



February 11, 2026

## **REQUEST FOR PROPOSALS**

### **Developing Multimedia Resources and Classroom Program Materials**

#### ***Water Cycle from Stormwater to Stream: Understanding Pollution Pathways that Impact the Jordan River & Watershed***

The Jordan River Commission, in collaboration with the Jordan River Foundation through a grant from Northrop Grumman, is seeking proposals from qualified consultants to develop multimedia educational resources and materials focused on enhancing curriculum for stormwater systems and pollution pathways impacting the water quality and ecological health of the Jordan River and watershed.

#### **1. Background Information:**

The Jordan River Commission is a partnership of local and state governments, organized through an interlocal government agreement, that promotes partnership and technical assistance to partners and communities to improve the Jordan River and its surrounding lands and watershed. The Commission helps coordinate and facilitate public education about the Jordan River and its watershed, and curates meaningful stewardship activities, including through our digital presence, outdoor events and experiences, and volunteer activities.

The Jordan River Foundation supports the Commission's work by securing funding for projects and programs that educate and engage the public with the Jordan River Parkway.

The primary focus of this education project is stormwater pollution, particularly litter, chemicals and organic matter entering storm drains from streets, highways and surface parking areas, and how these have a direct impact on water quality, wildlife, and public health in and around the Jordan River. This project will create engaging, accessible educational tools for students in grades 4–6, educators, and the general public to improve understanding of the water cycle, infrastructure and stormwater systems, connect individual behavior to beneficial environmental outcomes, and promote responsible environmental stewardship throughout communities across the Wasatch Front.

#### **2. Project Overview:**

Proposals must address the following objectives:

- **Increase Student Understanding**
  - Clearly explain how stormwater systems transport pollutants from paved surfaces to the Jordan River and its tributaries.
  - Communicate the ecological and water-quality impacts of stormwater pollution on river habitats and wildlife.
  - Teach about the water cycle and humans impact of that cycle
  - Use place-based learning objectives and opportunities to connect students with their local communities and natural resources
  
- **Support Student Learning and Civic Awareness**
  - Build foundational understanding of watersheds, stormwater infrastructure, and human impacts on natural systems.
  - Encourage age-appropriate civic responsibility, and individual and community actions related to pollution prevention.
  
- **Provide Educator-Ready Resources**
  - Deliver high-quality, classroom-ready materials that integrate science concepts, social studies, and environmental stewardship.
  - Support educators with clear guidance for instruction and discussion.
  - Tie materials and resources to Utah Core Curriculum standards for ecological and social sciences appropriate to the targeted grade levels

### **3. Scope of Work and Deliverables:**

#### **Task 1: Educational & Tutorial Video Production**

The selected proposer will film and produce a simple educational video using a script developed with the Jordan River Commission.

#### **Primary Educational Video**

- Approximately 30 minutes in length, with natural pause points to support classroom activities and discussion.
- Content should include:
  - How stormwater systems function and convey pollutants
  - The pathway of trash from storm drains to the Jordan River
  - Impacts on water quality, ecosystems, and wildlife
  - Practical actions individuals and communities can take to reduce pollution
- The video may incorporate:
  - On-location filming of stormwater infrastructure the connects to the Jordan River
  - Photographs, infographics, text and other supporting information
  - Interviews with subject-matter experts and community partners
  - Visual explanations and real-world examples
  - Filming Student Day of Service - April, 2026

#### **Supplemental Tutorial Videos**

- Produce up to four (4) short videos, approximately 3–4 minutes each, designed as instructional tutorials to support educators in implementing classroom, field trip and service project activities.

### **Deliverables**

- One (1) longer, simple educational video for digital distribution
- Four (4) short, simple instructional tutorial videos for teachers
- One 30-second promotional teaser suitable for social media
- Closed captions and full transcripts for accessibility

### **Task 2: Curriculum Package Design**

The selected contractor will design and format a curriculum package primarily targeting 6th-grade students, with adaptability for grades 4 and 5. Curriculum content will be coordinated and developed with the Jordan River Commission and an Advisory Committee.

The final product should:

- Explain water cycle science and function of stormwater systems and human impacts on the water cycle
- Describe impacts of pollution on the Jordan River ecosystem
- Encourage hands-on, place-based learning, and promote community-oriented actions (e.g., cleanups, storm drain marking)
- Integrate concepts of environmental stewardship and civic responsibility
- Be visually engaging and ready for classroom use

### **Deliverables**

- A curriculum packet consisting of 4 lessons and activities, including:
  - Teacher guide
  - Student handouts
  - Activity instructions
- Suggestions for integrating video and multimedia content
- Concepts for field trips or site visits related to stormwater infrastructure and the Jordan River watershed

### **5. Budget:**

The project budget is \$10,000. Proposals should include a cost breakdown aligned with the scope of work and deliverables. Although cost will not be the only factor in selecting a vendor, this is a competitive bid proposal, and the cost proposal will be a primary consideration. We understand this budget is limited, and the scope of work should include simple approaches and solutions that provide the deliverables without elaborate production.

### **6. Timeline:**

Deliverables for the project are expected to be completed by May 2026. We anticipate executing an agreement and beginning the work in early March 2026. The selected vendor should provide a proposed timeline for project completion, indicating key milestones and

deliverables for the outlined scope of work.

## **7. Qualifications:**

### **Required Qualifications**

Proposers should demonstrate:

- Experience in educational content development, curriculum design, and multimedia production
- Demonstrated ability to communicate environmental, scientific, and infrastructure-related concepts to upper-elementary audiences (grades 4–6)
- Experience producing professional-quality video or multimedia content suitable for classroom and public-facing use
- Familiarity with environmental education, water resources, stormwater systems, or watershed-related topics
- Ability to manage a project from concept through final delivery within budget and timeline constraints

### **Preferred Qualifications**

Preference may be given to proposers who demonstrate:

- Experience developing place-based or community-focused educational materials
- Prior work with schools, educators, school districts, or informal education settings
- Experience incorporating accessibility best practices, including captioning, transcripts, and inclusive design
- Knowledge of stormwater infrastructure, watershed protection, or pollution prevention practices
- Experience collaborating with public agencies, nonprofits, or community organizations

## **8. Proposal Submission Requirements:**

Interested vendors are invited to submit a proposal before **5:00 PM Mountain Time on Friday, February 27, 2026**. Proposals should be limited to 4 pages, and include the following components:

- **Project Narrative**
  - Description of the proposed approach and methodology
  - Explanation of how project objectives will be met
- **Experience and Qualifications**
  - Relevant experience in educational media production, curriculum design, or environmental education
  - Examples of comparable past work (links or attachments), including a client reference (name, phone number and email address) for each
- **Key Individuals or Team Members**
  - Identify key people completing the work and respective roles if a team
- **Work Plan and Timeline**
  - Key tasks, milestones, and deliverables
- **Budget**
  - Outline of costs for project components
  - Confirmation of ability to complete work within the stated budget

No cover letter or elaborate materials are necessary. We are looking for a simple presentation of core competencies, understanding of scope and deliverables, and examples of relevant work.

## **Evaluation Criteria**

Proposals will be evaluated by the Jordan River Commission using the following criteria:

- **Project Understanding and Approach**
  - Clarity, creativity, and feasibility of the proposed approach
  - Effectiveness in communicating environmental concepts to elementary audiences
- **Experience and Qualifications**
  - Relevant experience of the proposer and project team
  - Demonstrated success producing educational media or curriculum materials
  - Quality of past work samples
- **Multimedia and Visual Quality**
  - Ability to produce engaging, professional-quality video content
  - Effective use of visuals, storytelling, and real-world footage
  - Accessibility considerations, including captions and transcripts
- **Budget and Cost Effectiveness**
  - Reasonableness and transparency of the proposed budget
  - Alignment between costs and deliverables
  - Overall value relative to project objectives

## **9. Future Use of Materials**

All materials developed through this project will be co-owned by the Jordan River Commission and the contractor. Both parties will have the right to hold and utilize all materials produced under this agreement entirely at their discretion. This encompasses, but is not limited to, using, adapting, reproducing, distributing, and publicly displaying the materials for any purpose related to their respective missions, including educational outreach, promotional activities, and public information campaigns.

While full production credit will be explicitly given to the contractor for the creation of the work, acknowledging their role in the development of the final products, the joint ownership and unrestricted use of the resultant materials, in all forms and media, shall reside with both the Jordan River Commission and the contractor upon completion and delivery.

The Jordan River Commission anticipates leveraging this work to pursue additional funding opportunities, including grants focused on expanded stormwater and watershed education, and pollution reduction.

## **10. Questions and Clarifications:**

Prospective contractors may submit questions regarding this RFP via email to Rachel Lyn at [rachel@jordanrivercommission.gov](mailto:rachel@jordanrivercommission.gov) by **5:00 PM on Wednesday February 18, 2026**. Both the questions and their corresponding answers will be posted publicly on the Jordan River Commission [website](#) to ensure fairness and transparency by end of day Monday, February 23, 2026.

**11. Submission & Contact Information:**

Completed proposals, inquiries, and other communications related to this RFP should be directed to:

Rachel Lyn, Communications & Outreach Manager  
Jordan River Commission  
[rachel@jordanrivercommission.gov](mailto:rachel@jordanrivercommission.gov)  
(801) 831-1937

Thank you for your interest in working with the Jordan River Commission.