

# REQUEST FOR PROPOSALS

FOR

Central Utah Water Conservancy District Video Production



**CENTRAL UTAH WATER  
CONSERVANCY DISTRICT**

**DEC 2020**

# REQUEST FOR PROPOSAL

## Central Utah Water Conservancy District Video Production

*December 21, 2020*

### Background Information

Central Utah Water Conservancy District (District), a political subdivision of the State of Utah, was organized in 1964 to serve as the sponsoring, repayment, and operating entity of the Bonneville Unit of the Central Utah Project (CUP). The U.S. Bureau of Reclamation planned and constructed the initial features of the CUP, which is to develop a portion of Utah's share of Colorado River water. Since 1992, in partnership with the U.S. Department of the Interior, Central Utah Project Completion Act Office (CUPCA Office), the District has been responsible for completion of construction of the remaining CUP Bonneville Unit facilities.

Consistent with the District's mission and values, it acts as a provider of wholesale water to various water conservancy Districts, metropolitan water Districts, municipalities, irrigation companies, and other entities within its boundaries. The District encompasses all or parts of eight counties within the State of Utah, which includes approximately 60 percent of the state's population. Since as early as 1967, the District recognized that a large percentage of the CUP water along with other local water supplies in various geographical areas of the District would need to be treated in surface water treatment facilities to meet the needs of those areas. The District operates and maintains both federal facilities and non-federal, water-related facilities including treatment plants, wells, large-diameter pipelines, and hydro power plants.

The District also has a long history of education and conservation. For many years, the District has provided classes and education material to further the District's goal of water conservation. The District has focused much of its water conservation education on outdoor landscaping. With over 60% of Utah's water being used on the landscape, there is an increasing need to become more efficient in outdoor water use.

The District has an increasing need to provide high-quality information about the District and its role in providing water to a growing percentage of Utah's population. This also includes the need to conserve a limited resource so that we can continue to provide water to future generations.

### Project Overview

The District seeks a consultant team to develop videos to help educate and inform stakeholders and the public about the District and water conservation. The District is very large and covers a wide range of facilities and area. Videos will need to be representative of our many facilities and landscapes showcasing the best the District has to offer. All videos part of phase one should be completed by August 1, 2021 and be ready for final distribution. The videos will be published and used on the District website, social media, presentations, and other forms of distribution.

## Project Purpose

The purpose of this scope of work is to create meaningful, visual content that can be used to meet the following objectives:

- Who is the District and what is its history? Providing information about the individuals that make up the District and their roles. Also, information about the history and planning that has taken place to get the District to where it is today.
- District facilities and services that are provided. Providing information on the facilities, operations, and jobs required to deliver water to over a million people throughout a large portion of the state of Utah.
- The need for water conservation and the ways in which the District can achieve its conservation goals. Specifically, the opportunities relating to the landscape and how to develop and maintain a water efficient landscape. Also, included is an instructional video used to help educate homeowners on the proper use and installation of a smart controller.
- The importance of the Colorado River. Providing information on the District's use of the Colorado River and what initiatives are being done to efficiently use that water. Information about the history of the river and what the future of the river may look like.

The development of each video and its content should tie back to the project purpose listed above. The look and feel of each video may be slightly different but should be high quality and resemble a documentary style with exceptional narration. The District would like to use these videos for a long time so effort should be made to not date the videos or rely on ongoing contracts for actors.

## Scope of Work

The selected consultant team is charged with the development of video content for the district over the next five (5) years. The selected consultant will be issued separate task orders that contain specific scopes of work for video development. This request for proposal (RFP) is specific to the first task orders listed and will include the development of approximately 12 videos. These 12 videos will be developed to meet the aforementioned objectives. Each video should be prepared to the highest quality and not exceed 5 minutes in length but should average below the 5-minute mark.

### Task Order 1

As part of Task Order 1 the consulting team will be expected to provide services consistent with the outlined tasks below.

#### *Task 1: Information Gathering*

- Identify and outline current video needs based on the objectives and information that needs to be included.
- Work with District staff to identify key areas and subjects for videos.
- Help identify audience and primary distribution for each video.
- Collect existing resources and footage that can and should be used in video development.

#### *Task 2: Work Plan and Timeline*

- Develop a work plan for each video and a coordination schedule with project manager and needed staff.
- Develop a timeline for each video and key dates for scheduling facilities, tours, and needed staff.

*Task 3: Video Outline and Script Development*

- Define an outline for each of the 12 videos to include:
  - Length of video
  - Shooting location(s)
  - Video style
  - On camera talent and needs
  - Narration
  - Graphics and animation
  - Any additional resources and needs.
- Hold work group meeting to identify scripting needs.
- Develop detailed script options for each video and incorporate any revisions.

*Task 4: Video Production*

- Film all 12 videos according to outline.
- Include sound and narration editing for all videos.
- Complete all editing and finish work.

**Deliverables**

- Hold final close-out meeting and final preview of all completed videos.
- Provide all finished videos in all relevant formats for District use.
- Provide District with all raw footage that was not used in videos.
- Provide District with all necessary distribution rights.

**Contract Period**

Under this contract, the District envisions multiple task orders, as needed, over the course of up to five (5) years. The District will evaluate the consultant on an annual basis and reserves the right to terminate the contract after annual review.

**RFP and Project Schedule**

The following is the RFP schedule and the anticipated project schedule.

RFP Released.....	Tuesday, December 22, 2020
RFP Advertised .....	Tuesday, December, 22, 2020
<b>Proposals Due.....</b>	<b>4:00 P.M., Tuesday, January 19, 2021</b>
Consultant Presentation (optional).....	Monday, January 25, 2021
Award Contract.....	Wednesday, January 27, 2021
Project completion.....	Monday, August 2, 2021

**Proposal Submission Deadline:**

To be responsive to this RFP, interested consultant firms must provide their proposal no later than **4:00 P.M., on Tuesday, January 19, 2021.**

The proposal shall be submitted either as a hard copy or as an attachment in an email. Proposals may include digital material on a flash drive or provide appropriate links to relevant completed projects in written form. Proposals should not exceed ten (10) pages in length, including Statement of Qualifications. This does not include video examples of previous related projects. Font size shall be no smaller than 10 point. **Do not include cost proposals in this document.**

If choosing to provide physical copies you must provide eight (8) copies of the written proposal. Please mail or deliver proposals to the address listed below:

#### Address for physical proposal

Central Utah Water Conservancy District

1426 E 750 N STE 400

Orem, Utah 84097

Attn: Lisa Anderson, Assistant to the General Manager

#### Address for email proposal

If choosing to email proposals, please email proposal as an attachment. Do not include cost information in the text of the email or as part of the written proposal. Please email the attached proposals to the email below:

[LAnderson@cuwcd.com](mailto:LAnderson@cuwcd.com) Attn: Lisa Anderson, Assistant to the General Manager

#### *For questions regarding this RFP please contact:*

Rick Maloy, Water Conservation Manager

(801) 226-7136

[Rick@cuwcd.com](mailto:Rick@cuwcd.com)

#### Selection Process

The selection committee will review and evaluate the submitted proposals and will rank each on a set of predetermined criteria. The consultant selection may be based exclusively on the submitted proposals. However, if the selection committee determines that consultant presentations are needed to determine final rankings, then presentations will be included in the selection process for those consulting firms with the highest-ranked, written proposals. In this case, final rankings will be determined by the average of the selection committee members' scores from the written proposals and consultant presentations. Consulting firms are required to meet the January 25, 2021, date set for the consultant presentation (if needed). Presentations will all be virtual and arranged by the District. A consulting firm will be considered non-responsive if they are asked to give a presentation but are unable. The consultant presentation format will be provided by the selection committee when the consulting firm is notified.

## Evaluation of Proposals

The selection committee will evaluate submitted proposals based upon the qualifications presented and the selection criteria set forth by the committee. The selection criteria include:

1. *Evaluation of the proposal (0-5 with a weight of 8 for total of 40 points)*
  - a. Responsiveness to the RFP and the objectives described herein
  - b. Description and adequacy of methods and approach
  - c. Proposed ideas for videos and opportunities
  - d. Familiarity of the Districts education efforts and goals
  - e. Familiarity with District roles and facilities
  - f. Familiarity of water use and conservation efforts in Utah
  - g. Project schedule showing key dates, project milestones, and critical path issues with a completion date for the project
2. *Evaluation of the Consulting Firm's Experience and Approach to the Proposed Project (0-5 with a weight of 8 for total of 40 points)*
  - a. Demonstrate consultant's experience and knowledge in developing videos outlining the process and final product
  - b. Project team organization chart showing:
    - i. Consultant Project Manager
    - ii. Key team members and their roles
  - c. Outline and description of best practices for video development and delivery including and insights regarding capturing target audiences and stakeholders
3. *Firm Resources (0-5 with a weight of 4 for total of 20 points)*
  - a. Identify the location of the main office where the project work will be conducted
  - b. Sufficient resources and availability to complete project within schedule
  - c. Consultant firms (and sub-consultants) quality control and quality assurance plan

## Accuracy of Proposal and Other

All proposals will be relied upon to be true and accurate. The District will rely on this information when evaluating each submission by the criteria listed in the Evaluation Process. Any proposal failing to clearly present all the requested information or failing to be in the requested format may be considered non-responsive and rejected.

In accordance with Utah State Law, proposals are a public record and are subject to public review upon request. However, a firm may request that any part of its proposal be designated as a protected record and not available for public release by complying with the requirements of §63G-2-309(1), Utah Code Annotated. To do this, firms must provide the District with a written claim of business confidentiality and a concise statement of reasons supporting this claim. This information must be submitted together with the proposal to be considered.

The District reserves the right to request a firm that clarify any part of the submitted proposal. Response to such requests must be made in writing and will become part of the proposal. Supplementary information and materials received after the deadline, that are not expressly solicited by

the District, will not be considered in the evaluation. All firm proposals, including electronic media, will become and remain the property of the District.

## EVALUATION PROCESS

The evaluation process shall be in compliance with Utah Procurement Code Requirements and Procedures. To determine which proposal provides the best qualified services with the best value to the District, the evaluation committee shall evaluate the proposals submitted in conformance with the applicable requirements of the Utah Procurement Code, using a staged evaluation process as follows:

*Stage 1:* The evaluation committee will review all proposals that are received in a timely manner. Responders that are determined to be not responsible, and proposals that are not responsive, or do not comply with the requirements of this RFP and the requested submission format, will be eliminated from consideration. A written notice will be sent to those responders who are eliminated from consideration.

*Stage 2:* The evaluation committee will evaluate proposals that are not eliminated in Stage 1 in accordance with the criteria 1 - 3 listed above. The top-ranked proposal(s) based on criteria 1-3 scoring will be designated as finalists and will move on to Stage 3 (if needed). The Evaluation Committee will give each of the three criteria a score of 1 – 5 in accordance with the following table. Then weight each one to achieve a maximum potential score of 100.

- 0 – No response or information
- 1 – Inadequate, and/or fails to meet requirements
- 2 – Fair, and/or only partially responsive
- 3 – Average, and/or meets the minimum requirements
- 4 – Above average and/or exceeds minimum requirements
- 5 – Superior

*Stage 3:* If needed, presentations may be conducted with responders who were not eliminated in Stage 1 or Stage 2. The presentations will be conducted in person on Monday January 25, 2021. The scores awarded under Stage 2 could be adjusted, if justified. If presentations are deemed unnecessary, proposals may be accepted without a presentation. A written notice will be sent to those responders who are eliminated from consideration after step 3.

*Submission of Recommendation.* After completion of the evaluation and scoring of proposals, the evaluation committee shall submit the proposals and evaluation scores to the District procurement officer for review and potential board award.

## Award of Contract

The District is committed to protecting the integrity of the competitive qualified selection process and is respectful of and grateful for the resources of firms submitting proposals. To that end, prospective firms are not to have any direct or indirect communications relating to this selection with any of the District

selection committee or attempt to determine who may serve on the selection committee. Furthermore, if during the RFP preparation or selection time period a proposer is contacted by a member of the selection committee directly or indirectly regarding this selection, the proposer shall notify Gene Shawcroft, P.E., General Manager/CEO, of the contact or conflict. This will allow modification to the selection team or other action necessary to preserve the professional integrity of the selection process.

After the selection committee has reviewed all proposals and selected the most qualified consulting firm based on qualifications, the District will immediately enter into negotiations with that firm in order to prepare a draft agreement. If an agreement with fees that are determined to be fair and reasonable cannot be reached, the District will immediately enter negotiations with the second most qualified firm. Once an agreement has been negotiated with fees that are determined to be fair and reasonable, the selected consulting firm will be notified. The firms not selected will also be notified.

*Notice of Award.* The District shall make public the Notice of Award to both the responders and to the public as soon as practicable after the awarding of contract(s) have been made.

### Modifications to, or Withdrawal of, a Submitted Response

A responder may modify or withdraw the responder's proposal, at any time before the Submission Deadline, by providing a written modification or a written statement withdrawing the proposal to the RFP contact. Modifications or letters of withdrawal received by the RFP contact after the Submission Deadline will be rejected as invalid.

The District's procurement officer may: (i) allow a responder to correct an immaterial error in a responder's proposal, as provided in §63G-6a-114, Utah Code Annotated, and/or (ii) request a responder to clarify information contained in a proposal, as provided in §63G-6a-115, Utah Code Annotated.

### Cost of Responding to RFP and Contract Negotiations

All expenses relating to responding to this RFP, including, but not limited to, preparing, submitting, and presenting a proposal; attending meetings in relation to this RFP; discussions; and all travel, dining, lodging, and communication expenses will be borne solely by the responder. The District assumes no liability for any costs incurred by a responder in responding to this RFP.

All expenses of the successful responder relating to conducting contract negotiations, including, but not limited to, drafting, research, legal review, preparation, attending meetings, site visits, travel, dining, lodging, and communication expenses will be borne solely by the responder. The District assumes no liability for any costs incurred by a responder relating to contract negotiations.

No responder shall bill the District for any expense that was incurred prior to the time that the contract is signed by all parties.