

REQUEST FOR PROPOSALS  
OUTREACH AND COMMUNICATIONS CONTRACTOR(S) TO SUPPORT THE WALKER BASIN CONSERVANCY

May 8, 2017

**Requesting Organization:** Walker Basin Conservancy, 615 Riverside Drive, Suite C, Reno, NV 89503  
Contact: Amy Gladding, Operations Administrator, 775-463-9887 x116; [amy.gladding@walkerbasin.org](mailto:amy.gladding@walkerbasin.org).

**1. OVERVIEW**

The Walker Basin Conservancy (WBC) invites interested not-for-profit and for-profit individuals and organizations to submit proposals for an outreach and communications contractor(s) that will provide public relations and outreach for the successful implementation of the Walker Basin Restoration Program. Multiple contractors may be selected from this RFP and executed contracts will be for up to three (3) years.

**2. ORGANIZATION AND PROGRAM BACKGROUND**

The Walker Basin Conservancy (WBC) was established in 2014 to support development and implementation of the Walker Basin Restoration Program (WBRP or Program) through land and water stewardship activities on properties associated with the Program’s mission. The WBC currently has stewardship responsibility on thousands of acres of land and assets in the Walker Basin. Currently land planning and implementation activities are underway on all of these properties. Planning efforts focus on assessing public use opportunities, conservation values, long-term land ownership and stewardship, and active and passive revegetation and restoration activities.

In addition, the WBC is actively involved in managing water assets associated with the Program, further developing conservation opportunities in the Basin and overall outreach and education related to the long-term objectives of the Program.

For more information about WBC and WBRP, please visit our website at [www.walkerbasin.org](http://www.walkerbasin.org).

**3. SCOPE OF WORK**

1. **Print Media:** Work with WBC staff to create WBRP handouts including but not limited to the following:
  - a. 1 page summaries of WBRP program activities
  - b. Annual and 5 Year Reports
  - c. Other WBRP highlights: create additional handouts or other documents as needed (ex. acquisitions summary, land stewardship activities, etc.)
2. **Website Design and Support:**
  - a. Aid WBC with an overhaul of current [www.walkerbasin.org](http://www.walkerbasin.org) website to update with current organization needs and update overall messaging to the public regarding WBRP transition and the future of the WBRP.
  - b. Keep website up-to-date and/or train WBC staff to make future edits.
3. **Video Production:**

- a. Create short 2 to 5 minute videos highlighting Program activities or accomplishments for use on the WBC website.
  - b. Create possible longer (about 15 minutes) WBRP overview video as needed.
- 4. **Strategic Planning for Outreach:** Work with the WBC to help make a plan to increase outreach in the community (Yerington/Hawthorne, Reno, Northern Nevada and beyond).
  - a. Specific outreach as needed for large announcements and important Program-related updates.
  - b. Draft press releases as necessary.
  - c. Increase WBC’s social medial presence related to WBRP.
- 5. **Other:**
  - a. Participation in meetings, calls and strategy sessions with WBC as needed.

Applicants may respond to the following Scope of Work, in whole or in part. Consideration will be given to all submittals; applicants who respond in whole will not be favored over applicants who respond in part. Contracts will be awarded to the respondent whose proposal is most advantageous to the Program with price and other factors considered. If responding in part, please include the number and title from the Scope of Work for the services being proposed.

#### 4. CRITERIA FOR COMPETITIVE APPLICATIONS

##### Application Instructions

1. Address each item in the “Application Outline” below.
2. Limit your application to a maximum of six (6) pages and minimize supplementary materials (we will follow-up as needed).
3. Email a Word or PDF version of your application to [amy.gladding@walkerbasin.org](mailto:amy.gladding@walkerbasin.org); in the subject line, please indicate *Response to RFP for Communications and Outreach Support – [name of respondent]*.
4. Applications must be emailed no later than **5:00 pm PDT on June 5, 2017**.

##### Application Outline

Your description (in no more than six (6) pages) of your and/or your organization’s qualifications should include the following elements:

- 1. Contact information:** Please provide a Primary Contact Person, Entity Name, Address, Phone, Email, Website, and EIN or SSN.
- 2. Organizational mission and profile:** Please describe your and/or your organization’s mission, expertise and experience. Please include geographic service area, number of clients, how long you have been in business, and your annual budget. If you have an annual report, please include as an attachment. If you have a website or Facebook page, please provide that information as well.

**3. Key staff:** Please provide names and brief biographies of key staff. You may attach resumes of key staff as appropriate.

**4. Past experience:** Please detail your experience in providing contractual services similar to those required by the WBC. List recent (last two to five years) accomplishments, events and previous services related to the expertise you will be offering.

**5. Method of evaluation:** Describe how you currently evaluate the effectiveness of the services you provide to other clients/partners and how you will evaluate the effectiveness of the services you provide through this Program.

**6. Fee structure:** Estimate the program/service fees and describe the fee structure for each of the services you provide including a breakdown of travel expenses. Please highlight any non-profit discounts on the services you provide.

**7. References:** Please include contact information of three references (clients or partners) who have benefited from your services as described above.

### **Selection Criteria**

Proposals will be evaluated and scored on the following criteria:

**1. Knowledge and track record:** Applicants must demonstrate expertise and experience in those areas described in the RFP.

**2. Experience in WBRP region:** Preference will be given to providers who have experience working in or are otherwise familiar with the Walker River Basin.

**3. Capacity and flexibility to deliver services:** Providers must demonstrate that they have a degree of flexibility in how and where services are delivered and that they have the ability to tailor content and delivery methods to meet the specific needs of the WBC.

### **5. ELIGIBLE OFFERORS/CONFLICT OF INTEREST**

Eligible applicants are individuals, institutions of higher education, other nonprofits, commercial organizations, international organizations, and local, state and Indian tribal governments. If multiple institutions are involved, they should be handled through sub-contracts.

Offerors must notify WBC in writing with this submission of any apparent or actual conflicts of interest, including organizational conflicts of interest, that are known at the time of this submission or that may arise during the life of this award, in the event an award is made. Conflicts of interest include any relationship or matter which might place the Contractor, the Contractor's employees, or the Contractor's subcontractors in a position of conflict, real or apparent, between their responsibilities under the award and any other outside interests, or otherwise. Conflicts of interest may also include, but are not limited to, direct or indirect financial interests, close personal relationships, positions of trust in outside organizations, consideration of future employment arrangements with a different

organization, or decision-making affecting the award that would cause a reasonable person with knowledge of the relevant facts to question the impartiality of the Offeror, the Offeror's employees, or the Offeror's future subcontractors in the matter. Upon receipt of such a notice, the WBC will determine if a conflict of interest exists and, if so, if there are any possible actions to be taken by the Offeror to reduce or resolve the conflict. Failure to resolve conflicts of interest in a manner that satisfies WBC may result in the proposal not being selected for award.

By submitting a proposal in response to this solicitation, the Offeror warrants and represents that it is eligible for award of a Contract resulting from this solicitation and that it is not subject to any of the below circumstances:

Has any unpaid Federal tax liability that has been assessed, for which all judicial and administrative remedies have been exhausted or have lapsed, and that is not being paid in a timely manner pursuant to an Contract with the authority responsible for collecting the tax liability, where the awarding agency is aware of the unpaid tax liability, unless the agency has considered suspension or debarment of the corporation and made a determination that this further action is not necessary to protect the interests of the Government; or

Was convicted (or had an officer or agent of such corporation acting on behalf of the corporation convicted) of a felony criminal violation under any Federal or State law within the preceding 24 months, where the awarding agency is aware of the conviction, unless the agency has considered suspension or debarment of the corporation and made a determination that this further action is not necessary to protect the interests of the Government; or

Is listed on the General Services Administration's, government-wide System for Award Management Exclusions (SAM Exclusions), in accordance with the OMB guidelines at 2 C.F.R Part 180 that implement E.O.s 12549 (3 C.F.R., 1986 Comp., p. 189) and 12689 (3 C.F.R., 1989 Comp., p. 235), "Debarment and Suspension," or intends to enter into any subaward, contract or other Contract using funds provided by WBC with any party listed on the SAM Exclusions in accordance with Executive Orders 12549 and 12689. The SAM Exclusions can be found at <https://www.sam.gov/portal/public/SAM/>.

## **REQUEST FOR PROPOSALS SUBMISSION REQUIREMENTS AND RFP DEADLINES**

June 5, 2017      Proposals must be received electronically as an email attachment by Amy Gladding ([amy.gladding@walkerbasin.org](mailto:amy.gladding@walkerbasin.org)) by 5:00 PM PST.

Proposals must be provided in Word format or searchable PDF.

June 16, 2017      WBC will notify all RFP applicants of their status (acceptance or rejection).