes:

- Trip begins at or before 6 am and ends at or after 9 am, breakfast may be claimed.
- Trip begins at or before 4 pm and ends at or after 7 pm, dinner may be claimed

*Employees may **not** claim lunch or incidentals on one-day trips. When trips are less than 24 hours and there's no overnight stay, meals claimed are taxable.*

Employees may **not** claim meals provided by the State, meals included in hotel expenses or conference fees, meals included in transportation costs such as airline tickets, or meals that are otherwise provided. Snacks and continental breakfasts such as rolls, juice, and coffee are not considered to be meals.

No meal expense may be claimed or reimbursed more than once in any given 24-hour period.

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**SECTION V****EVALUATION AND SELECTION**

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**Introduction**

The CIWMB will perform a Pre-Qualification Evaluation process to ensure that the Proposer has included all required documentation in the Proposal submittal.

If a proposal package does not meet all of the requirements set forth in this RFP, it will be considered non-responsive and rejected from further competition.

Those Proposer's submittals that pass this review will be forwarded to the Selection Committee for Evaluation.

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**Selection Process**

The Selection Committee will evaluate and score all proposals, passing the Pre-Qualification Evaluation, utilizing the Scoring Criteria identified in this RFP.

Only those proposals that receive a score of at least the minimum requirement identified on the Scoring Sheet will be ranked.

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**Oral Interviews**

If oral interviews will be conducted as part of this process, the date of said interviews will be within the timeframe identified in Section I, Schedule.

All Proposers invited for an interview, will be notified by the CIWMB of the specific date and time of the interview.

Failure to attend the interview by the Proposer will be grounds for removing the Proposer from the remainder of the process.

---

**Grounds for Rejection**

All proposals may be rejected whenever the determination is made that the proposals received are not really competitive, when the cost is not reasonable, or when the cost exceeds the amount expected.

Additionally, a proposal may be rejected if:

- It is received after the due date and time for submittal
- The cost submittal is unsigned
- The proposal cost is not prepared as required by the RFP
- The Proposer has been prohibited from contracting with the State by the Department of Fair Employment and Housing
- The Proposer has received a substantive negative contract performance from the State
- Any items required by the RFP are not included with the submittal

No proposal may be rejected arbitrarily or without reasonable cause.

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**Award of Agreement**

Award of this Agreement will be to the highest ranking responsible Proposer meeting all of the RFP requirements.

In the event of a tie, the CIWMB may utilize a tie breaker to determine the winning Proposer.

The CIWMB reserves the right to not award an Agreement.

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**Notice of Intent to Award**

The CIWMB will post a notice of intent to award this Agreement five (5) working days prior to the award being made.

Notice of the intent to award will be posted on the CIWMB's website at [www.ciwmb.ca.gov/contracts](http://www.ciwmb.ca.gov/contracts) and at the headquarters building noted in Section I.

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**SECTION V****EVALUATION AND SELECTION CONT.**

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**Rejection of Award** If the Proposer fails to enter into a satisfactory Agreement within a reasonable timeframe after the award is made, the CIWMB may deem that the Proposer has rejected the award.

The CIWMB reserves the right to disqualify the awardee and award the Agreement to the next highest ranked Proposer.

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**Proposer Notifications** The CIWMB will notify all Proposers of the outcome of their proposal submittals, prior to the intent to award posting.

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**Protest of Award** A Proposer may protest the proposed award by filing an official protest with the Department of General Services. The protest must be filed within the five (5) day period of the notice of intent to award timeframe.

Within five (5) days of the initial protest filing, the Proposer must submit a detailed written statement with information that supports that the Proposer would have been awarded the contract and the grounds for that position.

The Agreement will not be awarded until a decision has been made on the filed protest.

The protest documents should be sent via registered mail to the following parties:

Department of General Services  
Office of Legal Services  
Attn: Protest Coordinator  
707 Third Street, 7<sup>th</sup> floor  
Sacramento, CA 95605  
Fax (916) 376-5088

California Integrated Waste Management Board  
Attn: Contracts Unit  
1001 I Street, MS-7  
Sacramento, CA 95814  
Fax (916) 319-7226  
Email [contracts@ciwmb.ca.gov](mailto:contracts@ciwmb.ca.gov)

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**Work to be Performed** The goal of this Scope of Work (SOW) is to guide the successful implementation of Phase 4 (curricula development) of the Education and the Environment Initiative (EEI) (see Attachment I). The EEI model curriculum, in terms of its intent and scope, is unprecedented; there is no existing model to provide guidance in this body of work. The work completed during Phases 1-3 has led us to the conclusion that implementation is multi-faceted and complex.

In addition to the content-related responsibilities inherent in the development of a model curriculum, this work also includes the advising and guiding of numerous agencies that are named in the law. The CIWMB and Cal/EPA management team firmly believe this model curriculum and associated implementation in California's schools has the potential of becoming a national model.

This multi-phased, multi-year project is entering a critical phase, which will culminate in the review of a K-12 model curriculum for Science, History/Social Science, English Language Arts, and Mathematics by the Curriculum Development and Supplemental Materials Commission, with final approval by the State Board of Education. Each step in the process of developing the model curriculum for presentation to the Commission and the Board must be planned and implemented to correspond with the requirements for such a review.

The magnitude of this work required for effective and comprehensive implementation requires the utilization of an external consultant to guide the curricula development effort and successfully move it forward for final approval by the State Board of Education. The Consultant would also be available to assist the CIWMB's Office of Education and the Environment (OEE) as it completes each task as specified in Phase 4 implementation and provide tools to the OEE so that this office can ultimately lead the program into the future and perpetuity.

## Tasks

### Task I – Preparation for Model Curriculum Development

- Task I-A Education Update – One-Day (6.5 hour) Workshop  
Develop and present a one-day (6.5 hour) workshop to the Cal/EPA and CIWMB management team and OEE staff on current educational trends, curriculum development, and educational policies in California that could impact the EEI.
- Task I-B: Assemble Advisory Committees  
Consult with the EEI management team, OEE, and the California Department of Education to assemble advisory committees, as appropriate, to include Content and Education Advisory Experts.
- Task I-C: Materials for Advisory Committees  
Prepare EEI-related background materials for these committees and all materials pertinent to their effective contribution to curricula development success.
- Task I-D: Advisory Committee Meetings  
Convene periodic joint meetings, as appropriate, of advisory committee members for purposes of information exchange and input into curricula development processes and model curriculum content.
- Task I-E: Materials for Writers, Graphic Designers, and Editors  
Prepare EEI-related background materials for writers, graphic designers, and editors and all materials pertinent to their effective contribution to curricula development success.

## SECTION VI

## DESCRIPTION OF WORK (CONT.)

### Tasks (Cont.)

#### Task II - Model Curriculum Development (Science, History/Social Science, English/Language Arts, and Mathematics)

- Task II-A: Design and Conduct Training Sessions for Writers  
Design training sessions to be held in Sacramento to guide the professional writers/writing teams to incorporate California's Environmental Principles and Concepts based upon the Model Curriculum Plan, viewable at <http://www.calepa.ca.gov/Education/EEI/Documents/ModelPlan.pdf>.
  1. Prepare for training sessions:
    - a. Conduct a search of the collection of existing materials for relevant unit/lesson plan materials (the CIWMB/OEE has already solicited some existing materials from the environmental community. The Proposer will evaluate these materials and solicit and review additional materials, as necessary).
    - b. Consult with OEE staff about the review and evaluation of the existing regional, statewide, and national environmental education materials for use in/incorporation into relevant unit/lesson plan materials, including those materials previously solicited during Phases 1-3.
    - c. Provide materials for the writers/writing teams to assist in understanding the scope and breadth of the law, its requirements, and the purposes of the model curriculum.
    - d. Develop a model curriculum template for units and lessons for writers.
    - e. Consult with OEE staff and prepare necessary materials.
  2. Conduct training sessions for the professional writers and writing teams, which will include:
    - a. Understanding of the legislative background, history, and mandates of the EEI.
    - b. Familiarity with California's academic content standards.
    - c. Agreement on the meaning of standards-based instruction.
    - d. Understanding of the Environmental Principles and Concepts and Model Curriculum Plan.
    - e. Understanding and application of the learning objectives outlined in the Model Curriculum Plan.
    - f. Development of grade-level outlines that identify the sequence of units and lessons and group sequencing.
    - g. Understanding of the unit and lesson templates.
- Task II-B: Conduct Four (4) Working Sessions  
Conduct four (4) sessions to guide writers and writing teams, based upon the Model Curriculum Plan viewable at <http://www.calepa.ca.gov/Education/EEI/Documents/ModelPlan.pdf>. All sessions will be conducted in Sacramento.
- Task II-C: Design and Conduct Training Sessions for Editors & Graphic Designers  
Design training sessions to be held in Sacramento to guide the professional graphic designers and editors in the format/design of the model curriculum and the incorporation of the written materials developed by the writers/writing teams. (The Proposer is not responsible for providing editors and graphic designers).
  1. Prepare guidelines for editors and graphic designers.
  2. Prepare for training sessions.
  3. Conduct training sessions for graphic designers and editors, which will include understanding sub-tasks a-g outlined in Task II-A (2) above and all pertinent materials which will contribute to curricula development success.

## SECTION V

## DESCRIPTION OF WORK (CONT.)

### **Tasks (Cont.)**

4. Develop a template for units and lessons for graphic designers.

- Task II-D: Conduct Four (4) Working Sessions in Sacramento  
Conduct four (4) sessions to guide graphic designers and editors, based upon the Model Curriculum Plan and written materials developed by the writers/writing teams.

### **Task III – Curriculum Plans & Units**

- Task III-A: Review of Professional Writers and Writing Teams' Work Products  
In concert with the Cal/EPA and the CIWMB management team and OEE, review technical work products of writers based on a model curriculum template.
- Task III-B: Review of Editors' Work Products  
In concert with the Cal/EPA and the CIWMB management team and OEE, review technical work products of editors based on a model curriculum template.
- Task III-C: Review of Graphic Designers' Work Products  
In concert with the Cal/EPA and the CIWMB management team and OEE, review technical work products of graphic designers based on a model curriculum template.
- Task III-D: Present Work Products to Technical Advisory Committees and Partners for Review and Feedback  
Share work products (plans and units of the model curriculum) with EEI advisory committees, California Environmental Education Interagency Network (CEEIN), sponsoring agencies, and EEI management team.
- Task III-E: Analyze Reviewers' Comments  
Analyze comments provided by reviewers for possible revisions by writers and graphic designers and direct writers/writing teams, as appropriate.

### **Task IV – Field Testing of Selected Plans & Units**

- Task IV-A: Field Testing Methodology  
Develop field-testing methodologies and materials and present recommendations to the EEI management team and OEE. The purpose of the field-testing is to determine usability for teachers and educational efficacy for students, as described in the Model Curriculum Plan. (<http://www.calepa.ca.gov/Education/EEI/Documents/ModelPlan.pdf/>).
- Task IV-B: Prepare and execute a plan, in consultation with the EEI management team, for conducting field testing, including:
  1. Identify Teachers and Locations for Field Testing. Field testing shall involve up to 250 teachers statewide.
  2. Develop specific field testing materials for participating teachers and school districts
  3. Assist OEE in training field testing participants.
  4. Monitor field testing activities.
  5. Review and Analyze Field Test Results.
  6. Assist OEE in reviewing and analyzing field-testing results to determine effectiveness of Model Curriculum units and lessons.
  7. Direct revisions of the units/lessons of the model curriculum, as deemed necessary by field testing results, for writers/writing teams, graphic designers, and editors.

## SECTION V

## DESCRIPTION OF WORK (CONT.)

### Task V – Pilot Testing of All Plans & Units

- Task V-A: Pilot Testing Methodology  
Recommend pilot testing methodologies and materials and present recommendations to the EEI management team and OEE. The revised model curriculum developed as a result of the field-testing will be used for pilot-testing, as described in the Model Curriculum Plan.  
(<http://www.calepa.ca.gov/Education/EEI/Documents/ModelPlan.pdf>).
- Task V-B: Prepare and execute a plan, in consultation with the EEI management team, for conducting pilot testing including:
  1. Identify Teachers and Locations for Pilot Testing Pilot testing shall involve up to 250 teachers statewide.
  2. Develop specific pilot testing materials for participating teachers and school districts.
  3. Assist OEE in training pilot testing participants.
  4. Monitor pilot testing activities.
  5. Review and Analyze Pilot Test Results/Revise all Units.
  6. Assist OEE in reviewing and analyzing pilot testing results to determine effectiveness and incorporate any necessary revisions.
  7. Direct revisions of the units/lessons of the model curriculum, as deemed necessary by pilot testing results, for writers/writing teams, graphic designers, and editors.

### Task VI – Finalize Model Curriculum & Seek State Board of Education Approval

- Task VI-A: Finalize Model Curriculum Materials
- Task VI-B: Seek Approval by the State Board of Education  
Take appropriate actions to present the Model Curriculum to the Curriculum and Supplemental Materials Commission and Agency Secretaries for review and to obtain approval by the State Board of Education.
- Task VI-C: Develop training materials and provide training for OEE staff members for implementation of the model curriculum in California's school districts and County Offices of Education statewide.

### Task VII – Ongoing Support and Materials

- Task VII-A Attend CalEPA and CIWMB Meetings on the EEI  
Attend Cal/EPA and CIWMB management team meetings on a regular basis to communicate progress on work completed. Attend meetings in Sacramento, as needed. Submit a monthly status report to contract managers and the EEI management team.
- Task VII-B Produce Process Manual  
Provide a process manual describing discrete tasks performed during the course of this contract including findings and recommendations for use by OEE staff to continue implementation of the EEI. The Proposer will also participate in the implementation planning process for the professional development component in future phases of the EEI, as well as other implementation aspects.

## SECTION V

## DESCRIPTION OF WORK (CONT.)

- Task VII-C Provide Support for Reporting to the California State Legislature  
Provide consulting services to OEE Staff and Cal/EPA and CIWMB management team for all annual reports and any other reports required by the Legislature, as needed.
- 

### **Control of Work**

1. The CIWMB and Cal/EPA Management Team have the authority to determine the quality and acceptability of the following:
  - Work to be performed
  - Rate and progress of the work
  - Fulfillment of the services provided by the Contractor
  - Compensation for services provided by the Contractor

These decisions will be deemed final and enforceable by CIWMB and Cal/EPA Management Team when the Contractor fails to complete orders required by this Agreement.

2. The Contractor will designate a Program Manager who holds the following authority:
  - Act as the Contractor's Representative for work to be provided under this Agreement
  - Act as the Contractor's Representative regarding contractual matters relating to this Agreement

If during the course of the Agreement, it is deemed necessary to replace the Program Manager, approval by the CIWMB and Cal/EPA Management Team is required.

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**SECTION VII DEFINITION AND TERMS**

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**General** Unless the context otherwise requires, wherever in this RFP or addenda, the following abbreviations and terms, or pronouns in place of them, are used, the intent and meaning shall be interpreted as provided in this Section.

Working titles having a masculine gender, such as “draftsman” and “journeyman” and the pronoun “he”, are utilized in these provisions for the sake of brevity, and are intended to refer to persons of either sex.

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|                      |         |  |
|----------------------|---------|--|
| <b>Abbreviations</b> | ADA     | Americans with Disabilities Act              |
|                      | CCR     | California Code of Regulations               |
|                      | DVBE    | Disabled Veteran Business Enterprise         |
|                      | Cal/EPA | California Environmental Protection Agency   |
|                      | EPA     | Environmental Protection Agency              |
|                      | GC      | Government Code                              |
|                      | CIWMB   | California Integrated Waste Management Board |
|                      | PCC     | Public Contract Code                         |
|                      | RFP     | Request for Proposals                        |
|                      | SB      | Small Business                               |
|                      | SOW     | Scope of Work                                |

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**Agreement** The written agreement covering performance of the work and furnishing of labor, materials, tools, and equipment in providing the work. The Agreement shall include the RFP, Proposal, general and specific terms and conditions, Work Orders, and supplemental agreements which may be required to complete the work in a substantial and acceptable manner.

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**Board** Members of The California Integrated Waste Management Board.

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**Board Staff** Staff of the California Integrated Waste Management Board involved in the implementation of this contract or representatives of Consultant to the California Integrated Waste Management Board as designated in the Work Orders.

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**CIWMB** The California Integrated Waste Management Board.

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**CIWMB and Cal/EPA Management Team** Management team that consists of representatives of the California Integrated Waste Management Board’s Office of Education and the Environment and the California Environmental Protection Agency’s Office of the Secretary

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**Consultant** The person or persons, firm, partnership, corporation, or combination thereof, which may enter into this Agreement with the Board to provide work pursuant to this RFP or his or their legal representatives.

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**Contract** A legally binding agreement between the state & another entity, public or private, for the provision of goods or services.

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**Contract Managers** Persons designated by Cal/EPA and the CIWMB to manage performance under this contract.

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**Contractor** A party contracting with the awarding agency. Vendor is often used synonymously with contractor.

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**SECTION VII****DEFINITION AND TERMS CONT.**

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|  |   |
|--|---|
| <b>Director</b>  | The Executive Director of the California Integrated Waste Management Board, or designees. Any references to Executive Officer shall mean the Executive Director and/or its designated officer.  |
| <b>Disabled Veteran Business Enterprise (DVBE Certified)</b> | A business that meets all of the following criteria: (1) at least 51% of the business is owned by one or more disabled veterans or, in a business whose stock is publicly held, at least 51% or more of the stockholders are disabled veterans (2) the management and control of the business are exercised by one or more disabled veterans; (3) the business is domestically owned and its home office is in the United States; and (4) the business has been certified as a DVBE by the State. |
| <b>Legal Holidays</b>  | Those days designated as State holidays in the Government Code.   |
| <b>Program Manager</b>                                       | Contractor's representative for all work performed under this Agreement. All official correspondence, reports, submittals, billings, and other work done under this Agreement shall be reviewed and signed by the Program Manager prior to submittal to the Board.  |
| <b>Scope of Work</b>   | The description of work required of a contractor by the awarding agency.  |
| <b>Small Business (Certified)</b>                            | A business that has been certified by the Office of Small Business Certification and Resources, Department of General Services, as a small business as defined in GC 14837 and 2 CCR 1896.  |
| <b>State</b>   | The State of California.  |
| <b>State Contract Law</b>                                    | The Public Contract Code and other applicable laws that form and constitute a part of the provisions of this Agreement to the same extent as if set forth herein in full.   |
| <b>Subcontractor</b>   | A person or entity which contracts with the Contractor to perform all or a portion of the work as specified in the Scope of Work.   |

# **ATTACHMENTS**





| Task #          | Task Description   | Personnel Services<br>(estimated number of hours multiplied by the hourly rate, including benefits) |  | Materials and Supplies | Travel Expenses (per RFP rates) | Indirect Costs (not to exceed 10%) | Other (Include description of cost and amount) |                    | Total by Task |
|-----------------|--|---|--|------------------------|---------------------------------|------------------------------------|--|--------------------|---------------|
| Task III-C      | Review of Graphic Designers' Work Products   |   |  |                        |                                 |                                    |  |                    |               |
| Task III-D      | Present Work Products to Technical Advisory Committee & Partners for review and feedback   |   |  |                        |                                 |                                    |  |                    |               |
| Task III-E      | Analyze Reviewers' Comments  |   |  |                        |                                 |                                    |  |                    |               |
| <b>TASK IV</b>  | <b>Field Testing of Selected Plans and Units</b>   |   |  |                        |                                 |                                    |  |                    |               |
| Task IV-A       | Field Testing Methodology  |   |  |                        |                                 |                                    |  |                    |               |
| Task IV-B       | Conducting Field Testing   |   |  |                        |                                 |                                    |  |                    |               |
| <b>TASK V</b>   | <b>Pilot Testing of Plans and Units</b>  |   |  |                        |                                 |                                    |  |                    |               |
| Task V-A        | Pilot Testing Methodology  |   |  |                        |                                 |                                    |  |                    |               |
| Task V-B        | Conducting Pilot Testing   |   |  |                        |                                 |                                    |  |                    |               |
| <b>TASK VI</b>  | <b>Finalize Model Curriculum &amp; Seek SBE Approval</b>   |   |  |                        |                                 |                                    |  |                    |               |
| Task VI-A       | Finalize Model Curriculum Materials  |   |  |                        |                                 |                                    |  |                    |               |
| Task VI-B       | Seek SBE Approval  |   |  |                        |                                 |                                    |  |                    |               |
| Task VI-C       | Develop Training Materials and Provide Training to OEE for Implementation of the Model Curriculum in California's School Districts and County Offices of Education Statewide |   |  |                        |                                 |                                    |  |                    |               |
| <b>TASK VII</b> | <b>Ongoing Support and Materials</b>   |   |  |                        |                                 |                                    |  |                    |               |
| Task VII-A      | Attend Cal/EPA and CIWMB Meetings on EEI.  |   |  |                        |                                 |                                    |  |                    |               |
| Task VII-B      | Produce Process Manual   |   |  |                        |                                 |                                    |  |                    |               |
| Task VII-C      | Provide Support for Reporting to the Legislature   |   |  |                        |                                 |                                    |  |                    |               |
|                 |  |   |  |                        |                                 |                                    |  | <b>GRAND TOTAL</b> |               |

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**Acknowledgement/Authorization**

The undersigned acknowledges the submittal of this proposal constitutes an irrevocable offer for a ninety (90) day period for the CIWMB to award an Agreement. Additional acknowledgement is made of receipt of all competitive documents, including Addenda, relating to this Agreement.

The undersigned acknowledges that the Proposer has read all of the requirements set forth in CIWMB documents and will comply with said provisions.

The undersigned hereby authorizes and requests any person, firm, agency, or corporation to furnish any information requested by the CIWMB in verification of the recitals comprising this Proposal and also hereby authorizes the CIWMB to contact such persons, firms, etc., in order to obtain information regarding the undersigned.

The undersigned acknowledges that there are no potential conflicts of interest, as defined in Public Contract Code (PCC) 10410, 10411, and Government Code (GC) 87100, by the submitting firm and/or any subcontractors listed in the Proposal.

I declare under penalty of perjury that the foregoing is true and correct.

Name & Title of Authorized  
Representative:

Contractor Name:

Address:

Telephone #:

City, State Zip:

Email:

Signature of Authorized Representative:

Date Signed:

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## Proposal Scoring Sheet

### Education & the Environment Initiative Consultant RFP IWM05026

Contractor/Company Name: \_\_\_\_\_

Proposers must score **80 or more** points (maximum 100 possible points) in the technical/cost proposal review to be considered a Responsible Proposer. Responsible Proposers will be contacted for oral interviews.

#### **1. Overall approach and organization**

**Maximum 10 points**

- a) Format and clarity of proposal.
- b) Overall approach and understanding of problems, issues and required tasks.

\_\_\_\_\_

#### **2. Methodology**

**Maximum 35 points**

- a) Soundness of proposed methodology.
- b) Appropriateness of proposed methodology.
- c) Feasibility of work plan and schedule.

\_\_\_\_\_

#### **3. Qualifications/Resources**

**Maximum 10 points**

- a) Quality, relevance, and extent of work experience and educational background related to the following areas:
  - i. Environmental Education
  - ii. Curriculum Development
  - iii. Academic Content Standards
  - iv. Collaboration and Team Building
  - v. Field Testing/Pilot Testing of Curriculum
- b) Ability to conduct the necessary research with proficiency and accuracy and without omission.

\_\_\_\_\_

#### **4. Past Work**

**Maximum 15 points**

References may be consulted. The success (including level of completion) of past projects and any work related to the following areas:

- i. Environmental Education
- ii. Curriculum Development
- iii. Academic Content Standards
- iv. Collaboration and Team Building
- v. Field Testing/Pilot Testing of Curriculum

\_\_\_\_\_

**5. Cost Proposal (Attachment A)**

**Maximum 30 points**

Lowest cost proposal will receive maximum points available (30)

***Other proposals are awarded cost points based on the following calculation::***

Amount of lowest cost proposal (x) =  $\frac{x}{y} * 30$  (points available) = Points awarded to other proposal

Amount of other proposal (y)                      y

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Evaluator's Signature

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Date

**Small Business/Disabled Veteran Business Enterprises (DVBE) Participation Summary**

| MARK ONE FOR EACH FIRM USED |               |          | NAME OF FIRM | NATURE OF WORK | TOTAL AMOUNT OF WORK<br>(Mark one for each firm used) |      | IS CERTIFICATION FORM ATTACHED? |
|-----------------------------|---------------|----------|--------------|----------------|---|------|---------------------------------|
| PRIME BIDDER                | SUBCONTRACTOR | SUPPLIER |              |                | SMALL   | DVBE |                                 |
|                             |               |          |              |                | \$  | \$   |                                 |
|                             |               |          |              |                | \$  | \$   |                                 |
|                             |               |          |              |                | \$  | \$   |                                 |
|                             |               |          |              |                | \$  | \$   |                                 |
|                             |               |          |              |                | \$  | \$   |                                 |
|                             |               |          |              |                | \$  | \$   |                                 |
|                             |               |          |              |                | \$  | \$   |                                 |
|                             |               |          |              |                | \$  | \$   |                                 |

The appropriate certification letter issued by the Office of Small Business and Disabled Veteran Business Enterprise Certification (OSDC) shall be attached. For each small and DVBE business identified.



**Demonstration of Good Faith Efforts**

| 1   | Contact made with California Integrated Waste Management Board to identify potential SB/DVBE firms.                        |                                     |                       |                        |  |  |  |
|---|--|-------------------------------------|-----------------------|------------------------|--|--|--|
| Name of Person Contacted: _____ Title: _____<br><br>Date of Contact: _____  |  |                                     |                       |                        |  |  |  |
| 2   | Contact made with other State agencies, including the Department of General Services, to identify potential SB/DVBE firms. |                                     |                       |                        |  |  |  |
| Agencies Contacted: <table style="width: 100%; border: none;"> <thead> <tr> <th style="text-align: left; width: 50%;"><u>Name of Agency</u></th> <th style="text-align: left; width: 20%;"><u>Person</u></th> <th style="text-align: left; width: 30%;"><u>Date of Contact</u></th> </tr> </thead> <tbody> <tr> <td style="height: 150px;"> </td> <td> </td> <td> </td> </tr> </tbody> </table>                 |  | <u>Name of Agency</u>               | <u>Person</u>         | <u>Date of Contact</u> |  |  |  |
| <u>Name of Agency</u>   | <u>Person</u>  | <u>Date of Contact</u>              |                       |                        |  |  |  |
|   |  |                                     |                       |                        |  |  |  |
| 3   | Advertisements published in trade papers or other publications focusing on SB/DVBE firms.                                  |                                     |                       |                        |  |  |  |
| <table style="width: 100%; border: none;"> <thead> <tr> <th style="text-align: left; width: 70%;"><u>Name of Paper or Publication</u></th> <th style="text-align: left; width: 30%;"><u>Date Published</u></th> </tr> </thead> <tbody> <tr> <td style="height: 150px;"> </td> <td> </td> </tr> </tbody> </table> <p><i>Note: Attach a copy of each advertisement. Placeholder lists are not acceptable.</i></p> |  | <u>Name of Paper or Publication</u> | <u>Date Published</u> |                        |  |  |  |
| <u>Name of Paper or Publication</u>   | <u>Date Published</u>  |                                     |                       |                        |  |  |  |
|   |  |                                     |                       |                        |  |  |  |
| 4   | Invitations to bid sent to potential SB/DVBE firms.  |                                     |                       |                        |  |  |  |
| <table style="width: 100%; border: none;"> <thead> <tr> <th style="text-align: left; width: 33%;"><u>FIRM</u></th> <th style="text-align: left; width: 33%;"><u>CONTACT</u></th> <th style="text-align: left; width: 34%;"><u>DATE SENT</u></th> </tr> </thead> <tbody> <tr> <td style="height: 150px;"> </td> <td> </td> <td> </td> </tr> </tbody> </table>  |  | <u>FIRM</u>                         | <u>CONTACT</u>        | <u>DATE SENT</u>       |  |  |  |
| <u>FIRM</u>   | <u>CONTACT</u>   | <u>DATE SENT</u>                    |                       |                        |  |  |  |
|   |  |                                     |                       |                        |  |  |  |

**Demonstration of Good Faith Efforts (Cont'd)**

|   |  |
|---|--|
| 5   | SB/DVBE firms which were available and considered. |
| <p>Name of Firm: _____ Person Contacted: _____</p> <p>Nature of Work: _____ Telephone No.: _____</p> <p>Results of Contact: _____</p> <p>Reasons if Rejected: _____</p> |  |
| <p>Name of Firm: _____ Person Contacted: _____</p> <p>Nature of Work: _____ Telephone No.: _____</p> <p>Results of Contact: _____</p> <p>Reasons if Rejected: _____</p> |  |
| <p>Name of Firm: _____ Person Contacted: _____</p> <p>Nature of Work: _____ Telephone No.: _____</p> <p>Results of Contact: _____</p> <p>Reasons if Rejected: _____</p> |  |

**STATE OF CALIFORNIA  
Recycled Content Certification**

California Integrated Waste Management Board  
CIWMB 74C (Revised 2/03 for Contracts)

Contract # \_\_\_\_\_

Check this box if no products, materials, goods, or supplies were purchased with contract dollars and submit to your CIWMB contract manager.  
This form may be completed by contractor, vendor, bidder, buyer, state-contracting officer, or state purchasing agent. The form must be completed and returned to the CIWMB with a row completed for each product purchased with contract dollars. Attach additional sheets if necessary. Information must be included, even if the product does not contain recycled-content material. Product labels, catalog/website descriptions, or bid specifications may be attached to this form as a method of providing that information.

**Contractor's Name** \_\_\_\_\_ **Date** \_\_\_\_\_

**Address** \_\_\_\_\_ **Phone** \_\_\_\_\_

**Fax** \_\_\_\_\_ **E-mail** \_\_\_\_\_ **Web site** \_\_\_\_\_

| Item/Row Number | Quantity | Unit of Measure | Dollars                   | Product Manufacturer and number | Product Description | Product Category <sup>1</sup> | Postconsumer Material (Percent) <sup>2</sup> | Secondary Material (Percent) <sup>3</sup> | Virgin Material (Percent) <sup>4</sup> | Total Percent <sup>5</sup> |
|-----------------|----------|-----------------|---------------------------|---------------------------------|---------------------|-------------------------------|--|---|--|----------------------------|
|                 |          |                 |                           |                                 |                     |                               |  |   |  | 100%                       |
|                 |          |                 |                           |                                 |                     |                               |  |   |  | 100%                       |
|                 |          |                 |                           |                                 |                     |                               |  |   |  | 100%                       |
|                 |          |                 |                           |                                 |                     |                               |  |   |  | 100%                       |
|                 |          |                 |                           |                                 |                     |                               |  |   |  | 100%                       |
|                 |          |                 |                           |                                 |                     |                               |  |   |  | 100%                       |
|                 |          |                 | <b>Total:</b><br>\$ _____ |                                 |                     |                               |  |   |  |                            |

Public Contract Code sections 10233, 10308.5, and 10354 require all vendors and contractors to certify in writing, under penalty of perjury, to the State agency awarding a contract, the minimum, if not the exact, percentage of postconsumer and secondary material in the products, materials, goods, or supplies offered or sold.

Public Contract Code section 12205 (a) requires all State agencies to require all contractors to certify in writing, under penalty of perjury, the minimum, if not the exact percentage, of postconsumer and secondary material in the products, materials, goods, or supplies offered or sold.

Printed name of person completing form

Title

Signature of person completing form

**Footnotes**

1. **Product category** refers to one of the product categories listed below, into which the reportable purchase falls. For products made from multiple materials, choose the category that comprises most of the product by cost, weight, or volume. **If the product does not fit into any of the product categories, put "N/A." Common N/A products include wood products, textiles, aggregate, concrete, electronics such as computers, TV, software on a disk, telephone systems, printers, copiers, fax machines.**

| Product category requirements   | State's recycled content |
|---|--------------------------|
| <b>compost and co-compost (CO)</b> landscaping materials, erosion control, weed control, decomposed organic yard, or food materials   | 50% TR<br>10% PC         |
| <b>glass products (GL)</b> windows, fiberglass (insulation), tiles, construction blocks, and flat glass sheets  | 50% TR<br>10% PC         |
| <b>lubricating oils (LO)</b> motor, transmission fluids, power steering, crankcase, transformer dielectric fluids, gear, hydraulic, industrial fluids, base stock, for tractors, vehicles, cars, trucks, and buses                                      | 50% TR<br>10% PC         |
| <b><u>PAINT (PT) LATEX PAINT, INTERIOR/EXTERIOR, MAINTENANCE</u></b>  | 50% TR<br>10% PC         |
| <b><u>PAPER PRODUCTS (PP) PAPER JANITORIAL SUPPLIES, CORRUGATED BOXES, PAPERBOARD (BOXES, CARTONS, WRAPPING), HANGING FILES, FILE BOXES, BUILDING INSULATION, CONTAINERS</u></b>  | 50% TR<br>10% PC         |
| <b><u>PLASTIC PRODUCTS (PL) TONER CARTRIDGES, CARPET, OFFICE PRODUCTS, PLASTIC LUMBER, BUCKETS, WASTE BASKETS, BENCHES, TABLES, FENCING, CLOTHING, PACKAGING, SIGNS, POSTS, BINDERS, AND BUCKETS</u></b>  | 50% TR<br>10% PC         |
| <b>printing and writing paper (PW)</b> xerographic, and higher-grade papers, high-speed copier paper, offset paper, forms, carbonless paper, ruled tablets, calendars, posters, manila file folders, index cards, white wove envelopes, and cover stock | 30% PC                   |
| <b>solvents (SO)</b> heavy printer cleaner, auto degreaser, parts cleaner   | 50% TR<br>10% PC         |

**steel products (ST)** For steel products complete only dollars, product description, and product category column. Common steel products include automobiles, trucks, staplers, paper clips, steel furniture, scissors, pipe, plumbing fixtures, chairs, ladders, shelving

25% TR  
10% PC

**TIRE-DERIVED PRODUCTS (TD) FLOORING, WHEELCHAIR RAMPS, PLAYGROUND COVER, PARKING BUMPERS, TRUCK-BED LINERS, PADS, WALKWAYS, TREE TIES, ROAD SURFACING, WHEEL CHOCKS, ROLLERS, TRAFFIC CONTROL PRODUCTS, MUD FLAPS, POSTS**

**50% PC**

**tires (TI)** passenger, truck, bus, trailer/equipment tires.

50% TR  
10% PC

TR = total recycled-content      PC = postconsumer

2. **Postconsumer material** is material derived from used or recycled material. Postconsumer material is generally any product that was bought by the consumer, used, and then recycled into another product.
3. **Secondary material** is material derived from finished products or fragments of finished products of a manufacturing process that have not been used. An example would be a manufacturer's paper trimmings put back into the manufacturing process for new products. Secondary material is generally any material (product) that did not get to the consumer or was never used prior to being recycled. Secondary material **does not** include postconsumer material.
 

**Example:** If copy paper contained 20 percent postconsumer material, the remainder will be virgin material. Indicate 20 percent in the Postconsumer column and 80 percent in the Virgin Material column. If it contained 20 percent postconsumer material and 40 percent secondary material, indicate 20 percent in the Postconsumer column, 40 percent in the Secondary Material column, and 40 percent in the Virgin Material column.
4. **Virgin material** is that portion of the product made from new or non-recycled material. The material is neither secondary nor postconsumer material.
5. The sum of the postconsumer column, the secondary column, and the virgin column must equal 100 percent.

## Proposal Completion Checklist

Please use this checklist to assist in the preparation of your Proposal package to ensure that all required items are included.

- 
- Copy of Current County-Issued Business License
  - Cost Proposal Sheet
  - Signed Cover Letter on Company Letterhead
  - Client References and Letters of Recommendation
  - Small Business/Disabled Veteran Business Enterprise (DVBE) Participation Summary or
  - Demonstration of Good Faith Efforts
  - Personnel Information and Organizational Chart
- 

The following number of PROPOSAL packages must be submitted as the Contractor's response to this RFP:

- One (1) unbound reproducible original Proposal package marked "original", and six (6) double-sided copies (may be bound)
  - One (1) Electronic copy of Proposal Package in Adobe Acrobat format.
- 

The following form is only required upon submittal as applicable pursuant to the provisions outlined in Section III, Submittal Requirements:

- Certification of Enterprise Zone Act Preference
  - Certification of Target Area Contract Preference Act
  - Certification of Local Military Base Recovery Area Act Preference
- 

The following forms are not required at the time of the proposal submission but will be required by the successful contractor during the contract period:

- Attachment E, Recycled Content Certification
  - Payee Data Record
- 

***Please note that if any of the items are missing from the Proposal package, the package will be considered incomplete and will be disqualified from the process.***



**Contractor Status Form**

Contractor's Name \_\_\_\_\_ County \_\_\_\_\_

Address \_\_\_\_\_ Phone No. \_\_\_\_\_

\_\_\_\_\_ Fax No. \_\_\_\_\_

Federal Employer Identification No. \_\_\_\_\_

**STATUS OF CONTRACTOR PROPOSING TO DO BUSINESS:**
 Individual       Limited Partnership       General Partnership       Corporation       Other
**INDIVIDUAL:**

If a sole proprietorship, state the true name of sole proprietor: \_\_\_\_\_

**PARTNERSHIP:**

If a partnership, list each partner, including limited partners, stating their true name and their interest in the partnership:

\_\_\_\_\_

\_\_\_\_\_

**CORPORATION:**

If a corporation, place and date of Incorporation: \_\_\_\_\_

Date corporation was authorized by Secretary of State: \_\_\_\_\_

President: \_\_\_\_\_ Vice-President: \_\_\_\_\_

Secretary: \_\_\_\_\_ Treasurer: \_\_\_\_\_

Other Officers: \_\_\_\_\_

**OTHER: (Explain)****SMALL BUSINESS PREFERENCE**

Are you claiming preference as a small business?

- 
- YES – Attach approval letter from Office of Small Business Certification and Resources
- 
- 
- NO

Date you filed for small business preference: \_\_\_\_\_ Your small business ID No. \_\_\_\_\_

**NOTE: THIS FORM MUST BE COMPLETED OR YOUR BID MAY BE REJECTED**



### Client References

List at least three (3) client references that can attest to the Bidder's qualifications to fulfill the requirements of the Scope of Work. List the most recent first. Client references must also be provided for any subcontractors identified in the Bidder's response. Duplicate and attach additional pages as necessary.

**BIDDER / SUBCONTRACTOR'S NAME:**


---

**REFERENCE 1**

|                                       |                  |       |          |
|---------------------------------------|------------------|-------|----------|
| Name of Firm                          | City             | State | Zip Code |
| Street Address                        |                  |       |          |
| Contact Person                        | Telephone Number |       |          |
| Dates of Service                      | Cost of Service  |       |          |
| Brief Description of Service Provided |                  |       |          |

**REFERENCE 2**

|                                       |                  |       |          |
|---------------------------------------|------------------|-------|----------|
| Name of Firm                          | City             | State | Zip Code |
| Street Address                        |                  |       |          |
| Contact Person                        | Telephone Number |       |          |
| Dates of Service                      | Cost of Service  |       |          |
| Brief Description of Service Provided |                  |       |          |

**REFERENCE 3**

|                                       |                  |       |          |
|---------------------------------------|------------------|-------|----------|
| Name of Firm                          | City             | State | Zip Code |
| Street Address                        |                  |       |          |
| Contact Person                        | Telephone Number |       |          |
| Dates of Service                      | Cost of Service  |       |          |
| Brief Description of Service Provided |                  |       |          |

---

If three references cannot be provided, explain why:





# Education and the Environment Initiative



## ***EEI Implementation Plan***

California is currently poised to lead the nation in environmental literacy. The California Environmental Protection Agency (Cal/EPA) and the California Integrated Waste Management Board (CIWMB) are actively engaged in the implementation of the **Education and the Environment Initiative (EEI)** pursuant to AB 1548 (Pavley, Chapter 665, Statutes of 2003) and AB 1721 (Pavley, Chapter 581, Statutes of 2005). Heal the Bay, a non-profit environmental organization and the bill's sponsor, has joined the state's leadership team. These landmark environmental education laws mandate the development of a unified strategy to bring education about the environment into California's primary and secondary schools. Other current key partners include the Office of the Secretary for Education, State Board of Education, the Department of Education, and the California Resources Agency.

## ***Workplan – Phases One through Seven Key Elements***

### ***Phase One: Completed Environmental Principles & Concepts (EP&C)***

- ✓ Developed a draft set of EP&C by over 100 representatives of State and Federal agencies, universities, non-governmental organizations, and educators.
- ✓ Web-based, on-line discussion review of the draft EP&C.
- ✓ Developed the standards alignment methodology to the draft EP&C and involved K-12 educators, environmental organizations, and education providers in its review.
- ✓ Finalized the EP&C for approval by the California Environmental Protection Agency and California Integrated Waste Management Board.

### ***Phase Two: Completed Alignment of the EP&C to California's Academic Content Standards***

- ✓ Developed the draft alignment of the EP&C to the academic content standards.
- ✓ Review of these draft standards maps by K-12 subject-matter experts, regional field reviews in six geographic areas of California, three regional orientation sessions for environmental organizations/education providers, and an on-line discussion forum.
- ✓ Finalized the EP&C and academic content standards alignment.

### ***Phase Three: Planned the Model Curriculum***

- ✓ Developed criteria for assessing existing environmental education materials and formed a California Environmental Education Interagency Network (CEEIN) sub-committee for their review.
- ✓ Conducted an Educator Needs Assessment regarding design elements for the Model Curriculum.
- ✓ Developed instructional materials design alternatives.
- ✓ Developed the Scope and Sequence.
- ✓ Developed the draft Model Curriculum Plan, with review by State of California environmental organizations, Curriculum and Supplemental Materials Commission liaison, EEI Education Partnership, and educational entities.
- ✓ Approval of the Model Curriculum Plan.

***Phase Four: Develop Model Curriculum***

- ✓ Preparation for Model Curriculum development.
- ✓ Model Curriculum development.
- ✓ Curriculum plans and units.
- ✓ Field testing of selected plans and units.
- ✓ Pilot testing of all plans and units.
- ✓ Finalize Model Curriculum and seek State Board of Education approval.
- ✓ Ongoing support and materials.
- ✓ Outreach planning for Phases 5-7.

***Phase Five: Contact Outreach Partners and Establish Dissemination Teams and Professional Development***

- ✓ Contract with dissemination partners, train partners, and implement outreach strategic plan.
- ✓ Identify and recruit educational leaders.
- ✓ Conduct professional development workshops in California.
- ✓ Provide technical support to school districts and curriculum staff.
- ✓ Develop workplan for Phase 6 evaluation methodology.

***Phase Six: Assess Effectiveness of Model Curriculum***

***Phase Seven: Update Model Curriculum, Operational Support, and Continuous Implementation***