

July 7th 2014
Request for Proposals (RFP)

American Fork Canyon, Utah
Vision Facilitator



Updated 17 July 2014

NOTICE TO CONSULTANTS

Mountainland Association of Governments (MAG) is soliciting the services of qualified teams/individuals to perform consulting services for the following project:

American Fork Canyon Vision Facilitator

This contract will hire a facilitator to organize open houses, secure stakeholder relationships, develop a work program, fundraise, and inventory existing studies, proposals and plans for American Fork Canyon, Utah. This work will lead to the successful creation of an ideal vision for American Fork Canyon that addresses multi-modal transportation solutions, environmental and resource protection, maintains and enhances recreation opportunities and enhances economic development.

The American Fork Canyon Vision Steering Committee will guide this work and act as the board of directors for this project.

This committee is currently made up of:

Andrew Jackson, MAG
Carl Fisher, Save Our Canyons
Colton Miles, Congressman Jason Chaffetz
Utah County Commissioner Larry Ellertson
Cedar Hills Mayor Gary Gygi
Jon Stansfield, United States Forest Service
Hanna Lockhart, Senator Mike Lee
Jim Ireland, National Park Service
Jeff Harris, Utah Department of Transportation
Matt Sibul, Utah Transit Authority
Bob Bonar, Snowbird

Provide the Best Value for the Budget

The budget for this contract is \$80,000, MAG has elected to procure an individual or team to design and achieve the best project value within the program budget. This will be accomplished through a Fixed-Price, Best-Proposal procurement approach. This approach gives the consultant a fixed price and encourages them to propose innovative and creative solutions for achieving the goals set forth in this Request for Proposals.

The successful candidate for the project will fully understand the Canyon, project goals, Steering Committee values, expectations, and deliver a proposal with outstanding solutions to the project's stakeholders.

Schedule

The schedule for this project is approximately 12 months from execution of the Professional Services Contract. The consultant should not plan on major public involvement activities during the months of December or July due to traditional holiday conflicts.

PROJECT DESCRIPTION

The purpose of this contract is to initiate work on creating an American Fork Canyon Vision: We propose to do this by scoping issues and attitudes with the public, stakeholders and other special interests. We anticipate ~~five~~ six main ~~tasks~~ deliverable.

1. Engage public and stakeholder groups to scope issues and opportunities to explore in the development of an American Fork Canyon Vision
2. Develop a Public Involvement Plan
3. Identify and secure stakeholder relationships - HOA, user groups/clubs, commercial activities, and private landowners etc.
4. Inventory existing plans, policy, applications, proposals, maps, data etc.
5. Develop an American Fork Canyon Vision Work Program for subsequent RFP
6. Fundraise for the subsequent American Fork Canyon Vision Work Program RFP

The Facilitator should maximize the involvement of all stakeholders (Local government officials, state and federal staff, residents, businesses, etc.) in the planning process and buy into the development of the Vision.

Demonstrate sensitivity to the concerns of all stakeholders and possible competing interests of stakeholders. This element of the project will require a very high degree of public involvement expertise and proven excellence in this field from the prospective consultant.

The role of the program facilitator is to effectively and objectively guide, manage, and coordinate the project and to serve as an objective third-party facilitator for a diverse group of stakeholders, including federal, state, and local governments, non-governmental organizations, and private interests.

PROCUREMENT PROCESS

MAG intends to enter into an agreement with a consultant to provide professional services as described.

MAG will award the contract to the proposer with the apparent best value after a contract has been successfully negotiated. If a final agreement cannot be reached between MAG and the proposer with the highest score, MAG reserves the right to negotiate a contract with the proposer with the second highest score.

I. Request for Proposal Documents

The Request for Proposal (RFP) documents will be available in electronic format on the Mountainland web site at www.mountainland.org.

MAG reserves the right to reject any or all submittals or to waive any formality or technicality in any submittal in the interest of the MAG organization.

II. Contact Information

All communications regarding this project shall be directed to:

Mountainland Association of Governments
Shawn Seager, Director of Regional Planning
586 East 800 North
Orem, UT 84097
Office 801 229-3837
Mobile 801 824-1066

III. Communications and Requests for Clarification

A meeting with members of the selection committee will be held on **July 17th** pre-submission meeting **between the hours of 9:00 am and 4:00 pm**. While not mandatory, each team should take advantage of the opportunity to ask questions and seek to better understand the expectations of the project. Each proposer will be given a one-hour slot, and should contact MAG staff Nan Kuhn at 801 229-3834 or nkuhn@mountainland.org no later than **July 16th at 3:00 pm**, to schedule a time.

In addition to the pre-submission meeting, proposers may submit formal requests for clarification on the RFP in writing until the submittal date via email to Shawn Seager, at sseager@mountainland.org. All responses to requests for clarification will be in writing and such requests and clarifications will be posted on the Mountainland website related to this RFP. Communication during the selection process shall be directed to the specified Mountainland representative. In order to maintain a fair and equitable treatment of everyone, consultants shall not unduly contact, offer gifts or gratuities to Mountainland staff, any steering committee member, or selection committee members in an effort to influence the selection process or in a manner that gives the appearance of influencing the selection process. This prohibition applies from the date the RFP is issued through execution of the

Professional Services Agreement. Failure to comply with this requirement may result in a disqualification in the selection process and termination of any contract in place.

IV. Submittal Due Date

Eleven hard copies and one electronic copy in one file in "PDF" format of proposals must be delivered to MAG no later than **4:00 pm, July 28th, 2014**. Submittals received after the specified time will not be accepted. Please allow adequate time for postal delivery. If using a courier service ensure that delivery will be made directly to the required location by the due date and time.

The PDF document must have permissions enabled for comments and printing.

V. Proposal Documents

Each Response to this RFP shall consist of the following and be limited to 11 pages total: (including a cover letter)

1. Listing of Past Performance and References (not to exceed 1 page)
 2. Management Plan, Project Schedule, and Statement of Qualifications (not to exceed 4 pages)
 3. Project Proposal (not to exceed 5 pages)
1. **Past Performance and References** (not to exceed 1 page)
The past performance of all proposers shall be considered in the selection process. Each team shall submit a listing of client references on two similar projects completed within the past five years. Include client contact information and a one-paragraph description for each project.

2. **Management Plan** (not to exceed 4 pages)
Proposers are required to develop and submit a plan demonstrating how they will manage their responsibilities and develop and submit a organization chart showing the roles and responsibilities with hours and fee per hour allocated.

Address project specific tasks that have been identified by the RFP and additional risks that the proposer has identified. State how those risks will be mitigated.

As part of the management plan include your proposed project schedule. Indicate critical dates and other information in sufficient detail for the selection committee to determine if the time frames are reasonable.

The management plan should be concise yet contain sufficient information for evaluation by the selection committee.

2a. Statement of Qualifications

Submissions shall include in the management plan a Statement of Qualifications, a brief document that indicates the experience and qualifications of the team, the project manager and other critical members of the team. It describes what talents their team brings to the project, how their knowledge of the subject will provide benefit to the process, how the team has been successful in the past and how that relates to this project.

It should include information on similar projects that have been completed by the team, project manager and other team members. Include the experience and special qualifications that are applicable to this project and/or are part of the project specific selection criteria.

3. Project Proposal (not to exceed 5 pages)

Each project proposal shall address the following Scope of Work requirements.

Anticipated Scope of Work

The purpose and expectation of this effort is to position the American Fork Canyon Steering Committee to be able to create a future Vision of American Fork Canyon that the public, resource managers, special interest groups, local governments and businesses can embrace, enjoy and begin to implement.

The project values and goals include:

- The public interest is the principal value
- Transparency in decision-making is imperative
- Consider and develop multi-modal transportation solutions
- Identify and secure environmental and resource protection
- Maintain and enhances recreation opportunities
- Enhance economic development opportunities

Work Tasks and Deliverables

The successful consultant will provide professional services to accomplish all specific work tasks, proposed by the consultant.

The specific work tasks shown below are the minimum required, and are intended to provide guidance in preparing the proposal. Proposers are encouraged and expected to respond to this RFP with a proposal that includes additional tasks, further defined task details, and a work plan and approach necessary to accomplish each task and do so in accordance with the Project Values and Expectations as stated above.

The American Fork Canyon Vision Steering Committee will provide input and guidance to the consultant during the project. The consultant should plan to meet monthly with the Steering Committee.

The consultant shall provide all required labor, equipment, tools, and facilities necessary to complete the required work, including but not limited to the following:

TASK 1 Project Initiation: The consultant shall hold an organization and initial meeting with MAG staff and other steering committee members to collect available data, published materials, establish schedules, and establish communication channels with Steering Committee members and various stakeholder groups.

TASK 2 Provide Staff, a point of contact and organizational capacity to the AF Canyon Steering Committee.

- Communicate regularly with the steering committees, elected officials, federal agencies, stakeholders, and concerned public to communicate the program goals, answer questions, and identify and resolve issues.
- Scheduling and Conducting regular meetings with the steering committee, and federal agencies; distribute meeting agendas and notes
- Attend technical meetings
- Develop decision memos that document decisions or recommendations by the Steering Committee.
- Develop and Disseminate progress reports for the steering committees that summarize critical decisions, outstanding issues to be resolved, recent and upcoming meetings/trips, deliverables and key action items, public relations status, political issues, and funding/budget
- Develop and Maintain standard and consistent presentation materials for meetings with stakeholders; tailor presentation materials as needed.

TASK 3 Engage Public and Stakeholder Groups to scope issues and opportunities to explore in the development of an American Fork Canyon Vision

Act as the project spokesperson to the media and public

- Develop and Coordinate messaging with the steering committees
- Communicate and meet regularly with the public relations contacts from each of the steering committee agencies
- Develop and Regularly update a Public Involvement Plan
- Produce and publicize an independent public open house about the proposed American Fork Canyon Vision Project
- Present project information and solicit public comments at the MAG transportation open houses in October 2014
- Produce and conduct public meetings for obtaining public input, feedback, and information exchange
- Produce a project website for public information, education, and feedback
- Produce media releases to newspapers, radio, television, and on-line sources
- Produce earned media publicity communications, such as developing local interest articles
- Work with MAG staff to develop GIS mapping, high quality graphics for public presentation and oversee the creation of a website to disseminate information.

All meetings will be held in facilities accessible to accommodate ADA requirements.

The public outreach efforts should be designed to include a broad range of interested organizations and individuals; often this makes it difficult to contact this diverse group in an efficient manner using traditional media. The consultant shall propose ways of overcoming these limitations and improving the success of the outreach.

TASK 4 Identifying and Secure Stakeholder Relationships – Homeowners associations, user groups/clubs, commercial resorts, and private landowners etc.

TASK 5 Inventory and document with a brief summary existing plans, policy, applications, proposals, maps, data etc.

TASK 6 Develop an American Fork Canyon Vision Work Program with scope schedule and budget for subsequent RFP.

TASK 7 Identify Possible Funding Sources for the subsequent American Fork Canyon Vision Work Program RFQ

TASK 8 Coordinate with the anticipated Utah State University Central Wasatch Visitor Study American Fork Canyon deployment

TASK 9 Implementation Plan: The consultant shall identify a list of priority recommendations based on the above tasks to move the project forward toward creation of the American Fork Canyon Vision Plan.

Final Scope of Work

The Final Scope of Work document shall be negotiated and executed prior to the start of work. Should MAG and Consultant be unable to come to a negotiated agreement, the contract may be negotiated and awarded to the second highest scoring proposal.

VI. Selection Criteria for Professional Services

The following criteria will be used in ranking each of the teams. The team that is ranked the highest will represent the best value for the MPO. The criteria are not listed in any priority order. The selection committee will consider all criteria in performing a comprehensive evaluation of the proposal. Weights have been assigned to each criterion in the form of points.

- A. **Past Performance Rating 15 Points** Each team will be given a past performance rating. The rating will be based on the performance of the team in completion of the three previous projects as submitted in the Management Plans and Proposal.
- B. **Project Proposal 30 Points** The merits of each Project Proposal will be evaluated by the selection committee in relation to the following:
 - 1. **Apparent understanding of the Project Goals and Values** – How well has the proposer demonstrated a thorough understanding of the issues and concerns embodied in the Project Goals and Values?

2. **Comprehensiveness of the response to the RFP** – Has the proposal properly addressed each of the requirements and suggestions identified within the RFP, and paid adequate attention to each element?
 3. **Creativity and Professionalism** - Has the proposer demonstrated both creativity and a professional approach to addressing the issues and needs identified in the RFP? Are the proposals realistic and attainable?
- C. **Strength of Team and Management 35 Points** Based on the proposals, the interview, and management plan, the selection committee will evaluate the qualifications, expertise and experience of the team and the project lead as it relates to this project in size, complexity, quality, duration, etc. Consideration will also be given to the strength brought to the team by critical consultants including how they were selected and the success the team has had in the past in similar projects
- D. **Schedule 10 Points** The consultant's schedule will be evaluated as to how well it meets the objectives of the project. The consultant shall identify in the project schedule all major work items with start and stop dates that are realistic and critical. The completion dates shown on the schedule will be used in the contract. A Critical Path or similar schedule approach is preferred.
- E. **Local Knowledge 10 Points** The consultant's knowledge of the local and regional plans for the area and their past involvement with jurisdictions in the area will be evaluated as to how well issues of the area are known.

TOTAL POSSIBLE: 100 POINTS

VII. Selection Committee

The Selection Committee will be composed of individuals from the Steering Committee.

VIII. Interviews

The Selection Committee may require interviews to be conducted with all teams who have met all of the requirements, but holds the right to decline holding interviews. If the committee decides to hold interviews, they may convene to develop a short list of teams to be invited to interviews. This evaluation will be made using the selection criteria noted above.

The purpose of the interview is to allow the team to present its understanding of the project, qualifications, expertise, past performance, management plan, schedule and general plan for accomplishing the project. It will also provide an opportunity for the selection committee to seek clarifications from the consultant.

The proposed primary project management personnel, including the project manager, should be in attendance. The project manager is the team's representative who has overall

job authority, and should plan on attending all key meetings. Unless otherwise noted, the attendance of sub-consultants is at the discretion of the prime consultant.

The method of presentation is at the discretion of the team. The interviews will be held on a date and place TBD.