



PROFESSIONAL SERVICES REQUEST FOR PROPOSALS

for

CHILDREN'S CLEAN WATER FESTIVAL EVENT PLANNER

I. RFP Estimated timeline:

The following is the estimated timeline for the RFP and Contracting process:

Event	Date	Information
Pre-Proposal Meeting (if applicable)	Not Applicable	
RFP Issued	September 8, 2025	
Deadline for RFP Questions	September 18, 2025	Any questions or clarifications regarding definitions or interpretations of this RFP must be submitted via email with the subject line Children's Clean Water Festival (no phone calls) no later than September 18, 2025 to Bonny Cushman Email: Bonny.Cushman@portlandoregon.gov
Written proposals due at 4:00 p.m.	September 22, 2025	Submittal instructions: Submit one (1) Adobe PDF electronic copy to Send proposals to nclark@rwpud.org . Include in the subject line: RFP for Children's Clean Water Festival Event Planner
Interviews of top three proposers	October 2, 2025	
Notice of Intent to Award posted	October 6, 2025	

Rockwood Water PUD reserves the right to adjust the above noted schedule as necessary.

II. OVERVIEW

A. Purpose:

This Request for Proposals (RFP) document is a request for competitive proposals. Rockwood Water PUD on behalf of the Children's Clean Water Festival (Festival) planning committee and event sponsors is seeking proposals from individuals, firms, teams, or consultants, hereafter called "Proposer", with demonstrated experience in leading, planning, coordinating, and implementing similar festivals or events.

B. Background:

The Children's Clean Water Festival is a free environmental education event that engages approximately 1,000 fourth-grade students from more than 30 classes and approximately 20-25 schools located throughout the greater Portland, Oregon metro region in a day of learning and fun. The annual Festival takes place on a college campus (Most recently at Portland Community College-Sylvania Campus) each spring and includes more than 40 hands-on, water-focused activities, classroom presentations, and stage shows. The Festival started in 1994 and is funded through contributions from approximately 20 partner agencies. It is organized by a volunteer planning committee, which is comprised of staff from partner agencies, led by a contracted event planner. Additional approximately 30-50 community volunteers and 20-30 organizations provide crucial support and services the day of the event. Find out more about the Festival at: <https://www.cleanwaterfestival.org/>

Rockwood Water PUD is one of the partner agencies that sponsors the Festival. In addition, Rockwood Water PUD provides contracting and financial oversight for the Festival. Rockwood Water PUD staff provide these functions in-kind on behalf of the Festival, partners, and planning committee. The Festival planning committee chair and Rockwood staff provide direction and support to the Festival Event Planner contractor.

The Festival Planning Committee has allocated a maximum budget of \$15,000 per fiscal year (July 1 – June 30) for each of the five fiscal years covered under this contract (2025–2026 through 2029–2030). Please note that this amount represents the total all-inclusive cost for the Festival Event Planner for each year.

C. Outcomes Desired:

Rockwood Water PUD, on behalf of the Festival partner agencies, will award (1) contract to provide event planning and coordination of the Children's Clean Water Festival annually for 3 years (June 30, 2028) with the option to extend 2 additional years, for 5 years total (June 30, 2030). Funding for each year's Festival is contingent upon partner agency contributions which are typically collected in July. The contract is estimated to begin September/October 2025.

III. SCOPE OF WORK:

A. Technical or required services

The Proposer shall work independently and in conjunction with Festival planning committee members to complete the tasks listed below under Category 1 and 2 for the work required by this solicitation and awarded under the contract. The Proposer shall be expected to work

closely with designated Rockwood Water PUD personnel and the Festival Planning Committee Chair to accomplish all tasks identified below.

Task 1: COORDINATION OF EVENT PLANNING COMMITTEE:

- Regularly communicate with the Festival Planning Committee Chair (Chair) via phone, email, and in meetings about progress, problems, and key decisions throughout the Festival planning process.
- Collaborate with the Chair to lead 3-6 Festival Planning Committee (Committee) meetings. Successful Proposer will prepare and distribute the meeting agendas/meeting summary and provide verbal reports on their progress at each of the planning meetings. Actual number of meetings will be determined by the Chair, Rockwood's project manager, and the Event Planner contractor annually. Additional meetings with the Chair and/or Rockwood's project manager will be scheduled as necessary to complete the work of this project.
- Coordinate the Festival Planning Committee to ensure all key roles are assigned and that tasks are completed on time and within budget. Additional responsibilities include facilitating committee operations, actively engaging and motivating members, and supporting succession planning for future leadership within the committee.
- Inform Rockwood Water PUD Project Manager and Chair in writing (email is adequate) of any issues or changes with the contract.
- Facilitate post-event discussion with Committee that includes sharing post-event participant evaluation summary and analyzing the event with the goal of celebrating successes and identifying how to strengthen future events.

Task 2: EVENT PLANNING AND COORDINATION:

- Develop, manage, and execute master Festival logistical plan and timeline that ensures that project deliverables are provided on-time, on-budget, and to Committee expectation.
- Create and manage Festival budget in collaboration with the Committee.
- Ensure compliance with insurance, legal, health, and safety obligations.
- Provide all necessary liability insurance.
- Serve as the primary contact for the Festival and respond to all telephone and email inquiries within 1-2 business days.
- Provide information, direction, and support to Committee, especially for those serving in Festival coordination roles.
 - Pre-event planning roles include, but are not limited to, volunteer coordination, website updates, exhibit hall coordination, classroom presentation coordination, budget/fiscal tracking, stage show coordination, and event catering.
 - Day-of event coordination roles include, but are not limited to, coordinating the school bus arrival area; registration desk; signage placement; orientation and assignments of class guides; stage show(s); and, catering for non-school participants.
 - Example of support tasks could include, but are not limited to, assisting with meeting site and/or role-specific event logistical needs; developing, updating, and distributing event communication materials (registration forms, emails, web content, day-of information).

- Regularly communicate and coordinate with Committee members serving in Festival coordination roles via email, phone, and at meetings to ensure role-specific tasks are meeting deadlines outlined in the master Festival logistical plan and timeline.
- Complete all aspects of educator outreach and coordination including gathering teacher contact information from committee planning partners; managing contact database; coordinating educator communications (including, but not limited to: website page content, direct communication via email and phone regarding registration, acceptance, rejection, school bus availability, and providing day-of event information to teachers).
- Orchestrate master event schedules which include day-of logistics for approximately 25-30 vendors (exhibitors, classroom presenters, stage shows), 30 classes that attend the event, 20-25 event spaces (exhibit hall, classrooms, auditorium, lunch location(s) for classes and other event participants). Share copies of master schedules as needed with venue staff, Festival planning committee members, event volunteers, event vendors, and school contacts.
- Adhere to the venue selection timeline outlined in the Event Planner Work Plan provided by the Committee. Oversee the negotiation and management of venue contracts and related logistics for the Festival. The current venue partner is PCC Sylvania, which is already secured for the 2026 event. Responsibilities include coordinating all aspects of event logistics such as space availability (e.g., classrooms, exhibit halls, auditoriums), day-of-event parking, school bus drop-off/pick-up zones, vendor loading and unloading, lunch space arrangements, and ensuring proper venue liability insurance and required documentation are in place. Additionally, manage day-of event needs including room setups and audiovisual equipment.
- Organize and manage on-site setup and serve as event point person on the day of the Festival. Responsibilities include facilitating coordination between all parties as needed (facilities staff, volunteers, presenters, exhibitors, teachers, planning committee members, etc.); ensuring event signage is posted; fulfilling space and equipment needs (audio/visual equipment, tables, chairs); and, assisting with event setup and take-down.

B. Work Performed by the Rockwood Water PUD

Rockwood Water PUD has assigned a Project Manager to oversee the project. Specific duties Rockwood Water PUD will perform include:

- Provide staff to serve on the Children's Clean Water Festival Planning Committee
- Provide staff to work with the Proposer, Chair, and Planning Committee to support the work of this project.
- Serve as event fiscal agent including collecting annual Festival contributions from participating partners, paying invoices for this contract and other event expenses, providing budget and expense reporting as needed to the Successful proposer, Chair, and Planning Committee.
- Provide the Proposer with Event Planner Work Plan and other samples of existing Festival planning and coordination resources (planning committee roles and responsibilities; event communication materials; past coordination timelines and work plans; example participant/resource/space schedules; Festival evaluation forms; event programs)

C. Project Schedule

Proposer will use the following example timelines as guidelines for coordinating the annual Festival planning and implementation work plan:

- Start of contract (anticipated September-October 2025): Develop master Festival logistical plan, timeline, budget
- October 2025- January 2026: Complete educator/teacher solicitation, selection, and notification
- October 2025 - February 2026: Complete all pre-Festival planning coordination in conjunction with Chair and Committee
- October 2025 - February 2026: Complete all pre-Festival planning coordination in conjunction with the Festival venue Project Manager (The 2026 Festival will be held at Portland Community College Sylvania campus on April 28, 2026.)
- March-April 2026: Successfully execute Children's Clean Water Festival
- October 2025- May 2026: Complete all Festival Committee meetings.

D. Report to:

The applicant will report to Rockwood Water PUD's assigned project manager.

E. Job qualifications

- Education: Bachelor's degree in Events Management preferred.
- Minimum of 2 years of experience in all aspects of conference/event planning.
- Demonstrated experience in:
 - Managing volunteer teams.
 - Managing event budgets.
 - Event marketing.
 - Managing monetary contributions from multiple sources.
- Excellent organization and project management skills.
- Energetic, innovative, creative self-starter.
- Problem solver and results-oriented.
- Able to work with within event deadlines.
- Ability to prioritize tasks in a fast-paced environment.
- Desired program proficiencies: Microsoft Office Suite (including Word, Excel, and Teams); survey and form creation (such as Survey Monkey or Microsoft Forms); basic website editing knowledge (entry-level HTML, drag-and-drop site editor)

F. Licensing requirements

Applicant must provide proof of a valid state Driver's License and must remain licensed for the duration of the contract.

G. Insurance requirements

Unless otherwise expressly agreed to in writing by the District prior to the execution of this contract, the policy or policies of insurance maintained by the Contractor and its subcontractors shall provide at least the following limits and coverages:

Applicant will be required to provide proof of General Business Liability Coverage in an amount not less than \$3,000,000 aggregate, \$2,000,000 occurrence.

Contractor shall also obtain, at Contractor's expense, and keep in effect during the term of this Agreement, Commercial Automobile Liability coverage on an "occurrence" form, including coverage for all owned, hired, and non-owned vehicles. The Combined Single Limit per occurrence shall not be less than \$2,000,000.

Requests for exemptions to insurance requirements may be considered but must be submitted in writing and approved by the District prior to the contract execution.

H. Job location:

Prior to the Festival, the applicant must be available for in-person meetings in the Portland metro region as needed. Most meetings will be conducted in a hybrid format with some attendees in-person and others attending via web or phone conference. The 2026 Festival will be held at the Portland Community College Sylvania campus. The selected applicant will be required to be in attendance in person for the duration of the setup, execution, and breakdown of the event. Cost of lodging and meals during the event will be the responsibility of the selected applicant.

IV. PROPOSAL DEVELOPMENT

A. Proposal Preparation

Questions or Clarifications

It is the proposer's responsibility to ask questions, request changes or clarifications, or otherwise advise the Rockwood Water PUD if any language, specifications or requirements of this RFP appear to be ambiguous, contradictory, or appear to inadvertently restrict or limit competition to a single source.

Questions and requests for clarification regarding this RFP must be directed in writing, via email, to the person listed on the title page at least five (5) calendar days prior to the proposal due date. Any questions received less than five (5) calendar days prior to the RFP opening date may not be answered.

In order to maintain a fair and equitable RFP process, Rockwood Water PUD shall provide all additional relevant or pertinent information via the issuance of an addendum.

B. Applicant RFP Reception

By responding to this RFP, the applicant agrees to be responsible for fully understanding the requirements of the RFP and will ask any questions to make sure that understanding is gained. Rockwood Water PUD reserves the right to reject any or all responses to the RFP, to advertise for new responses, or to accept any RFP response deemed to be in the best interests of the Festival.

Acceptance of any RFP should not be construed as a contract or indicate any commitment on the part of the Rockwood Water PUD for any future action. The RFP does not commit

Rockwood Water PUD to pay for any costs incurred in the submission of a response to this RFP or for any cost incurred prior to the execution of a final contract.

C. Proposal Submission

Proposals Due

Proposals must be received by the Rockwood Water PUD no later than the date and time specified on the first page of this solicitation. It is the proposer's responsibility to ensure that proposals are received prior to the specified closing date and time, and in the manner required by Rockwood Water PUD. Proposals received after the specified closing date, or time or in a manner other than specified in this RFP, shall not be considered and will be rejected.

Proposal Page Limit

Proposals must be clear, succinct and not exceed six (6) pages.

A selection committee made up of Rockwood Water PUD staff and Festival planning committee members will evaluate all proposals on the completeness and quality of the content. Proposers who submit more than the pages indicated will not have the additional pages of the proposal read or considered.

Proposal Submission

For purposes of this proposal submission, the proposer shall submit: one (1) original copy of their proposal and all separately attached documents in PDF format. A selection committee made up of Rockwood Water PUD staff and Festival planning committee members will evaluate all proposals on the completeness and quality of the content. Proposers who submit more than the pages indicated will not have the additional pages of the proposal read or considered.

D. Proposal Components

Proposers must provide all information requested by Rockwood Water in this RFP in their Response. Responses must follow the format outlined in this RFP. Additional or unrequested materials, and proposals submitted in other formats, may not be considered. Please include only the following:

- Proposer Information Form
- Found at the bottom of this RFP.

Proposer Capabilities

- Describe your firm's areas of expertise, length of time in business, number of employees, and other information that would be helpful in characterizing the firm.
- Describe 3-5 similar projects performed for government agencies or other organizations within the last five (5) years, which best characterize firm's capabilities, work quality, customer service and cost control. Provide name, address and phone number of a person who can be contacted regarding your performance on the project.
- Describe your firm's specific experience working with volunteers to coordinate all aspects of event planning and coordination.

Project Team

- Number of people assigned to this project.
- Provide the following information for each team member assigned to this project: name, location of work, role on this project, and relevant experience on similar or related projects.

Project Approach

- The proposed SOW should demonstrate a clear and concise understanding of the project.
- Describe the anticipated tasks, deliverables, roles, timeframes, points of input from the Festival planning committee, and responsibilities for each phase of the project.

Pricing Proposal

- The proposal shall include the true estimated cost or fixed-price estimate for the proposed Project approach irrespective of the Festival committee's anticipated cost. Additionally, this cost shall include the hourly rates of each person associated with the Project.

References

- Reference Checks may be conducted by Rockwood Water PUD staff at any point during evaluation process. Rockwood Water PUD will make a reasonable attempt to contact each reference three (3) times. If after three (3) attempts the reference does not respond, the reference shall not be evaluated. If applicable, the proposer shall receive 0 points for that reference, and the proposer shall only be evaluated on their remaining references.

E. Proposal Submittal Checklist

Proposal Component	Status	Included in narrative page limit?	
Proposer Information Form	Required	N	<input type="checkbox"/>
Proposer Capabilities	Required	Y	<input type="checkbox"/>
Project Team	Required	Y	<input type="checkbox"/>
Project Approach	Required	Y	<input type="checkbox"/>
Pricing Proposal	Required	N	<input type="checkbox"/>
References (3)	Required	Y	<input type="checkbox"/>

F. Proposal Evaluation

A Selection Review Committee (Committee) will be appointed to evaluate the proposals received. For the purpose of scoring proposals, the Committee will evaluate each proposal in accordance with the criteria listed below. Committee may require a minimum of ten (10) Business Days to evaluate and score the proposals.

The choice regarding how or when to proceed, the need for additional clarifications, decisions to begin or terminate negotiations, determination of a reasonable time, decisions to open negotiations with a lower scoring proposer, and any decision that a solicitation should be cancelled are all within the sole discretion of the Rockwood Water PUD and the selection committee.

G. Evaluation Process

The selection committee will complete an initial review of proposals. The top three scoring proposals may be selected to conduct interviews with the selection committee.

Criteria	Maximum Score	Point Distribution by Subsection
1. Proposer Capabilities	30	
2. Project Team	20	
3. Project Approach	20	
4. Pricing Proposal	20	
5. References	10	
TOTAL:	100	

H. Award and Contracting Process

Contractor Selection: Rockwood Water PUD will award a contract to the proposer whose proposal is considered and evaluated as being the most advantageous to the festival.

Clarifying Proposal During Evaluation Period: During the evaluation process, Rockwood Water PUD has the right to require any clarification or change it needs in order to understand the proposer's view and approach to the project and scope of the work.

Notice of Intent to Award Is Not a Contract: A notice of intent to negotiate and award posted on the Procurement Services website does not constitute an authorization for shipment of equipment or supplies or a directive to proceed with Services. Before performing any work, the festival event planner must receive a properly authorized Contract.

Contract Development: The proposal and all related responses provided by the proposer may become a part of the final Contract. The form of Contract shall be the Rockwood Water PUD's Sample Contract provided with this RFP.

Insurance – Proof of Coverage: Work shall not commence until all insurance requirements have been met and certificates thereof have been filed with Rockwood Water PUD. All insurance requirements shall be as indicated within the attached Sample Contract.

Proposer Information Form

This table must be submitted with your Proposal.

Proposal Date	
RFP Number	
Project Title	
Proposer's Full Legal Name	
Doing Business As (if applicable)	
Proposer's Address	
Authorized Representative Name	
Authorized Representative Title	
Authorized Representative Phone	
Authorized Representative Email	
Authorized Representative Mailing Address	
Authorized Representative Signature	
Federal Taxpayer Identification Number (EIN)	
State of Incorporation	
Type of Organization	<input type="checkbox"/> Sole proprietorship; <input type="checkbox"/> Partnership; <input type="checkbox"/> Corporate entity (not tax-exempt); <input type="checkbox"/> Corporate entity (tax-exempt); <input type="checkbox"/> Government entity (Federal, State, or local); <input type="checkbox"/> Other _____.
Common Parent	<input type="checkbox"/> Proposer is not owned or controlled by a common parent: <input type="checkbox"/> Name and EIN of common parent: Name: EIN:
Redaction for Public Records	<input type="checkbox"/> No redactions are required; OR <input type="checkbox"/> Proposer requires redactions and included with this proposal is a redacted copy and a summary of redactions.
Insurance Requirements	<input type="checkbox"/> Proposer acknowledges the insurance requirements for the resulting Contract have been read, and proposer either currently has or will be able to obtain insurance at level required if awarded the Contract.