



51 South University Ave. Suite 109
Provo, Utah 84601
(801) 851-2900

REQUEST FOR PROPOSALS

**PUBLIC EDITORIAL CAMPAIGN
and
WEBSITE REDESIGN**

**for the
Utah Lake Commission**

DEADLINE FOR
RECEIPT OF PROPOSALS: Thursday, December 9, 2010

TIME: 3:00 p.m. MST

PLACE: Office of the Utah Lake Commission
51 South University Avenue
Suite 109
Provo, Utah 84601



TABLE OF CONTENTS

1. INTRODUCTION.....	2
2. SCOPE OF WORK.....	3
2.1 OBJECTIVES OF THE UTAH LAKE COMMISSION	3
2.2 REQUIREMENTS	4
2.3 MAJOR ELEMENTS OF THE WORK.....	4
2.4 CONSIDERATIONS	5
3. INSTRUCTIONS TO PROPOSERS.....	6
3.1 PROJECT TIMETABLE	6
3.2 PROCEDURE	6
3.3 PROPOSAL SUBMISSION	6
3.4 PROPOSAL ORGANIZATION.....	7
3.5 PRICE PROPOSAL.....	8
3.6 ECONOMY OF PREPARATION.....	8
3.7 SUBMITTAL OWNERSHIP	8
3.8 QUESTIONS AND CLARIFICATIONS.....	9
3.9 ACCEPTANCE OF PROPOSAL	9
3.10 DISQUALIFICATION OF PROPOSAL.....	9
3.11 WITHDRAWAL OF PROPOSAL	10
3.12 PROPOSAL COST	10
3.13 EVALUATION CRITERIA	10
3.15 GENERAL.....	13
ATTACHMENT A.....	14
ATTACHMENT B	16
ATTACHMENT C	17



1. INTRODUCTION

The Utah Lake Master Plan was adopted by the Utah Lake Commission Governing Board in June, 2009. The plan will help guide Commission decisions on actions it takes or recommends to improve and protect Utah Lake. Numerous goals—general statements that provide guidance in achieving the vision for Utah Lake—and objectives—actions that may be undertaken to achieve the Plan’s goals—are identified in the Master Plan. The Plan also identifies stated goals (and thus objectives) as either high or medium priority to allow the Commission and participating members to focus on what it feels are the most-important aspects of the plan that will achieve stated visions. One of the high-priority goals that the Commission hopes to accomplish is to improve public perception of Utah Lake by ongoing and effective public outreach and education about its value and uniqueness. Electronic copies of the Utah Lake Master Plan can be accessed on our website, www.utahlakecommission.org.

We ask that your firm show us how you will work with the Utah Lake Commission’s Governing Board, Executive Director and various committees to develop an effective public editorial campaign focused on creating interesting, compelling and informative content to help improve the public’s perception and understanding of Utah Lake. As part of this project, we are asking your firm to help us create a website design that will facilitate sharing information created by the campaign, while maintaining the other simple, yet necessary features of our current website.

We envision that required tasks will include, but certainly won’t be limited to, communicating with groups and individuals with keen interests in Utah Lake; meeting with the Utah Lake Commission committees, and with the Utah Lake Commission Governing Board.

Responses to this RFP should include details about qualifications and related experience as described herein. They should also include a proposal for a recommended approach and time line that would be used to create and maintain the campaign, as well as proposed costs for carrying out this project.

The Utah Lake Commission intends to compare and evaluate all qualifying submittals and select the most qualified proposer based on proposal content, cost, familiarity with existing lake-related issues, and responsiveness to Commission goals.

This is a Request for Proposal only and should not be interpreted as a solicitation for services or as a contract for services. Submittals should be comprehensive, concise, and directly responsive to the goals and format as outlined in this RFP. Innovative and creative solutions are encouraged.



2. SCOPE OF WORK

2.1 OBJECTIVES OF THE UTAH LAKE COMMISSION

The Utah Lake Commission was formed to promote beneficial utilization of the natural resources of the lake. It is helping to fulfill the obligations and responsibility that government has to manage the lake in keeping with the Public Trust Doctrine.

The Commission has been facilitating orderly planning and development in and around the lake while protecting the individual jurisdiction's ability to govern its own area. Finally, it is assisting to implement comprehensive plans for management of Utah Lake and its shoreline.

The objectives of the Commission are described below. Please keep them in mind as you complete your submission.

A. Encourage and Promote Multiple Uses of the Lake.

The Commission shall encourage and promote multiple uses of the Lake to balance access, use, development, ecological value, and economic benefits in coordination with individual landowners' and water users' rights, in accordance with applicable laws, rules and regulations, and consistent with the fact that certain Utah Lake environs and areas, including the bed of the lake, are owned or governed by various public entities.

B. Foster Communication and Coordination.

Coordinate communication among agencies and organizations regarding all aspects of land use, shoreline protection, recreation, public facilities, and natural resource planning and management that affect Utah Lake and cooperate with state, federal, local governments, as well as private landowners and organizations to implement the purposes and goals of the Commission as adopted in the Master Plan as determined by the Board.

C. Promote Resource Utilization and Protection.

Promote the conservation and protection of the Lake's natural resources, including fish and wildlife, riparian habitat, water quality, environmental concerns, and open space.

D. Maintain and Develop Recreation Access.

Encourage the enhancement of public access to recreational opportunities on and around the Lake, via trails, roads, docks, ramps, beaches, marinas, and education and outreach efforts.

E. Monitor and Promote Responsible Economic Development.

Monitor and promote responsible economic activity around the Lake to promote efficient and orderly development that harmonizes with the aforementioned purposes of the Commission.



2.2 REQUIREMENTS

The Utah Lake Master Plan identifies numerous goals and objectives. For this project, we are looking to create an effective mechanism that will allow us to effectively work toward accomplishing Recreation Goal 9 and Natural Resources Goal 3 of the Utah Lake Master Plan. They are listed below with their associated objectives.

Recreation Goal 9 – Public Outreach

Public perception of Utah Lake is improved by ongoing and effective public outreach and education about its value and uniqueness and by making positive improvements to the lake.

Objective R-9.1 – Public Outreach Plan

The Commission will develop a plan for public outreach, promotion and education to enhance public perception of Utah Lake. In conjunction with the educational goal (Natural Resources Goal 3 – Educational Opportunities) discussed in the natural resources section of this Plan, the Commission will develop a comprehensive communications plan that promotes appropriate recreational uses; educates the public about the history, characteristics, and natural resources of the lake; and supports appropriate commercial development. The plan will include provisions for on-going communication (e.g., Commission website updates, city newsletters, periodic newsletters event advertisements) and other similar techniques.

Natural Resources Goal 3 – Educational Opportunities

A range of educational opportunities are provided that complement the recreational experience and showcase the lake's physical characteristics, biological uniqueness, and cultural resources, as well as its socio-economic significance.

Objective N-3.1 – Interpretive and Directional Signage

The Commission will assist in the planning and installation (by member agencies) of interpretive and directional signage at appropriate locations around Utah Lake. Locations may include trails, boardwalks, scenic byways, overlooks, marinas, designated hunting areas, fishing access, and other appropriate sites.

2.3 MAJOR ELEMENTS OF THE WORK

The Utah Lake Commission anticipates that a full complement of professional services leading to an effective public editorial campaign and newly designed website that effectively address the aforementioned goals and objectives will be provided by the consultant selected for this project. These services shall include, but not necessarily be limited to, those outlined below. We encourage creativity in presenting your campaign.

Public Editorial Campaign:

Please provide information that demonstrates your ability to understand and incorporate the following into the public editorial campaign:



- Reach out to the target effectively utilizing different forms of Internet technologies and social media platforms.
- Regular messages should be published and created to highlight Utah Lake, its history, current events, etc.
- Ability to track effectiveness of the campaign.
- Show that you are a published author for reputable media outlets (please send links and clippings).
- Ability to write creative teaser headlines (Please send at least 10 prospective headlines you would use as part of the campaign).
- An understanding of what the Commission is trying to accomplish.
- A good story teller; experience writing succinct, fun, informative and educational editorial pieces.
- A palpable interest in Utah recreation, outdoors, and lake use is desirable.
- Describe how you envision this plan functioning effectively on a long-term basis.
- Highlight other aspects that you would include that would enhance the editorial campaign.

Website:

Please provide information that demonstrates your ability to incorporate the following into the newly designed website:

- Custom design public interface
- Standards based: CSS, XHTML, JS, RSS compliant
- Non-proprietary content management system
- User rights, can be easily updated by Commission employees
- Comment spam protection
- Search-engine friendly URLs and content tags
- Maintains content of current website
- Community calendar to depict important Utah Lake dates
- Highlight other aspects that you would suggest be added to our website that enhances the campaign.

2.4 CONSIDERATIONS

The selected consultant shall:

- A. Work closely with the Executive Director, members of the Commission's committees, lake stakeholders, and others to obtain needed information for the public editorial campaign.
- B. Provide regular updates to the Executive Director and occasional reports at the Commission's Governing Board meetings.
- C. Be responsible to provide all legal support for their work and comply with all laws.



3. INSTRUCTIONS TO PROPOSERS

3.1 PROJECT TIMETABLE

The following timetable has been established for this project.

ITEM	DATE
Closing date for receipt of proposals	Thursday, December 9, 2010 3:00 p.m. MST
Selection of Consultant	Expected to be by Friday, December 17, 2010
Notice to proceed	After consultant selection
Project completion date	To be determined after selection

3.2 PROCEDURE

- A. The procedure for response to this RFP, evaluation of proposals, and selection of a consultant is as follows:
1. You are expected to prepare and submit your proposal according to the Project Timetable in section 3.1.
 2. The Utah Lake Commission and/or its representatives will evaluate all submitted proposals.
 3. A Consulting Firm will be selected following evaluation.
 4. Upon selection, a Professional Services Agreement will be executed between the Utah Lake Commission and the selected consultant.

3.3 PROPOSAL SUBMISSION

- A. Each respondent must submit THREE (3) PAPER COPIES and one ELECTRONIC COPY IN PDF FORMAT of its SEALED proposal to the Utah Lake Commission Executive Director. The proposal must be clearly labeled and must be delivered to:

Reed Price, Executive Director
Utah Lake Commission
51 South University Avenue, Suite 109
Provo, Utah 84601

- B. The deadline for receipt of proposals is set forth in "Project Timetable" in section 3.1. LATE PROPOSALS WILL NOT BE ACCEPTED.



3.4 PROPOSAL ORGANIZATION

All requested documentation must be included. Responses must contain the information requested on the included forms. The proposal must include (in the following order):

- A. Transmittal letter stating the respondent's intent to participate in the contract. The letter of transmittal shall be on official business letterhead and shall include the following:
 - 1. A statement that the respondent will comply with all terms and conditions as indicated in the RFP.
 - 2. A statement indicating whether the respondent is a corporation or other legal entity and whether it is licensed to do business in the State of Utah.
 - 3. A statement indicating that the respondent participates in a status verification system to verify the work eligibility status of new employees.
 - 4. A statement of affirmative action that the respondent does not discriminate in its employment practices with regard to race, color, religion, age (except as provided by law), sex, marital status, political affiliation, national origin, or handicap.
 - 5. A certification statement that the person signing the proposal is authorized to do so on behalf of the respondent.
 - 6. Names of the key contact persons with their title and telephone numbers. Also, indicate first and second back-up contact persons if the person signing the proposal is not available to take a call from the Utah Lake Commission.
 - 7. Name and complete mailing address of the respondent along with telephone number and fax number.
- B. Completed Proposal Response Form (Attachment A) including all requested attachments.
- C. Completed Certificate of Non Collusion (Attachment B).
- D. Certificate of Commercial General and Professional Liability insurance showing coverages.
- E. Certificate of current Workers Compensation insurance.
- F. Proposal, including at least the following sections:
 - 1. Introduction:

This section should consist of a cover letter, an executive summary and an organizational chart showing the team involved including individual members, all organizations, relationships, and breakdown of responsibilities.



2. Proposer Qualifications:

This section should describe the consultant’s experience for similar public outreach work, including the individual involvement on the specific work described. Résumés of key staff scheduled to participate in creating the campaign and web design should be included. Provide a minimum of three references, including name, address and telephone number of persons who can attest to performance on relevant public editorial creation and web design work.

3. Proposal:

This section should cover such things as the approach to the RFP; the proposed schedule or timeline of the work to be performed; identify outputs to be delivered; and identify advantages of the proposal to the Utah Lake Commission.

G. Completed Price Proposal Form (Attachment C).

3.5 PRICE PROPOSAL

The price proposal for this work should be included in your written proposal. Clearly describe associated costs of both the public editorial campaign and website redesign. Please indicate whether you see your firm involved in this project on a long-term basis. If so, describe why and how. If not, describe why. The Price Proposal Form (Attachment C), which is provided in this RFP, should be submitted, along with a spreadsheet of the budget details. The not-to-exceed price should include all fees and costs for all specified services as described in the proposal.

3.6 ECONOMY OF PREPARATION

The proposal should be prepared simply and economically, providing straightforward, concise descriptions of the consultant’s capabilities to satisfy the requirements of this RFP. Fancy bindings, colored displays and promotional material are unnecessary. Technical literature about the consultant’s experience and qualifications may be included. Emphasis should be on completeness and clarity.

3.7 SUBMITTAL OWNERSHIP

All proposals (and the materials contained therein) submitted in response to this RFP shall become the property of the Utah Lake Commission and may be reviewed and evaluated by any persons at the discretion of the Commission, with the exception of areas of a submission marked “Proprietary.” No proposal shall be returned to the respondent regardless of the outcome of the selection process. Proposers should carefully consider what is submitted before submitting items that would not be disposable to the consultant.



3.8 QUESTIONS AND CLARIFICATIONS

Questions regarding this RFP should be directed to:

Reed Price, Executive Director
Utah Lake Commission
51 South University Avenue, Suite 109
Provo, Utah 84601

Business Hours: 8:00 a.m. to 5:00 p.m. MST, M-F
Telephone: (801) 851-2900
Fax: (801) 851-2903
Email: rprice@utahlakecommission.org

3.9 ACCEPTANCE OF PROPOSAL

- A. The Utah Lake Commission reserves the right to reject any or all proposals or waive minor irregularities when to do so would be in the best interest of the Commission. Minor irregularities are those which will not have a significant adverse effect on overall competition or performance levels.
- B. The Utah Lake Commission may terminate this procurement procedure at any time, and the Utah Lake Commission shall have no liability or responsibility to the responding party for any costs or expenses incurred in connection with this RFP, or such party's response.
- C. Failure of the successful consultant to enter into a written agreement consistent with the contents of the proposal with this RFP may result in cancellation of the award at Commission's discretion.

3.10 DISQUALIFICATION OF PROPOSAL

- A. The Commission reserves the right to reject any and all proposals received by reason of this request, or to negotiate separately with any source whatsoever in any manner necessary to serve the best interests of the Commission. The Commission may not award a contract solely on the basis of this RFP and will not pay for the information solicited or obtained. The information obtained will be used in determining the proposal that best meets the Commission's needs and is the most advantageous proposal received. No oral or telephonic proposals or modifications will be considered.
- B. The occurrence of any of the following may result in disqualification of a proposal:
 - 1. Failure to respond by the established submission deadline.
 - 2. Failure to completely answer all questions posed in the RFP.
 - 3. Failure to provide requested documentation at the time of proposal submission.



4. Illegible responses.
5. The proposer adds any provisions reserving the right to accept or reject an award or to enter into a contract pursuant to an award, or any other unauthorized conditions, limitations or provisions.
6. The consultant is unable to evidence a satisfactory record of integrity.
7. The consultant is not qualified legally to contract.
8. Any type of collusion with competitors that would suggest price fixing or otherwise call into question the price proposal.

3.11 WITHDRAWAL OF PROPOSAL

The proposal may be withdrawn upon request by the respondent, without prejudice, prior to, but not after, the time fixed to receive proposals.

3.12 PROPOSAL COST

Cost for developing proposals and making proposal presentations are entirely the responsibility of the respondent and shall not be chargeable in any manner to the Utah Lake Commission.

3.13 EVALUATION CRITERIA

- A. All requirements identified in this RFP must be satisfied in order for the proposal to qualify for consideration.
- B. All proposals will be evaluated by representatives of the Utah Lake Commission to identify the proposal that best meets the needs of the Commission as set forth in the RFP. A point-based system will be used to evaluate all proposals. The evaluation categories and their relative weights are listed on the Proposal Evaluation Worksheet on page 12. A brief description of each component includes:
 1. Qualifications and Experience. This category deals with the consultant's performance on similar prior projects, and the experience level of key personnel proposed for this project. Experience relates to the overall assessment of the consultant's assigned personnel. Evaluation will be based on résumés that are provided, direct contact with identified current and previous clients, submitted information in response to the RFP and on the evaluation team's assessment of the various factors.
 2. Scope of Work. This category represents an evaluation of the work plan's ability to capture the scope and objectives as described in Section 2 of this RFP.
 3. Technical Approach and Proposed Budget. This category represents an evaluation of the methodology and approach to be used in accomplishing the goals and objectives as well as the associated costs that are explained in Section 2 of this RFP. While the proposed budget itself is not a controlling factor as to which company will get the contract, it will be weighed by evaluators in



conjunction with the technical approach and may skew a company's overall evaluation if the cost factor is overly large.

4. Maintenance of Project Work Schedule. This category deals with the methodology for tracking, managing and projecting progress of the work and the ability to prepare documentation that will satisfy all approvals without delay. A timely schedule and demonstrated ability to meet the time needs of the Utah Lake Commission will be considered.
 5. Responsiveness of Proposal. Response to the overall proposal will be evaluated for logic, order, level of appeal, design, responsiveness, innovation, solutions, accuracy, timeliness of submission, and inclusion of required documents.
- C. The evaluation of proposals will be conducted by selected members of the Utah Lake Commission and other experts in the public outreach field. They will be evaluated in terms of the proposer's ability to satisfy the requirements outlined in the RFP. The firm who is best suited to help the Commission fulfill these goals and objectives, as determined by the selection committee, will be offered this project. Final terms of the contract will be worked out jointly.



PROPOSAL EVALUATION WORKSHEET

Professional Public Outreach Services
Utah Lake Commission

Proposer: _____ Evaluator: _____ Date: _____

CRITERIA	SCORE (0-5 , see below)	Weight/ Multiplier	TOTAL	COMMENTS
Qualifications and Experience		4	20 possible	
Scope of Work		4	20 possible	
Technical Approach and Proposed Budget		5	25 possible	
Maintenance of Project Work Schedule as Proposed		4	20 possible	
Responsiveness of Proposal		3	15 possible	
TOTAL			100 possible	

Scoring will be based on a scale of zero to five, with five being the highest possible and zero being the lowest.

- 5 Excellent, exceeds requirements
- 4 Above average, exceeds minimum requirements in some areas.
- 3 Acceptable, meets minimum requirements of RFP.
- 2 Fair, partially unresponsive.
- 1 Inadequate, fails to meet requirements.
- 0 Nonresponsive, not addressed in proposal



3.15 GENERAL

- A. The Utah Lake Commission may negotiate a reduced scope and the final fee with the selected proposer to conform to budget considerations and if the negotiations result in an award of a contract, reliance will be made upon the information contained in the proposal submitted in response to the RFP. The Utah Lake Commission will be legally bound only when and if there is a signed contract entered into between the Utah Lake Commission and the awarded proposer.
- B. It is vitally important that any person who signs a proposal or contract on behalf of a respondent certifies that he or she has the authority to so act. The provider who has its proposal accepted may be required to answer further questions and provide further clarification of its proposal and responses.
- C. Receiving this RFP or responding to it does not entitle any entity to participate in services or transactions resulting from or arising in connection with this RFP. The Utah Lake Commission shall have no liability to any person or entity under or in connection with this RFP, unless and until the Utah Lake Commission and such person or entity have executed and entered into a contract pursuant to the terms of this RFP.
- D. By responding to this RFP, each responding party acknowledges that neither the Utah Lake Commission, nor any of its representatives, is making or has made any representation or warranty, either expressed or implied, as to the accuracy or completeness of any portion of the information contained in this RFP. The responding party further agrees that neither the Utah Lake Commission nor any of its representatives shall have any liability to the responding party or any of its representatives as a result of this RFP process or the use of the information contained in this RFP. Only the terms and conditions contained in a contract when, and if executed, and subject to such limitations and restrictions as may be specified therein, may be relied upon by the respondents in any manner as having any legal effect whatsoever.



**ATTACHMENT A
PROPOSAL RESPONSE FORM**

In order to receive consideration, submitted proposals must contain responses to all questions.
Failure to respond to all questions may result in disqualification of the proposal.

COMPANY NAME & ADDRESS _____

Is this an Office: _____, Home: _____, Shop: _____, Other: _____
Telephone Number: (____) _____, Emergency Number: (____) _____
Answering Machine: (____) _____, Fax Number: (____) _____
Email Address: _____

COMPANY OWNER: _____
COMPANY PRESIDENT: _____
CONTACT PERSON: _____ Phone: _____

Type of Company (Partnership, Corporation, Venture etc.): _____

If a Corporation, in what State Incorporated: _____
Business License Number: _____
Federal Tax Identification Number: _____
How long has this company been in business: _____ Years, and _____ Months.

Officers authorized to execute contracts: _____

What would happen to your company in the event of the owner's absence or death?

Brief History of the Company: _____

Are there any judgments, suits or claims pending against your company? If yes, attach a written explanation. **YES** **NO**

Has your company operated under any other name(s)? If yes, attach a written explanation. **YES** **NO**



PROPOSAL RESPONSE FORM: Page 2

FINANCIAL REFERENCES (these may be checked)

1. Bank Name & Address _____

Manager _____ Phone _____

2. Bank Name & Address _____

Manager _____ Phone _____

3. Other _____

Manager _____ Phone _____

PROJECT REFERENCES

1. Name: _____, Contact: _____

Address: _____, Phone: _____

2. Name: _____, Contact: _____

Address: _____, Phone: _____

3. Name: _____, Contact: _____

Address: _____, Phone: _____

4. Name: _____, Contact: _____

Address: _____, Phone: _____

5. Name: _____, Contact: _____

Address: _____, Phone: _____

SCOPE OF PROFESSIONAL WORK PERFORMED



**ATTACHMENT B
CERTIFICATE OF NON-COLLUSION**

STATE OF _____) Request for Proposals
)SS for
COUNTY OF _____) Professional Public Outreach Services

AFFIDAVIT

The undersigned of lawful age, being first duly sworn, disposes and says:
That as a condition precedent to the award of the Utah Lake Commission
project as above captioned, I _____
(owner, partner, officer or delegate)

of _____ do
(firm)

solemnly swear that neither I, nor to the best of my knowledge any member or members of my firm or
company have either directly or indirectly restrained free and competitive solicitation for this project by
entering into any agreement, participating in any collusion, or otherwise taking any action unauthorized
by the Utah Lake Commission, with regard to this proposal or potential contract resulting therefrom.

Consultant Signature

By: _____

Title: _____

Subscribed/sworn to before me this ____ day of _____ 2010 A.D.

My Commission Expires _____

Residing at _____

Seal

By: _____
Notary Public



**ATTACHMENT C
PRICE PROPOSAL FORM**

REQUEST FOR PROPOSALS
PROFESSIONAL PUBLIC OUTREACH SERVICES

Company Name

Date

Contact Person

Address and Phone Number

Gentlemen of the Utah Lake Commission:

I hereby certify that I have read, understand, and agree to all sections and attachments of the Request for Proposals for Professional Public Outreach Services. I further certify that the information submitted by me/my company in response to the Request for Proposals, including the information in the Proposal Response Form, is true and accurate.

I understand that the Utah Lake Commission has the right to reject any or all proposals, to waive minor irregularities when to do so would be in the best interests of the Utah Lake Commission, and to negotiate a price for the proposed services as determined to be in the best interest of the Utah Lake Commission.

Based upon the attached form detailing the expected costs of creating and maintaining a public editorial campaign and website redesign, I hereby propose to provide the professional public outreach services that are described in this proposal for a total (not to exceed) fee of:

Signature, Title

NOTE: This price proposal will be used as a starting point to negotiate a final contract with the selected Consultant.