



## REQUEST FOR PROPOSAL FOR MADERA COUNTY GROUNDWATER SUSTAINABILITY AGENCY MEASUREMENT SERVICES

### Announcement

It is the objective of this Request for Proposal (RFP) for Madera County Groundwater Sustainability Agencies (Madera County GSAs) to award a contract or contracts for satellite measurement services for a one-year or multi-year period to a Consultant or Consultants.

DATE OF ADVERTISEMENT: 05/15/2025

DEADLINE FOR SUBMITTAL: 06/16/2025

### Project Overview

The Madera County GSA(s) represent the “white area” in Figure 1. This area includes land in Madera Subbasin, Chowchilla Subbasin, and partially in the Delta-Mendota Subbasin. Approximately 120,000 acres is considered irrigated, and 100,000 acres are considered “never irrigated.”

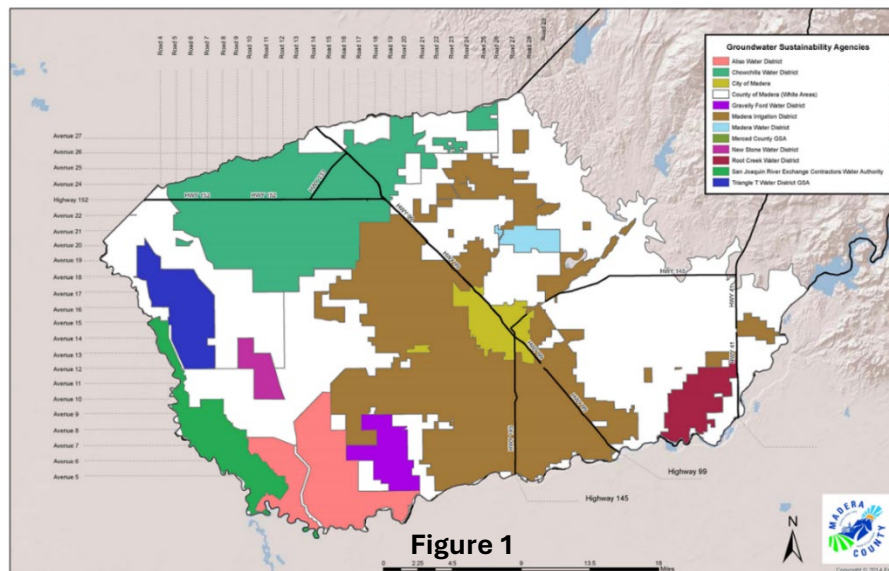


Figure 1



Currently Madera County GSA(s) has allocations in place for inches of evapotranspiration of applied water (ETAW) and seeks measurement methods for a one-year or multi-year period to track ETAW against allocations. Madera County GSA currently has three measurement options: Irriwatch/Hydrosat, LandIQ, and private meters. All acres within the Madera County GSA are monitored for water use. Given the geographic scope of the Madera County GSAs and existing groundwater allocation implementation framework, this RFP is specific to the solicitation of remote sensing means and methods.

Additional information is available here: [Measurement - Madera County - Water & Natural Resources\](#)

The Madera County GSAs currently have a developed and operational data management system, so development and implementation of a data management system **is not** required and/or requested.

Deliverables on a monthly time-step include the following:

1. Annual land use raster files (30-meter pixels or smaller).
2. Monthly ET and/or ETAW raster files (30-meter pixels or smaller).
3. Monthly Precipitation raster files (30-meter pixels or smaller).

While a data management system is in place, there is no online platform for access of data in some measurement methods. This data includes farm unit APNs, ETAW, and credits or penalties. There is a desire from some growers to see if the RFP could result in proposals from an online platform with an existing product or a partnership with a platform and satellite measurement.

### Schedule Events

Figure 2 contains the RFP Schedule of Events and represents the best estimate of the schedule that shall be followed during the contracting process.

Event	Date	Time
Issue RFP	05/15/2025	3:00 p.m.
Deadline for Emailed Comments	05/30/2025	3:00 p.m.
Issue Response to Emailed Comments	06/03/2025	3:00 p.m.
Deadline for Responding Consultants to Submit	06/16/2025	3:00 p.m.
Presentations and Interviews with GSA Committee	07/01/2025	1:30 p.m.
Contract Negotiations	08/01/2025 – 10/31/2025	
Work begins for Measurement	01/01/2026	

Figure 2



All responses must **be submitted via email to: [Aleta.Allen@maderacounty.com](mailto:Aleta.Allen@maderacounty.com)**, on **06/16/2025, by 3:00 p.m. PDT.**

If an email submission is received after the due date and time, a notification will be sent by reply that the submittal cannot be accepted.

## **General Requirements**

### **RFP Coordinator**

The following RFP Coordinator shall be the main point of contact for this RFP.

Aleta Allen  
Madera County GSA  
200 West Fourth Street Madera, CA 93637  
Cell: (559) 831-7166  
[Aleta.Allen@maderacounty.com](mailto:Aleta.Allen@maderacounty.com)

## **Consultant Eligibility**

In addition to other requirements stated in this document, to be eligible to respond to this RFP, the Consultant must have successfully completed, within the past three (3) years, similar projects and services to those in the RFP. Each Consultant shall meet all legal, technical, and professional requirements for providing the requested services.

The County GSA reserves the right to conduct investigations of the Consultants' qualifications or any of its sub-consultants, to contact former employers or clients to confirm qualifications as it is deemed appropriate.

## **Fees and Insurance**

All costs should be included. Please provide a rate sheet. Insurance coverage for proposed services shall include general liability and property damage insurance that shall include automobile liability insurance in a combined single limit of not less than \$1 million dollars. Professional Liability Insurance (E&O) coverage of \$1 million is also required.

The selected firm shall provide within ten (10) calendar days after the notice of award is issued a copy of their existing liability insurance certificate naming the County of Madera and its officers and employees





as an additionally named insured on said policies. Such insurance coverage shall be maintained in full force and effect for the duration of the Contract and must be in a form satisfactory to the County GSA.

### Questions and Responses

Written requests regarding information or clarification in reference to this RFP must be submitted, in writing within the timeframe identified. Send all questions by e-mail by **5/30/2025 at 3:00 P.M. PDT.** [Aleta.Allen@maderacounty.com](mailto:Aleta.Allen@maderacounty.com)

Consultants must clearly understand that the only official answer or position of the County GSA will be the one stated in writing. Questions seeking clarification or interpretation of the RFP must be made in writing via email to the contact persons listed above. No inquiries received after the deadline will be considered. The question asked, along with any written response made thereto by the County GSA, will be distributed as an amendment to the RFP to all the persons on the bidders list. However, the County GSA is not obligated to respond to any question asked, and the County GSA's failure to respond to any such question will not relieve the Consultants of any obligations or conditions imposed by this RFP. Written response to the questions will be issued as an amendment no later than seven (7) calendar days before the due date.

If the County GSA finds it necessary to add to or amend this document prior to the response submittal deadline, the County GSA will issue a written addenda/addendum after the meeting and distribute it to all the persons on the bidders list.

### Content of RFPs

Cover Letter - A cover letter (limited to two pages) indicating the interest in providing the services to the County GSA and a statement on why the Consultant should be selected for the award. The letter shall include the name of the Prime Consultant and any sub-consultant.

Table of Contents - A one-page table of contents identifying the sections and page numbers.

Organization Chart - A one-page, proposed organization chart identifying key professionals and sub-consultants, and their area(s) of responsibility.

Qualifications - Up to two (2) pages, for resumes of the persons, including the Project Manager. The resumes shall include a description of projects providing services like those identified in the scope of services and will identify individuals' roles and responsibilities on those projects.





**Project Understanding and Approach** – Up to two (2) pages, summary of the approach to be taken for the scope of services, as presented. Identify any areas of expertise or certifications/licenses that are applicable to the activities outlined in the scope of services. This section should include either option a - a description of how deliverables 1, 2 & 3 can be integrated into one or more of the groundwater accounting platforms or option b - a groundwater accounting platform that integrates the data in deliverables 1, 2 & 3 along with farm unit, allocations, credits and penalties.

**Project Experience and Success** - Up to two (2) pages, a description of projects providing services like those identified in the scope of services. The emphasis shall be given to the projects in California and the tasks performed by the persons identified in the Response. Include in the project descriptions (a) the length of the contract; (b) the scope of services provided; (c) the type of contract (pro bono, retainer, project-based fee, other); (d) specific accomplishments

**References** – Include references for similar projects, a contact name, phone number and e-mail address for each client to serve as a reference. If the Contracting team includes sub-consultant(s), there must be at least one project for each sub-consultant.

**Costs** – All costs should be included for 1-year, 2-year and/or 3-years of service.

All costs for preparation of RFP are the responsibility of the submitting firm.

### Evaluation and Selection

The County GSA will select one firm or firms for the outlined Scope of Services on a basis of qualifications and experience.

#	Description	Points
1	Qualifications: Do the qualifications of key personnel to be assigned to working on the Project Scope demonstrate sufficient experience and expertise?	20
2	Project Understanding and Approach: Based on the information provided and other available information, does the proposer understand the needs and goals and the obligation to minimize costs while at the same time achieving optimum results?	20
3	Project Experience and Success: Has the proposing firm demonstrated that they, or the staff assigned to the engagement, successfully completed services, like those specified in the Project Scope section of this RFP?	20





4	References: Are the firm's references from past clients and associates favorable?	20
5	Cost: Are the costs reasonable and appropriate for the services offered?	20

The County GSA will conduct an oral presentation/interview of the shortlisted firms in a public meeting. Additional details on the oral presentations will be provided to the shortlisted Consultants.

The costs will be used as a basis for negotiations with the selected Consultant of a final scope of work and proposed fee arrangement. If no acceptable arrangement can be negotiated, the County GSA may terminate talks with the highest-ranked Consultant and initiate negotiations with the next-ranked Consultant, and so forth until a final agreement is reached. This agreement will then be recommended to the Board of Supervisors for approval.

The County GSA reserves the right to award the service contract to the firm that, in the sole judgment of the County GSA, can best accomplish the desired results. Selection criteria include, but are not limited to, consideration of the Consultant's qualifications and experience, the Consultant's understanding of and approach to the project, and the negotiated fee for services.

This request does not constitute an offer of employment or to contract for services.

The County GSA reserves the option to reject any or all proposals received in response to this Request for Qualifications, wholly or in part.

The County GSA reserves the right to retain all proposals, whether selected or rejected.

The successful Consultant will be expected to enter into a contract of substantially the same format as the attached sample form.

### **Professional Services Agreement**

A copy of the County's Master Contract template is attached (Attachment A) for review. It is expected that the submitting firm will be required to comply with the terms of the template agreement including all insurance and indemnity provisions. The County reserves the right to modify the attached Standard Template as it deems appropriate.





## Attachments

Attachment A: Madera County Master Contract Template



## **Water and Natural Resources**

200 West Fourth Street • Madera, CA 93637 • 559.662.8015 • [maderacountywater.com](http://maderacountywater.com) • [maderacounty.com](http://maderacounty.com)