

**WEBER BASIN WATER CONSERVANCY DISTRICT
REQUEST FOR STATEMENT OF QUALIFICATIONS
FOR
PROFESSIONAL MARKETING PLANNING/ADVERTISING PLAN
for the
WBWCD WATER CONSERVATION AND PUBLIC EDUCATION CAMPAIGN**

ISSUE DATE: November 14th, 2017

ISSUED BY: Weber Basin Water Conservancy District

QUALIFICATIONS DUE: 2:00 PM Mountain Time, Thursday, December 7, 2017.
Statements received after this deadline will NOT be considered

NUMBER OF COPIES REQUIRED: Five (5)

DELIVERY ADDRESS: Weber Basin Water Conservancy District
2837 East Highway 193
Layton, UT 84040

CONTACT PERSON: David Rice or Janice Terry
TELEPHONE: 801-771-1677 (Office)
FAX: 801-544-0103
E-MAIL: drice@weberbasin.com or jterry@weberbasin.com

**REQUEST FOR STATEMENT OF QUALIFICATIONS FOR PROFESSIONAL MARKETING
/ADVERTISING PLANNING FOR THE
WBWCD WATER CONSERVATION AND PUBLIC EDUCATION CAMPAIGN**

Weber Basin Water Conservancy District (District) is requesting Statements of Qualification (SOQ's) to provide Professional Consulting Services for WBWCD Water Conservation and Public Education Marketing and Advertising planning.

BACKGROUND

Weber Basin Water Conservancy District (WBWCD or District) is a regional wholesale water provider of potable drinking water to cities in the Davis, Weber, Morgan and Summit county areas, an area of over 2,500 square miles. The District is seeking professional services to develop a marketing and advertising strategy in addition to developing a style guide that can assist the District in longer range planning to meet the public education and conservation goals.

The District is seeking professional marketing companies that can evaluate previous efforts in marketing and advertising and the results of those efforts. This work is in addition to planning for the future with best use of limited funding to get the message out to water users throughout the District's service area. This process should also involve the development of a style guide for District to use on an ongoing basis to unify the message, strengthen brand recognition and provide the District solid marketing direction.

The District has a logo and the Learning Garden also has a logo in addition to print materials that have already been created. Advertising and marketing have been occurring over the last several years and has included: print ads, ad magazines, digital media, billboards, UTA bus ads, social media, etc. The District is seeking direction to unify and solidify its messaging and to target that messaging in the most efficient and effective way. The long term goal with the marketing and advertising is that water users will reduce water use 25% by 2025 and develop long term water efficient behaviors, especially with lawn and landscape irrigation.

Weber Basin has worked diligently to increase water conservation within its service area and understands that water conservation plays a significant role in meeting long-term water needs. Water conservation and improved efficiency will extend limited water supplies and defer costly new infrastructure to develop large water projects. More effective and unified marketing and advertising will provide the District with the tools it needs to help cities, other irrigation entities, commercial properties and residential users to understand the goals and change landscape styles and irrigation behaviors to meet long-term and short-term goals.

SCOPE OF SERVICES

The consultant shall ensure that the following tasks are performed and shall perform any related work necessary to accomplish the tasks outlined herein. The professional services provided as part of this request for statements of qualification shall, at a minimum, provide the following:

TASK 1. REVIEW CURRENT DISTRICT MARKETING MATERIALS AND METHODS

This task will provide you the consultant with background of where the District has been and materials it has already produced for marketing and public education to encourage water conservation. The consultant will provide a written report and summary which shall be an assessment of the District's efforts to date regarding both materials and methods. This should outline what may be working in addition to what may not be working or effective and needs to be improved, abandoned or replaced with other materials or methods. The consultant will also provide research data with regards to the District's target demographics that may help direct future marketing materials and budgets.

TASK 2. CREATE A STYLE GUIDE FOR FUTURE DISTRICT MARKETING EFFORTS

This task is for the consultant to provide the District with the tools needed to maintain a cohesive and unified marketing and advertising effort in the future. Several marketing platforms (including Facebook and other social media channels, billboards, UTA bus ads, email, and online ads) are currently being used and the District's brand needs to be recognizable on all of them. This task will include the creation of color schemes, fonts, logos, and any other style and branding tools needed for successful and effective branding going forward. This material will be assembled in a binder or booklet that is easy to use and organized for simple reference by any District staff that will be involved in marketing projects in the future. It shall be provided to the District in 3 hard copies as well as digital files, formatted and ready to be replicated easily for additional copies as needed.

TASK 3. PROVIDE A MARKETING PLAN AND STRATEGY FOR FUTURE MARKETING AND PUBLIC EDUCATION

The consultant will create a marketing and advertising plan for the District to implement which will unify the message(s). This plan will be the basis to direct the District on proper media platforms will be most effective and how frequent or consistent they should be used, in addition to an implementation strategy that will bring all advertising and marketing efforts into a very cohesive and effective program. The goal is to help water users recognize the need and reason for water conservation and improved water use efficiency. The District continues to budget funds for marketing purposes, and would like the consultant to provide an outline which will place realistic outcomes within budget goals, as well as providing a phasing approach to help the District budget and be able to implement a proper marketing and advertising campaign going forward that will help achieve goals and create strong brand recognition.

GENERAL REQUIREMENTS

1. Submit all documents such as files, preliminary drawings, reports, calculations, specifications, presentation materials, contracts, etc., related to this project at the conclusion of work associated with this project to the District.

TIME OF PROJECT COMPLETION

Listed below are the important dates and times by which the actions noted must be completed. All dates are subject to change. If the District finds it necessary to change any of these dates or times prior to the due date, the change will be accomplished by addendum.

RSOQ Advertisement	November 14th, 2017
SOQ's are Due	December 7 th , 2017 @ 2:00 PM MT
Anticipated Notice to Proceed	December 15, 2017
Final Completion and Submittal to District	February 2, 2018

1.0 Procurement Process

1.1 General Procurement

This prequalification process will be used to rank consultants based on their responses to the requested selection criteria upon which the District will enter into fee negotiations with the highest ranked consultant as detailed in the Utah Procurement Code (63G-6a-1505). Upon selection, the District will contact the successful candidate and commence with negotiations regarding compensation. Interested consultants are therefore encouraged to have scope and pricing information specific for this project available within 24 hours of receiving notification.

No pricing or cost components shall be provided during the prequalification process.

1.2 Project Administration

Communications and/or questions regarding the RSOQ document shall be directed via e-mail to:

WEBER BASIN WATER CONSERVANCY DISTRICT
Attention: David Rice or Janice Terry
Phone: 801-771-1677
Email: drice@weberbasin.com or jterry@weberbasin.com

Information requests and questions must be submitted via e-mail and received by the District by no later than **December 7, 2017** at 4:00 p.m. Responses to questions or any other information, which in the sole judgment of the District may be of value to all interested parties, will be communicated to all parties via email to all parties. Verbal questions will be accepted only as a means of assisting in clarifying a written question before submittal.

1.3 Obtaining the Request for Statement of Qualifications

The RSOQ is available at the Weber Basin Water Conservancy District, 2837 East Highway 193, Layton, Utah 84040, or by contacting David Rice or Janice Terry via information contained in the Communications section of this document.

1.4 Statement of Qualifications

Statements of Qualification should be prepared simply and provide a straightforward and concise description of the person's or entity's ability to perform the required services. Emphasis should be on completeness, clarity of content, responsiveness to the requirements, and an understanding of the District's needs. Vague statements will be viewed unfavorably.

SOQs shall include a cover letter that is to include the consultant's contact information, including name, address, telephone number, and e-mail address of the principal that would be in charge of the Work. SOQs may include up to twelve (12), single sided pages (excluding cover letter), and shall have minimum 1" margins and 11 point font. Up to two (2) of the total pages may be 11" x 17" for inclusion of charts, drawings, graphics, etc. All remaining pages shall be 8 ½" x 11". The SOQs may also include as an appendix the current resumes of significant team members, which shall be limited to two pages each, and exclusive of the total maximum page requirement.

Modifications to Statements of Qualification

Statements of Qualification that have been submitted to the District may be modified in writing at any time before the due date and time for opening the Statement of Qualifications. Any modifications must be signed by the person or officer of the entity that is authorized to do so.

1.5 Costs of Preparing Statements of Qualification

All costs of preparing the Statement of Qualification shall be the sole responsibility of the entity submitting the Statement of Qualification.

1.6 Submission of Statement of Qualifications

All SOQ's must be in a sealed envelope or container marked on the outside with the name of this Request and the firms name and address. The submitted SOQ must include the name, title, address, and telephone number of individuals with authority to negotiate and contractually bind the company and also who may be contacted during the period of SOQ evaluation. **Electronic or facsimile submittals will not be accepted.** SOQ's may be mailed or delivered (during normal business hours in person (8:00 AM - 4:30 PM), or by Federal Express, Express Mail, or other delivery services) to:

WEBER BASIN WATER CONSERVANCY DISTRICT

Attention: Conservation
c/o Marketing SOQ
2837 East Highway 193
Layton, Utah 84040

Five (5) hard copies of the Statement of Qualification shall be submitted. Each copy must be bound to ensure that pages are not lost. SOQ's must be submitted by the date and time stated above. Statements received after this deadline will NOT be considered.

1.7 Selection Criteria

In selecting the successful candidate, the Owner will consider only those consultants that have demonstrated competence and qualifications substantial for the completion of the proposed Scope of Work identified in this document. The District will place added emphasis to SOQs that demonstrate the firms' competency as it relates to the following areas:

1.7.a Project Team (30%): List key members of your project team, their role and why they have been chosen to be included for this project. Include their prior experience on similar projects and experience in working with other team members on projects. These individuals must be committed for the entirety of the project.

1.7.b Completion of Similar Project Experience (30%): The consultant shall provide a list of similar projects (within the last 5 years) that detail the firm's competence in the completion of similar work. Consultants demonstrating competence in effective marketing programs and campaigns will be considered more highly.

1.7.c Approach (30%): Share how your design team would approach the project and coordination with the Project Manager to insure a successful project.

1.7.d Schedule (10%): The SOQ shall include a schedule outlining the proposed timeline for providing the requested tasks of the project.

DO NOT submit pricing information with the SOQ.

1.8 Owner's Rights Reserved

The Owner reserves the right to request a consultant to clarify any part of their statement. Response(s) to such requests must be made in writing and will become part of the Statement of Qualification. Unsolicited supplementary information and materials received after the deadline will not be considered in the evaluation.

The sole purpose of the qualification process is to select those consultants that the Owner deems to be competent, qualified, and capable of completing the Work at a fair and reasonable price. Information contained in the Statement of Qualification will be considered confidential, and reasonable precautions will be taken to ensure the security of the documents. All statements will become the property of the Owner, and will remain on file for a period of eighteen (18) months.

The Owner reserves the right to reject any or all Statement of Qualification Submittals, to waive any formality in the request for qualifications, and to make selection and prequalify Contractors and to modify the schedule and scope of this project as it may best serve the interest of the Owner.

2.0 SOQ Content

Submitted SOQ's will be reviewed for responsiveness and then evaluated according to criteria published in the RSOQ.

Only one SOQ from any individual, firm, partnership, or corporation, under the same or different names, will be considered. Should it appear to the District that any Respondent is interested in more than one Final SOQ for work contemplated, then all Final SOQs in which such Respondent is interested will be rejected.

The SOQ must contain the following information:

2.1.1 Project Team and Key Personnel

Provide a general description of the Firm that is proposing to provide the Professional Marketing services. Explain the organization of the Firm. Provide an organizational chart(s) showing Proposer's personnel. List all major sub-consultants that will be part of the project team. Complete the forms included in Attachment A for the key personnel identified.

- Describe Proposer's overall project team organization for the Project. Specify project leadership and reporting responsibilities and anticipated interaction with the District's personnel.
- Identify the project manager, and management staff and their location, including managers, other supervisors and specialists, who would be assigned to the Project.
- Identify all key personnel for the proposed Project team. For each key persons identified, list their length of time with the Proposer and comparable projects in which they have played a primary role. Include the specific staff members of any sub-consulting firms that are proposed to be assigned to this Project.
- Project Manager and other staff listed in the SOQ shall be the Project Manager and staff on the Project and will not be replaced without the written consent of the District. Project managers

mentioned in the SOQ can be changed only with the express prior written permission of the District, which retains the right to approve or reject replacements. This requirement will be placed into the Contract.

2.1.2 Project Experience

The Proposer shall identify at least three comparable projects in which the proposer provided similar Professional Engineering services. For each project, provide the following information on the forms included as Attachment B to this RSOQ:

- Name and description of the project;
- Role of the Proposer on the project. Identify the percent of work self-performed.
- Discuss the relevance and similarity of the project compared to the services being requested in this Request for Statements of Qualification for Professional Engineering Services.
- Project date and project owner with reference and contact information.

2.1.3 Supplemental Information

Include any other supplemental information that the proposer believes is relevant and of value to the District in evaluating the SOQ, but which is not otherwise asked for in this Request for Statements of Qualification.

3.0 Other Information

The District shall have no obligation to compensate any team, Proposer, or individual for any costs or expenditures incurred relative to the preparation and submittal of a detailed SOQ document. Submission of a SOQ will be entirely voluntary and made with the knowledge of this fact. All SOQ documents shall become the property of the District and will not be returned.

The District may reject any SOQ not in compliance with all prescribed public bidding procedures and requirements, and may, for good cause, reject all SOQ's upon a finding by the District that it is in the public interest to do so. The District reserves the right to accept or reject any or all SOQ documents or portions thereof and to waive any informality or irregularity in any proposal, at the sole discretion of the District, which is determined to serve the best interests of the District. The District shall be the sole judge of the merits of the respective SOQ's received.

Please be advised that failure to comply with any of the requirements of this submittal will be grounds for disqualification.

**ATTACHMENT A
PROPOSED PROJECT KEY PERSONNEL**

Proposed Organization Doing Business As				
Name of Individual				
Years of Experience in Proposed Position				
Years of Experience with this organization				
Number of similar projects in Proposed Position				
Number of similar projects in other positions				
Similar Project Experience				
Project Name and Description	Initial Contract Price	Final Contract Price	Contract Date	Actual Date
Reference Contact Information (listing names indicates approval to contacting the names individuals as a reference)				
Name		Name		
Title/Position		Title/Position		
Organization		Organization		
Telephone		Telephone		
E-mail		E-mail		
Project		Project		
Candidate role on Project		Candidate role on Project		
Current Project Assignments				
Name of Assignment	Percent of Time Used for this Project	Estimated Project Completion Date		

**ATTACHMENT B
STATEMENT OF PROJECT EXPERIENCE**

Using the summary format included below, list and describe Proposer's history of successful completion of both similarly sized and scoped projects.

Project 1

Name of Project: _____ Location: _____

OWNER's Name and Address: _____

OWNER's Contact Person (Print): _____ Phone/Fax No.: _____ / _____

Initial Contract Price: _____ Final Contract Price: _____

Contract Start Date: _____ (Date of Notice to Proceed)

Contract Time: _____ () Calendar Days () Working Days

Contract Substantial Completion Date: _____

Actual Substantial Completion Date: _____

If contract completion time extensions were added to the contract as a result of PROPOSER's responsibilities, provide a short explanation of each.

Project Description and Statement of Relevance to this Project:

Describe substantial benefits provided to owners, such as innovated ideas or approaches to completing the work.

STATEMENT OF EXPERIENCE (cont.)

Project 2

Name of Project: _____ Location: _____

OWNER's Name and Address: _____

OWNER's Contact Person (Print): _____ Phone/Fax No.: _____ / _____

Initial Contract Price: _____ Final Contract Price: _____

Contract Start Date: _____ (Date of Notice to Proceed)

Contract Time: _____ () Calendar Days () Working Days

Contract Substantial Completion Date: _____

Actual Substantial Completion Date: _____

If contract completion time extensions were added to the contract as a result of PROPOSER's responsibilities, provide a short explanation of each.

Project Description and Statement of Relevance to this Project:

Describe substantial benefits provide to owners, such as innovated ideas or approaches to completing the work.

STATEMENT OF EXPERIENCE (cont.)

Project 3

Name of Project: _____ Location: _____

OWNER's Name and Address: _____

OWNER's Contact Person (Print): _____ Phone/Fax No.: _____ / _____

Initial Contract Price: _____ Final Contract Price: _____

Contract Start Date: _____ (Date of Notice to Proceed)

Contract Time: _____ () Calendar Days () Working Days

Contract Substantial Completion Date: _____

Actual Substantial Completion Date: _____

If contract completion time extensions were added to the contract as a result of PROPOSER's responsibilities, provide a short explanation of each.

Project Description and Statement of Relevance to this Project:

Describe substantial benefits provide to owners, such as innovated ideas or approaches to completing the work.

STATEMENT OF EXPERIENCE (cont.)

Project 4

Name of Project: _____ Location: _____

OWNER's Name and Address: _____

OWNER's Contact Person (Print): _____ Phone/Fax No.: _____ / _____

Initial Contract Price: _____ Final Contract Price: _____

Contract Start Date: _____ (Date of Notice to Proceed)

Contract Time: _____ () Calendar Days () Working Days

Contract Substantial Completion Date: _____

Actual Substantial Completion Date: _____

If contract completion time extensions were added to the contract as a result of PROPOSER's responsibilities, provide a short explanation of each.

Project Description and Statement of Relevance to this Project:

Describe substantial benefits provide to owners, such as innovated ideas or approaches to completing the work.

STATEMENT OF EXPERIENCE (cont.)

Project 5

Name of Project: _____ Location: _____

OWNER's Name and Address: _____

OWNER's Contact Person (Print): _____ Phone/Fax No.: _____ / _____

Initial Contract Price: _____ Final Contract Price: _____

Contract Start Date: _____ (Date of Notice to Proceed)

Contract Time: _____ () Calendar Days () Working Days

Contract Substantial Completion Date: _____

Actual Substantial Completion Date: _____

If contract completion time extensions were added to the contract as a result of PROPOSER's responsibilities, provide a short explanation of each.

Project Description and Statement of Relevance to this Project:

Describe substantial benefits provide to owners, such as innovated ideas or approaches to completing the work.

