

REQUEST FOR PROPOSAL  
STRATEGIC COMMUNICATIONS SUPPORT SERVICES

FOR

SEVEN COUNTY INFRASTRUCTURE COALITION  
UINTA BASIN RAILWAY PROJECT

January 17, 2019

## Introduction

The Seven County Infrastructure Coalition (the “Coalition”) is an independent political subdivision of the State of Utah. It requests proposals to complete the planning documents that will include engineering, environmental, and right-of-way planning to make the Uinta Basin Railway (UBRY) ready to construct. At the completion of this work, the railway will be in possession of its legal and environmental licenses, regulatory approvals, and all other permits necessary or desirable, and the construction bid package will be prepared and ready for advertisement to contractors. The proposed standard-gauge, common-carrier railway will provide freight transportation services between the central Uinta Basin near Roosevelt, Utah, and a connection with the national railway system at the most economically feasible and commercially practical point.

The railway will enable freight into and out of the Uinta Basin to any point served by the national rail network, with associated benefits in low cost bulk-transportation, jobs, and environmentally beneficial transportation. This project will allow the Coalition to fulfill its mission to plan and participate in the provisioning of public services.

## Request for Proposal

The Coalition seeks a qualified consultant (or consultant team) to provide Strategic Communications Support Services for its proposed railroad serving the Uinta Basin of northeastern Utah.

The goals of the Strategic Communications Supports Services are as follows:

1. Prepare a Strategic Communications Plan to guide the efforts of the Coalition as the story of the UBRY is told.
2. Coordinate with the Coalition and its team of consultants to research, gather, and distribute factual and strategic information to the Coalition, the public, project stakeholders, agencies, and other affected or interested entities.
3. Coordinate with and support the 3rd-party NEPA consultant in its public involvement efforts, as directed and approved by the Surface Transportation Board (STB), while avoiding any conflict of interest that may invalidate the STB process.
4. Other strategic communications services required by the Coalition.

In all work elements, time is of the essence. *The goal is to have the project completed and moving freight as soon as possible, within 5 years (by December 1, 2023).*

## Qualifications of the Consultant

The consultant shall have the following qualifications:

1. Expertise in strategic communications support services, as demonstrated through experience with significant linear infrastructure projects.
2. Strong staff of team members with applicable experience.
3. Demonstrated ability to prepare a simple strategic plan that accomplishes the goals of its client while navigating complex processes.
4. Expertise in using web and social media tools in addition to print, broadcast, and other outreach tools.
5. Expertise in organizing and executing outreach meetings.
6. Understanding of issues local to the Uinta Basin, Utah, and the Western Region.

7. Experience with public land management agencies and issues.
8. Experience with public, private, educational, governmental, agricultural, manufacturing, tribal, and other stake holder and participating entities.
9. Familiarity with STB and other federal environmental/NEPA and regulatory processes.
10. Expertise with internal team communications planning.
11. Ability to simplify complex issues as they are communicated to those who may be less familiar with the project.
12. Ability to work closely with special interest groups to understand concerns and develop solutions to move forward.

## Required Personnel Qualifications

The selected firm shall be responsible to ensure that all personnel working in the various areas being proposed under this RFP are qualified through training, experience, and appropriate certification for the tasks assigned.

The Consultant's project manager will be asked to provide certification information for members of the project team prior to final contract acceptance. The Consultant will also be expected to prepare a staffing plan showing the makeup of the project team. The staffing plan will show how the team meets the certification or equivalent requirements. The staffing plan is subject to Coalition approval.

The Coalition has the right to approve or recommend the mix of personnel proposed for this project.

Please assume that the Consultant will coordinate closely with the Coalition's consultants and specialists that have previously been selected in the execution of all project tasks.

## Scope of Work

The scope of work is divided into two general phases: 1- conceptual planning and 2- execution of planned elements. These phases are described as follows:

### **Strategic Communications Plan (Phase 1 – Starter Scope)**

This phase consists of assisting the Coalition in its efforts to create a Strategic Communications Plan to guide the efforts of the Coalition and all other partners through all project phases. The Plan should accomplish the following objectives:

1. Statement of the Project's strategic mission and objectives
2. Comprehensive Strategic Communications Plan
3. Schedule and workflow recommendations
4. Cost projections for Strategic Communications Support Services and cashflow schedule

Workshop(s) with Coalition leadership will be important as the Plan is developed.

### **Strategic Communications Support Services (Phase 2)**

The scope of work for the strategic communications support services will be refined following the compilation and approval of the Plan (under Phase 1). These Services will include all general elements referenced in this RFP (including those listed in the Qualifications section), along with others identified in Phase 1.

The Consultant will not be providing public involvement services for the STB’s 3<sup>rd</sup> party NEPA consultant during scoping or later phases of the NEPA process, unless specifically directed to do so by the STB. The Consultant will be representing the interests of the Coalition and the Project, in support conjunction with the NEPA process, but will not create conflicts of interest for either party.

*The scope of work may be phased due to phased funding availability. Additional strategic communications tasks may be requested based on the needs of the project.*

## Pre-Proposal Conference Call

A non-mandatory Pre-Proposal Conference Call is scheduled for **Thursday, January 24, 2019, at 10:00am** (Mountain Standard Time). The meeting may be attended via conference call by dialing 1-669-900-6833, Meeting ID: 182 867 590. The purpose of the Pre-Proposal Conference is to gather questions and address any technical items before the proposal closing date. Consultants will make site visits on their own.

## Proposal Format / Selection Team / Evaluation Criteria

The proposal shall consist of the six sections listed below. Each section will be reviewed and assigned a point score not to exceed those shown below. The selected firm will be the one with the highest overall point score. A short list of firms may be invited to interview for this project if scores are close, but the Coalition is not required to do so. The Coalition reserves the right to reject any and all proposals. No compensation will be provided to consultants preparing proposals for the project.

Evaluation of the proposals will be made by a Coalition-appointed committee that will evaluate and score the proposals in accordance with the criteria specified below. The Coalition reserves the right to extend the evaluation process by selecting a shortlist of two or more of the highest ranked firms to provide oral presentations. If oral presentations are required, the selected firms will be provided with additional information about the format, length, content, and scoring to be used.

Section	Evaluation Criteria	Maximum Points
1	Project Team	20
2	Capability of the Consultant/Experience	25
3	Approach to the Project	25
4	Local Knowledge and Experience	5
5	Cost	10
6	Schedule Control	15

## Proposal Content

The Proposal must contain all the information identified in the RFP Summary and Guidelines for Preparing the Proposal (refer to **Attachment A**). The Coalition is releasing other Requests for Proposals related to the Uinta Basin Railway Project, such as for legal services related to regulatory approval. A respondent may submit separate proposals for each RFP related to

the rail, or proposals for different RFPs may be combined.

## Proposal Deadline

The proposals shall be received electronically **before 12:00pm (Mountain Standard Time) on Monday, February 4, 2019.**

## Proposal Delivery

Please address electronic (pdf) proposals to: Mike McKee, Executive Director, Seven County Infrastructure Coalition. Please contact Kelly Carter with Jones & DeMille Engineering to receive a secure upload link to submit the proposal electronically. She can be contacted at [kelly.c@jonesanddemille.com](mailto:kelly.c@jonesanddemille.com) or 435.896.8266. Faxed proposals will not be accepted. Each Consultant team should submit only one (1) combined proposal.

## Number of Copies

Submit one (1) electronic copy of the Proposal.

## Pages

Number pages sequentially at the bottom right corner of each page. Limit the number of pages to 30 pages (not including the Introductory Letter). Pages exceeding the 30-page limit will not be evaluated. Resumes of key personnel will not be counted toward the page limit.

Proposal pages shall be 8.5" x 11". Maps and technical diagrams may be 11"x17". Graphics may be shown in color.

## Notices

To receive notifications regarding addendums and clarifications to this RFP, please contact Kelly Carter at Jones & DeMille Engineering at [kelly.c@jonesanddemille.com](mailto:kelly.c@jonesanddemille.com) or at 435.896.8266. Additionally, all notices will be posted on the Coalition's website at [www.scic-utah.org](http://www.scic-utah.org).

## Management Responsibility/Selection Process

Jones & DeMille Engineering is the Program Manager and primary technical contact for the Consultant. All project questions and contract documentation requirements shall be submitted to Michael Hawley at Jones & DeMille Engineering. He can be contacted by email at [michael@jonesanddemille.com](mailto:michael@jonesanddemille.com), or by phone at 435.722.8267.

The proposals will be evaluated and scored by the Executive Director, Program Manager, and selected board members. Interviews with shortlisted firms, if held, may be held on **Thursday, February 7, 2019, beginning at 1:00pm** at the Law Offices of Blaisdell, Church, & Johnson. The office is located at 5995 S. Redwood Road, Salt Lake City, UT, 84123. All submitting firms will be notified via email after a firm has been selected.

## Disclosure and Disposition

Once submitted, the proposal become the property of the Coalition, are treated as public documents, and disposed of according to Coalition policies including the right to reject any and all proposal(s).

Proposals shall be open to public inspection according to Coalition policies. The Consultant may request in writing the non-disclosure of trade secrets and other proprietary data, if so identified. Upon request from the Consultant, the Coalition's Executive Director will examine the proposal to determine the requests validity prior to award of the contract. If the Coalition's Executive Director disagrees with the Consultant's request, the Coalition Executive Director will inform the consultant in writing which portion of the proposal will need to be disclosed. At that time, the Consultant will have opportunity to withdraw their proposal. Otherwise, the data will be disclosed.

## Insurance Requirements

For all contracts with the Coalition, the Consultant will be required to provide:

**General Liability & Automobile:** \$1,000,000 per occurrence and \$2,000,000 aggregate with a \$5,000,000 liability umbrella policy.

**Valuable Papers & Electronic Media:** \$250,000 or value adequate to reproduce media.

# ATTACHMENT A

## Guidelines for Preparing the Proposal

### Introduction

These guidelines were developed to standardize the preparation of proposals by consultants for operations and maintenance plans. The purpose for these guidelines is to assure consistency in format and content of proposals that are prepared by consultants and submitted to the Seven County Infrastructure Coalition. The Proposal should contain the following information in the order listed.

- Introductory Letter - No Points
- Section #1 - Project Team - 20 Points
- Section #2 - Capability of Consultant / Experience - 25 Points
- Section #3 – Approach to the Project - 25 Points
- Section #4 – Local knowledge and Experience - 5 Points
- Section #5 – Cost – 10 Points
- Section #6 – Schedule Control – 15 Points

**Note:** All submittals must be clear, concise and in recommended format, so the proposals can be evaluated in an efficient and objective manner by the designated Review Team. The six (6) sections in all proposals should be labeled for easy reference (#1, #2, #3, #4, #5, #6). Statements not organized will receive a three-point penalty.

#### **Introductory Letter:**

The Introductory Letter should be addressed to:

Mike McKee, Executive Director  
Seven County Infrastructure Coalition

This one-page letter should contain an expression of the consultant's interest in the work, a statement regarding the qualifications of the consultant to do the work, and any summary information on the project team or the consultant that may be useful or informative to the Seven County Infrastructure Coalition.

The introductory letter does not count as one of the 30 pages. Begin page numbering with the first page in Section #1.

### SECTION 1

#### **Project Team:**

The proposal should outline how the qualifications, experience, and time allocation of the project team are beneficial to the project.

Identify consultant and subconsultant key individual qualifications and experience as related to the work disciplines.

Identify strengths of key personnel.

Provide a brief description of why the Coalition should select your team.

Identify current obligations and time availability for team members during the duration of the project.

## SECTION 2

### **Capability of Consultant / Experience:**

Include detailed experience on similar or related projects.

Describe your capability to perform the work. Explain internal policies and procedures related to quality and cost control.

List project types, locations, and size (total project value) of similar work performed in the last five years, that best characterizes the firm's capabilities and experience.

Provide project description, contact name, address, and phone number of references for work experience examples.

Identify resources, including management and organization capabilities, currently available for performing the work.

## SECTION 3

### **Approach to the Project:**

Provide a detailed description of the approach to execute the project in the most efficient manner possible.

Identify the risks that should be anticipated and any solutions that may allow the project to proceed most efficiently.

Outline the communication plan to ensure that all project delivery team members, including the Coalition, are synced throughout the pre-construction and construction phases.

How will the Consultant interact with and support the other consultants on the Coalition's team to minimize cost and shorten the schedule to be in operation as soon as possible?

Convince the Coalition that the Consultant has the best approach to deliver this task for the Coalition.

How will the Consultant demonstrate urgency to proactively tell the Project's story?

## SECTION 4

### **Local knowledge and Experience:**

Provide a summary of your local knowledge and experience on similar projects in the region.

Provide details of the work your firm completed and any local experience that will benefit the Uinta Basin Railway project. Local relationships and knowledge should be clearly demonstrated.

Understanding of local issues and possible concerns should be indicated, along with possible solutions.

## SECTION 5

### **Cost**

Provide an outline of the total cost of the elements listed in the detailed scope of work in the RFP.

Include a fee for Phase 1 – Starter Scope and an estimate (range) for the work contemplated in Phase 2.

Include the total number of assumed personnel hours for each phase.

Include the standard hourly rates for the team.

What is the estimated cashflow schedule based on the overall project timeline?

## SECTION 6

### **Schedule Control**

Provide examples of when and how your organization has completed similar projects within tight time constraints, especially for projects with the proposed project manager.

Provide references for 5 similar projects that were completed on a timely basis.