

Public Relations Consulting Services

Division of Forestry, Fire and State Lands. To generate a PR Plan to communicate to citizens of Utah information generated by the Great Salt Lake Council.

Open	3/24/2020 2:00 PM MDT	Type	Request for Statement of Qualifications (RFSQ/SOIQ)
Close	3/31/2020 2:00 PM MDT	Number	AS20-139
		Currency	US Dollar

Sealed Until 3/31/2020 2:00 PM MDT

Contacts

Ann Schliep

aschliep@utah.gov

Commodity Codes

Commodity Code	Description
82100	Advertising including public relations and consulting services and advertising agency services and media placement and fulfillment and video production and video editing services
80140	Marketing and distribution including market research and sales and business promotion activities and trade shows and exhibits

Description

Issuing Procurement Unit
Conducting Procurement Unit

State of Utah Division of Purchasing
State of Utah Division of Forestry, Fire and State Lands

REQUEST FOR STATEMENT OF QUALIFICATIONS

Public Relations Consulting Services

SOLICITATION #AS20-139

This Request for Statement of Qualifications (“RFSQ”) is issued in accordance with State of Utah Procurement Code, Utah Code Annotated (UCA) Chapter 63G-6a, and applicable Rules found in the Utah Administrative Code (UAC). If any provision of this RFSQ conflicts with the UCA or UAC, the UCA or UAC will take precedence.

Purpose of this Solicitation

The State of Utah, Division of Purchasing has issued this RFSQ to obtain statements of qualifications from companies interested in providing PR Services with the intent to award a contract under Administrative Rule R33-5-108 for the Small Purchases of Professional Service Providers and Consultants.

Background

The Division of Forestry, Fire, and State Land in conjunction with the Great Salt Lake Advisory Council is seeking statements of qualifications for the development and implementation of a public relations plan to communicate to the citizens of the State of Utah information generated by the Great Salt Lake Council. This plan will utilize the following documents as a source of the information to be provided to the citizens:

1. “Consequences of Drying Lake Systems Around the World” - February 15, 2019 report prepared by AECOM for the Great Salt Lake Advisory Council
2. “Assessment of Potential Costs of Declining Water Levels in Great Salt Lake” – November 2019 prepared by Econorthwest and Martin and Nicholson for the Great Salt Lake Advisory Council.
3. “What is the future of Great Salt Lake and its watershed? - A preliminary assessment of future conditions,” prepared by Jacobs Engineering for the Great Salt Lake Advisory Council.
4. “Removing Impediments to Increasing Water Delivery to Great Salt Lake,” – Report preparation in progress.

Due date: All statements of qualifications (do not include any pricing) are due by 3/31/2020 at 2:00 PM (Mountain Time).

Issuing Procurement Unit, Conducting Procurement Unit, and Solicitation Number

The State of Utah Division of Purchasing is the issuing procurement unit and the State of Utah Division of Forestry, Fire and State Lands is the conducting procurement unit for this RFSQ (referred to as “the State”). The reference number for this RFSQ is Solicitation #AS20-139. This solicitation number must be referred to on all bids, correspondence, and documentation submitted to the State relating to this RFSQ.

Evaluation of Statements of Qualifications

Each Statement of Qualifications received shall be evaluated for responsiveness in as outlined in the Utah Procurement Code. Pursuant to Administrative Rule R33-5-108, the Conducting Procurement Unit will evaluate the qualifications of all submitted responses and will select the vendor who is most qualified for direct negotiations.

Any exceptions to the content of this RFSQ, including the prerequisites, must be protested in writing to the Division of Purchasing prior to the closing date.

To be responsive and responsible Vendors must review and respond to the following sections of this RFSQ: Prerequisites, Buyer Attachments, and Questions.

- ⌚ The Prerequisites Section contains the objective criteria that will be used to evaluate the statement of qualifications, including the mandatory minimum requirements and general requirements that Vendors must certify that they have read, understand, and agree in order to submit a response.

- ⌚ The Buyer Attachments Section contains the required State of Utah Terms and Conditions of the RFSQ, which are non-negotiable, the General Provisions which apply to this RFSQ, and any additional required forms.
- ⌚ The Questions Section contains the questions that Vendors are required to answer in order to submit their Statement of Qualifications.

Vendors must review each section carefully.

Prerequisites

- ★ 1. Review the attached General Provisions.
- 2. The proposed Scope of Work has been attached to this RFSQ.

Buyer Attachments

1. [Claim of Business Confidentiality Form](#)
2. [Changing your Time Zone](#)
3. [Terms and Conditions for Services \(Purchase Orders\)](#)
4. [AS20-139 Scope of Services.](#)

Group 1: Acceptance of Prerequisites

- 1.1 Is Vendor presently or has Vendor ever been debarred, suspended, proposed for debarment, or declared ineligible by any governmental department or agency, whether international, national, state, or local? ★
- 1.2 If Offeror has any information that is not already provided within its proposal that if known to the State would impact the State’s determination on offeror’s responsiveness for a contract award (i.e., legal action, recent turn-over in major personnel, loss of a major contract, any alleged violations of federal, state or local regulations, etc.), please mark “yes” to this question and upload such information in the space provided below. Otherwise, please mark “no”. Please see UCA 63G-6a-709 for additional details. ★
- 1.3 Please upload information impacting Offeror’s responsiveness here. ★
- 1.4 Vendor acknowledges that it must acquire and maintain all applicable federal, state, and local licenses before the contract is entered into. Licenses must be maintained throughout the entire contract period. Persons doing business as an Individual, Association, Partnership, Corporation, or otherwise shall be registered with the Utah State Division of Corporations and Commercial Code. NOTE: Forms and information on registration may be obtained by calling (801) 530-4849 or toll free at 877-526-3994, or by accessing: www.commerce.utah.gov. ★
- 1.5 Does Vendor have an outstanding tax lien in the State of Utah? If yes, Vendor must provide a statement regarding its debarment or suspension. ★
- 1.6 Is Vendor an employee of the State of Utah? If yes, then Vendor must submit an external employment form signed by Vendor's manager at the State of Utah. ★

Group 2: Vendor Information

- 2.1 Please provide your firm's legal company name. ★
- 2.2 Please provide your federal tax identification number. (If the vendor is sole proprietor please do not provide your social security number.) ★
- 2.3 Please provide your firm's contact information for this contract, including the name, phone number, and email address of your firm's authorized representative. ★
- 2.4 Please provide your ordering address and the remit to address. Please clearly identify each address. ★
- 2.5 Please provide your firm's State of Utah Sales Tax ID Number. If you do not have a State of Utah Sales Tax ID Number, please write "N/A". ★
- 2.6 Identify your firm's type of business. ★
- 2.7 Is Offeror (owners, principles, partners) a retiree currently receiving benefits through the Utah Retirement Systems (URS)? ★

Group 3: Qualifications--Upload additional documents in Supplier Attachments if necessary

- 3.1 Please describe your qualifications to perform these services. ★

Group 4: Vendor's Submission

- 4.1 Vendor understands and acknowledges that its response, including all uploaded documents, will not be considered received by the State of Utah unless the Vendor clicks submit. Even if Vendor uploads all required documents and responds to all required questions its response will not be considered if it does not click submit. Offeror acknowledges that after completing the solicitation it must click on the link in the left hand menu bar labeled “Review & Submit”, then check the box under the “Certification” heading to certify their bid. Then click the blue box labeled “Submit Response” in order to submit their bid. Once the response has been submitted, Vendor will receive a confirmation that the response was successfully submitted. Vendors who fail to submit their response will not have their response reviewed and will be ineligible for further consideration under this solicitation. ★

Attachment B Scope of Services - #AS20-139
RFSQ – Public Relations Consulting Services
Great Salt Lake Information

The State of Utah, Division of Purchasing has issued this RFSQ to obtain statements of qualifications from companies interested in PR consulting services with the intent to award a contract under Administrative Rule R33-5-108 for the Small Purchases of Professional Service Providers and Consultants.

CONTEXT

The Division of Forestry, Fire, and State Land in conjunction with the Great Salt Lake Advisory Council is seeking statements of qualifications for the development and implementation of a public relations plan to communicate to the citizens of the State of Utah information generated by the Great Salt Lake Council. This plan will utilize the following documents as a source of the information to be provided to the citizens:

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SCOPE OF SERVICES

The intent of this public relations campaign is to help citizens understand the following principals:

1. The value to Utah for having a healthy Great Salt Lake as part of the ecosystem.
2. The impact of a drying Lake on the State of Utah and the importance of preserving Great Salt Lake.
3. The impact of drying saline lakes on other ecosystems around the world.
4. The forecast of future conditions of Great Salt Lake based on population growth, climate variation and conservation.

5. The potential for improving lake levels based on various strategies and the changes needed to implement these strategies.

Work included in the public relations campaign includes preparation of documents for public distribution, development of press releases and interfacing with entities that aid in educating the public.

DELIVERABLES

The most qualified statement of qualifications will provide a written public relations plan and will implement the plan to ensure successful distribution and public understanding of the principals identified in the Scope of Services as modified by the final public relations plan.

PROJECT TIMELINE

- Draft public relations plan due April 22, 2020.
- Final Report / Deliverables due June 1, 2020.

ELEMENTS OF RESPONSE (Do not include any costs at this time)

FFSL and the Council relies on the expertise and skill of consultants to develop and implement a public relations plan.

Please ensure the following are included in your response:

Detailed Response: This section should constitute the major portion of your response and must contain at least the following information:

- I. Identification of the persons, firm, or entity and qualifications
 - a. Name and contact information
 - b. General background and capabilities
- II. Experience information
- III. Proposed project team - List of staff that will work on specific elements of the project, including their professional credentials.

EVALUATION

Responses will be evaluated by a committee based on qualifications and ability to meet the required deliverables based on Administrative Rule R33-5-108 for the Small Purchases of Professional Service Providers and Consultants.