

TRUCKEE RIVER WATERSHED COUNCIL

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Addendum No. 1

Date: November 12, 2018

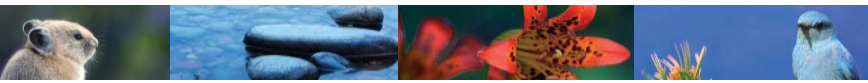
Re: Restoration Project Communication Strategy, Plan, and Messaging

To: Prospective Bidders

This Addendum covers “Requests for Information” received and modifies the original Request for Proposal dated November 5, 2018.

Requests for Information

1. This RFP is limited to development of a communication strategy, plan, and messaging. Implementation is NOT included in the scope of this RFP. We realize this may be awkward, but we are constrained to separating planning from implementation by our funding. If implementation support is needed, we will request a contract amendment with the team awarded the Communication Strategy contract.
2. Scope of Work (see RFP) The following language supersedes the language in the RFP.
 - Item 2) is revised and “Create a Social and Traditional Media Outreach Plan. Elements of the plan may include social media platforms, media lists, press releases, letters to the editor, media kits, community presentations, and other elements suggested by the consultant.”
 - Item 3) is revised to read, Create Communications Content/Messaging. Elements may include talking points, case statement (why, what, who), creative design concept and other elements suggested by the consultant.
3. We are receptive to recommendations proposed by the consultant as long a Submission Requirements are met.
4. If any contract terms are problematic, please briefly note them in the proposal.
5. We realize we have not provided in-depth background for the project. The consultant should for research and discovery in the scope of work.
6. Timeline (see RFP)
 - “Interviews” refers to interviews TRWC will have with proposal teams prior to consultant selection.
 - TRWC is receptive to changes in the timeline if recommended by the consultant. Final timeline will be agreed to during the project kick-off meeting.



November 5, 2018

REQUEST FOR PROPOSAL

RESTORATION PROJECT COMMUNICATION STRATEGY, PLAN and MESSAGING

PROPOSAL DEADLINE: November 19, 2018, 5:00 PM PST

The Truckee River Watershed Council (TRWC) seeks to hire a consultant to develop a communication strategy and plan for a large-scale restoration project in the Martis Wildlife Area. Our project partner is the U.S. Army Corps of Engineers.

Background

In 2019, TRWC in partnership with the U.S. Army Corp of Engineers will construct a restoration project in the Martis Wildlife Area in Martis Valley in Placer County, California. The area is well known among community members who frequently use trails in and adjacent to the project area.

TRWC recognizes the need for effective communications, media, and marketing strategies to keep the community informed and supportive of changes they will experience during construction and as a result of the restoration project. We are seeking professional communications consultants, companies and/or individuals to assist TRWC in fulfilling this goal.

Audiences

- Community members – private citizens
- Project partners
- Neighboring land managers
- Funders
- Donors and other supporters of the TRWC
- Local government

Scope of Work

The selected party will perform the following activities:

- 1) Develop a Communication Outreach Strategy
- 2) Create a Social and Traditional Media Outreach Plan (e.g. social media platforms, media lists, press releases, letters to the editor, media kits, community presentations)

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- 3) Create Communications Content/Messaging (e.g. talking points, case statement and studies for placement in media outlets, video spots)

Consulting services to encompass all labor, materials, equipment, facilities, and incidentals required for completion of the scope of work.

The consultant will be available to meet with TRWC representatives weekly (schedule to be determined at the Launch Meeting) to allow TRWC to determine if the contract is on the right track, whether the project is on schedule, provide communication of interim findings, and afford occasions for airing difficulties or special problems encountered so remedies can be developed.

Timeline

Task	Deadline
Proposals Due	November 19, 2018
Interviews	November 26 - 30, 2018
Scope of Work and Contracting	December 3, 2018
Launch Meeting	December 10, 2018
Communication Strategy Draft	January 10, 2019
Preliminary and or Primary Messaging	January 10, 2019
Communication Strategy Final	January 30, 2019
Social and Traditional Outreach Plan Draft	February 15, 2019
Content/Messaging Draft	February 15, 2019
Social and Traditional Outreach Plan Final	February 28, 2019
Content/Messaging Final	February 28, 2019

Responding to Multiple RFPs

In 2019, TRWC will release several Requests for Proposals (RFP) and Requests for Bids (RFB) for restoration design, construction, environmental compliance, permit assistance, and the like. We appreciate that some firms may wish to respond to multiple RFPs & RFBs. To help with proposal and bid preparation, we offer the following:

1. **Responding to Multiple RFPs/RFBs.** Firms may respond to multiple RFPs and RFBs. In the vast majority of our projects, a firm will not be prevented from bidding on future work if they participate in current work. In the rare case where this prohibition exists, we will state the prohibition in the current RFP/RFB.
2. **Lead Firm vs. Subcontracted Firm.** We understand and accept a given firm may be the lead in one response and a subcontractor in another response.
3. **Respond Uniquely to Each RFP/RFB.** Each of our projects has a unique combination of partners, stakeholders, funders, constraints, opportunities, and timelines. Due to the characteristics of each project, we purposely release separate RFPs/RFBs. Firms must submit a response to each RFP or RFB to be considered. While we appreciate that a firm might be able to offer efficiencies if we combined projects, the unique blend of characteristics of each project prevent us from combining projects more than has already been done.

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4. **Repeating Information across Multiple Responses.** We understand and accept that information about the firm, its staff, past work, references, work approach, and the like may be repeated, perhaps even word for word, across multiple responses.

Submission Requirements

Proposals must be submitted in one pdf file and include 1) Technical Proposal and 2) Cost Proposal. Proposals must be submitted electronically to TRWC (bgilbert@truckeeriverwc.org) by 5:00 PM PST, November 19, 2018.

1) Technical Proposal

- Contact Information: primary contact person, company name, address, phone, email, website
- Narrative: Concise (2-page limit) description of the work plan and a summary of the organization's expertise and experience. List recently completed accomplishments related to the technical expertise you are offering.
- Work Plan:
 - a. Objectives: Identify and discuss briefly the specific objectives you will achieve through the conduct of the services within the project, as defined and specified above.
 - b. Scope: Define specifically the scope of services to be provided to complete the above described project tasks. The consultant may elect to suggest modifications to the scope above. Include estimate time schedule of the major tasks to be accomplished.
 - c. Approach: Discuss in detail each of the activities you will conduct to achieve the scope and objectives. Please specifically address work components outlined above and elaborate as needed. Modifications to the components listed in the work statement can be included and should be explained.
- Timeline with milestones
- Biographies: resumes of key staff and their role in your proposal
- References: list three clients who have received services from your organization that is similar in nature to the proposed work; include names, email addresses and phone numbers.

2) Cost Proposal

- TRWC anticipates the scope of work will require approximately 80 to 100 hours to complete. If the project team anticipates needing more than 100 hours, TRWC is open to considering the additional hours.
- Personnel costs: Itemize by task to show the following (include subcontractors):
 - Name and title
 - Estimated hours per staff person, per task
 - Rate per hour
 - Total cost per task

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- Support costs: supplies, printing, postage, etc.
- Transportation: Travel expenses directly related to the contract services. Mileage must be charged at the current IRS rate.
- Other costs: Show costs and expenses that do not fall within the other categories.
- General overhead and administrative charges not allowed.

PROPOSAL DEADLINE

Proposals must be received electronically (.pdf format) by 5:00 PM, November 19, 2018.

PROPOSAL SUBMISSION

Submit proposals electronically (.pdf format) to bgilbert@truckeeriverwc.org

REQUESTS FOR ADDITIONAL INFORMATION

Please direct all questions to Brenda Gilbert, bgilbert@truckeeriverwc.org

PROPOSAL FORMAT

There is no page limit, but *8 pages or less is preferred*. Concise writing and graphics are greatly appreciated.

CONTRACT TERMS AND AGREEMENT

Once a contractor is selected, TRWC will negotiate a satisfactory contract and reasonable fee for the services needed. In the event a satisfactory agreement cannot be negotiated with the top ranked qualified firm, the negotiations shall be terminated with the firm and the negotiations continued with the remaining qualified firms in order of their ranking.

When the contract is awarded, these terms will apply.

Payments

Progress payments for services performed shall be made in arrears upon receipt and approval of contractor's detailed invoices indicating costs and obligations incurred and services rendered to date. Payments will be made quarterly.

Changes in Personnel

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Contractor's key personnel as indicated in contractor's response to this RFP may not be substituted without the written consent of the TRWC Project Manager. This will be monitored and enforced by TRWC.

Termination for Convenience

TRWC may, at its option, terminate the contract at any time upon thirty (30) day written notice to contractor. Contractor may submit written request to terminate only if TRWC should substantially fail to perform its responsibilities as provided in the contract. If terminated, contractor will be compensated for costs incurred up to the time of the termination notice for work satisfactorily completed. In no event shall payment of such costs exceed the contract price.

Unique Billing of Work

All work produced for the project will be original for TRWC, and will not have been billed to other clients previously. Work produced under the contract with TRWC will be billed only to the contract with TRWC and not to other clients or funders.

Liability Insurance

Contractor shall provide before entering the premises and shall maintain in force during the term of this contract the following liability insurance:

- General Liability
- Motor Vehicle Liability

Each policy of liability insurance described above shall be in an amount of not less than one million dollars (\$1,000,000) per occurrence for bodily injury and property damages combined.

Quarterly Progress Reports

Contractor to provide quarterly progress reports and meet with TRWC representatives upon reasonable notice to allow TRWC to determine if the contract is on the right track, whether the project is on schedule, provide communication of interim findings, and afford occasions for airing difficulties or special problems encountered so that remedies can be developed. All reports will be in Microsoft Word or Adobe pdf format. Data shall be provided in Microsoft Excel files as appropriate.

Quarterly Invoicing will include detail of task, delineated staff by name, hours, rate, total for the period, and remaining amount. Reports will be submitted in Microsoft Word/Excel or Adobe.

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