

THE CITY OF  
**MOAB**



EST. 1902

**REQUEST FOR PROPOSALS  
TO PROVIDE ON-CALL COMMUNITY ENGAGEMENT SERVICES  
FOR DESIGNATED PROJECTS**

**Proposals are due on Wednesday, July 26, 2023, by 2:00 p.m.**

## **REQUEST FOR PROPOSALS (“RFP”)**

The City of Moab Communications Office is seeking proposals from firms or professionals to provide high-quality community outreach and engagement services and support on an as-needed project, task, or phase basis to supplement city Communications staff efforts.

The type of work may include but is not limited to, the coordination and implementation of stakeholder and public engagement activities, public meeting facilitation, developing and overseeing surveys and other means of community outreach, and management, data collection, and analysis of public input.

### **Objectives of high-quality public engagement include:**

- Creating an environment that allows a diverse range of stakeholders to engage in the process in a meaningful way.
- Community members are kept well informed about key topics, project progress, and any decisions. Additionally, complex issues are communicated in an easy-to-understand and relatable way.
- Discussions are facilitated in a way that fosters civil discourse and work towards solutions.
- Community input is clearly documented, analyzed, and organized to help decision-makers use input to make decisions.

For each project, the selected Consultant will work closely with City staff, other project consultants, and/or other interested parties as required for the success of the project. The selected Consultant will coordinate with the parties specified by the Department for each project.

## **QUALIFICATIONS**

The selected Consultant must possess demonstrated expertise and experience in public engagement and outreach and be able to put forward thoughtful and creative approaches to achieving the specific project goals.

## **SCOPE OF SERVICES**

### **Background**

The City of Moab (“City”) is committed to meaningful, robust community engagement and aims to provide robust opportunities for connecting with the public on a variety of projects. These engagement efforts must be thoughtfully and comprehensively considered with an emphasis on encouraging community inclusion and equity.

## **Objective**

The City is seeking the services of a firm or professional to provide high-quality community engagement services and support on an as-needed project, task, or phase basis to supplement city staff efforts.

Prices for as-needed public engagement projects will be negotiated by task or phase and based on the hourly rate structure incorporated in the agreement.

## **Responsibilities and deliverables may include, but are not limited to:**

- Preparing a stakeholder list with contact information.
- Preparing materials for community engagement efforts, including but not limited to agendas, handouts, mailings, fact sheets, comment cards, presentations, infographics, and illustrations.
- Drafting content for project web pages.
- Developing and managing engagement surveys, data collection, and analysis.
- Working with Communications staff to prepare press releases, invitations, notifications, social media postings, etc.
- Facilitating community meetings, focus groups, interviews, and other engagement efforts.
- Preparing minutes and/or summaries of engagement activities and input received and developing final reports about the engagement process.
- Preparing project correspondence and managing outreach contact lists.
- Coordinating meeting logistics (space reservation, equipment provisioning, event displays, etc.)

## **TERM OF AGREEMENT**

The selected Consultant must enter into a written agreement with the City to provide the services required under the Scope of Services. The agreement will expire one year from the date the written agreement is executed unless terminated at an earlier date in accordance with the terms of the Consulting Services Agreement. Upon mutual agreement of the City and the Consultant, this agreement may be extended for one year after the expiration of its one-year term, with all terms and conditions remaining the same. The Scope of Services may be modified by written agreement by both parties. The form of the agreement proposed by the City of Moab is attached as Exhibit "A".

## **PROJECT SCHEDULES**

Each project assignment given to the selected Consultant by the City must be completed in a timely fashion and in accordance with any schedules agreed upon at the time of the project assignment.

## **FEES AND CHARGES**

As part of their proposal, the Consultant must submit to the City a list of billing rates that includes any individual who may perform work as part of this contract. For each new project, the Consultant must provide the City with a specific proposal, scope of services, and cost estimate.

## **EQUAL OPPORTUNITY REQUIREMENT**

The selected Consultant must comply with all applicable federal, state, and local laws including, but not limited to, employment laws that prohibit discrimination based on one's race, color, sex, age, religion, national origin, disability, pregnancy, familial status, veteran status, genetic information, sexual orientation, or gender identity.

## **STATUS VERIFICATION**

Under the Utah Immigration Accountability and Enforcement Act (UCA 63G-12-101 et seq.), any entity contracting with a public employer is required to participate in Utah's Status Verification System. The selected Consultant will be required to certify that it participates in the Status Verification System and complies with the Act.

## **PROCEDURES FOR SUBMITTING A PROPOSAL**

Consultants must provide the following information in their Proposal for evaluation by the Department:

- Name and address of the Consultant, the size of the staff, the names and qualifications (including professional training, licenses, experience, awards, etc.) of Consultant's personnel they envision utilizing for the services described in the Scope of Services.
- A list of billing rates for any individual that may perform work under this contract.
- A list and description of relevant past projects for which the Consultant has provided community engagement services; the names of the personnel who performed the work; information on the completeness and timeliness of the projects and if they were completed within budget; and the names and contact information of the projects' owners and developers.
- A statement of the Consultant's proposed approach to providing the services described in the Scope of Services.
- Evidence that the Consultant has professional liability insurance in the form shown in Consulting Services Agreement (Exhibit "A").
- A list of any proposed changes requested by the Consultant to the Consulting Services Agreement (Exhibit "A").
- A list of references including names, addresses, and phone numbers of no more than five individuals or organizations familiar with the Consultant's performance.
- Such other data or information to assist the City in applying the selection criteria outlined below.
- Each proposal may not exceed 15 pages in length.

It is the Consultant's responsibility to assure delivery of proposals to the City prior to or at the designated date and time.

## **REQUEST FOR CLARIFICATION**

All requests for clarification in specifications regarding this RFP must be submitted in writing no later than July 19, 2023, to Lisa Church, Moab City Communications and Engagement Manager at:

Email: [lchurch@moabcity.org](mailto:lchurch@moabcity.org)

**Any questions or comments directed by a respondent to persons outside of the individual listed above are inappropriate and such activity may result in that proposal being deemed non-responsive.**

## **SELECTION PROCESS & CRITERIA**

### **Method of Evaluation (100 Total Points)**

The City is interested in detailed proposals from respondents that describe an effective public engagement strategy and related services. City staff will review the submitted qualifications based on the evaluation factors listed below:

### **Company Overview, Statement of Qualifications, Team Description: 5 Points**

Provide names, educational background and experience of each team member. The information should describe the nature of the work and the role of these individuals and as they relate to community outreach and engagement services.

### **Project Relevant Experience: 30 Points**

Respondent must demonstrate successful experience and capacity to effectively develop and carry out community engagement and outreach efforts for municipalities. Describe your recent and current work for the City of Moab, if any.

### **References: 5 Points**

A minimum of three (3) related business references, including names, addresses and phone numbers plus a description of the type of work you performed for them. Include references of other Municipalities/Organizations for which you have provided public engagement services.

### **Approach: 35 Points**

Describe your understanding of public engagement and outreach efforts and an approach for representing the City. Provide task details and proposed timeline. The proposal demonstrates a clear understanding of developing effective engagement plans and the work to be performed to make such plans successful.

### **Price: 25 Points**

Provide the pricing for the Scope of Work including hourly rate, related deliverables and timeline.

### **Optional Interviews**

The City reserves the right to select a short list of the highest scoring respondents for interviews.

*The City will enter into negotiations with the highest ranked respondent to finalize a contract for the contract period. If a contract cannot be successfully negotiated with the highest ranked respondent, then negotiations will be terminated with that respondent and the City will enter negotiations with the next highest ranked respondent until an agreement is reached or an impasse is declared.*

### **General Terms & Conditions**

The City reserves the right to reject any or all Proposals, to waive any informality or irregularity in any Proposal received, and to be the sole judge of the merits of the respective Proposal received.

The final award will be subject to the execution of the contract. The City reserves the right to negotiate a final contract that is in the best interest of the City.

### **MISCELLANEOUS**

The Consultant, by submitting a response to the RFP, waives all rights to protest or seek any legal remedies whatsoever regarding any aspect of the RFP process including, but not limited to, the Department's selection of a consultant, the Department's rejection of any or all proposals, and the terms of any Consulting Services Agreement.

### **COST OF DEVELOPING PROPOSALS**

All costs related to the preparation of the proposals and any related activities are the sole responsibility of the Consultant. The Department assumes no liability for any costs incurred throughout the entire selection process.

### **CONFLICTS OF INTEREST**

Each Consultant must be willing to represent and warrant that none of its officers, employees, or immediate family members of its officers and employees is or has been an elected official, employee, board member, or commission member of the Department or its affiliates who influences the RFP, selection of a Consultant, or the subsequent written agreement. Each Consultant must also be willing to represent and warrant that it has not provided any compensation in any form, whether directly or indirectly, to an elected official, employee, board member, or commission member of the Department or its affiliates who influences the RFP, selection of a Consultant, or the subsequent written agreement.

### **PUBLIC INFORMATION**

Consultants are hereby advised that all proposals shall become City property at the time of submission. Information contained in the proposals submitted to the City will be available to the public upon inquiry immediately following the execution of a Consulting Services Agreement between the City and selected consultant.

## **SUBMITTAL INSTRUCTIONS**

Proposals should be submitted in a sealed envelope, or other sealed container, which is clearly marked "On-Call Public Engagement Services" on the outside of the envelope or container. Please provide one (1) digital copy by email and submit by regular mail one (1) original and one (1) copy of the Proposal. The original should be marked "Original" and must bear an original ink signature by an individual authorized to represent the Consultant.

To facilitate the review process, please submit materials in standard letter size: 8 1/2" x 11".

***Please note that Moab is considered a "Rural" area by most couriers and overnight delivery is not guaranteed.***

**Electronic copies of the proposal should be submitted by email to [bids@moabcity.org](mailto:bids@moabcity.org)**

**Submit printed copies by mail to:**

Sommar Johnson  
Moab City Recorder  
217 East Center Street  
Moab, Utah 84532

**Submission Date and Time: Wednesday, July 26, 2023, at 2:00 p.m. local Utah time.**

**LATE SUBMISSIONS WILL NOT BE ACCEPTED**