

Request for Proposals Feasibility Study & Relocation Plan

This RFP is from the City of Green River, Utah, for a business relocation feasibility study and relocation plan for Moonshot Camper Vans.

Contact Person: Conae Black, City Administrator
cblack@greenriverutah.com

Issue Date: November 1, 2019

Closing Date & Time: December 2, 2019

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Project

Company Overview

Moonshot Camper Vans, currently in its early startup phase, will be selling its camper vans¹ which serve the sector situated between Van Life Culture and Expedition Overland Culture. The Moonshot vehicles are small enough to be used as a daily driver in urban center but also large enough to be equipped with heavier gear for long-term outdoor use. Models range in price from \$29,000 to \$59,000.

Project Overview

Moonshot Camper Vans wants to relocate the business to Green River because of the region's culture, the City's recent redevelopment initiatives, local demographics, favorable cost of doing business, and the City's central location between several National and State parks in Utah. The City of Green River (the "City") has received a USDA grant to fund this feasibility study.

The City is seeking a qualified independent consulting Firm for the purposes of conducting a feasibility study and creating a relocation plan on behalf of Moonshot Camper Vans. It is estimated that research and production of the deliverables will take up to six months to complete.

Project Scope

The feasibility study and relocation plan will address the questions regarding logistical and economical requirements for Moonshot Camper Vans to relocate and continue operations in Green River. The following elements will need to be addressed:

1. What is the feasibility for the manufacture and sale of Moonshot Camper Vans in Green River?
2. What logistics and transportation infrastructure will be needed for construction of a manufacturing facility and downtown sales location?
3. What are the costs and infrastructure investment that would be required?
4. What are the anticipated costs of relocating Moonshot Camper Vans in Green River?

Work Phases

1. Comparative Market Advantage Study
 - Conduct a study on the comparative market advantage which a location in Green River provides for Moonshot Camper Vans.
2. Relocation Feasibility Study
 - Determine location/footprint strategy.
 - Conduct labor market study.
 - Determine logistical supply chain requirements.
 - Determine operating costs.
 - Identify potential locations, incentives, and property acquisition requirements.
3. Relocation & Operation Plan
 - Create a relocation and operation plan which includes—but is not limited to—a step-by-step breakdown of the relocation process, and an operation plan for getting Moonshot Camper Vans up and running as soon as possible after the relocation.

¹ <https://moonshotcampervans.com/pages/the-moonshot-camper-van>

Proposal Requirements

Contact Person

Conae Black
City Administrator
cblack@greenriverutah.com
435-564-3448

Submission Method & Deadline

Submit response as a single PDF attachment to Conae Black at cblack@greenriverutah.com by 5:00 pm, December 2, 2019. Responses received after this deadline will not be considered.

Questions

Any questions regarding this RFP must be directed to the contact listed below. All questions must be received by November 25, 2019. Answers to questions will be released in an addendum and posted on the city website at https://www.greenriverutah.com/government/rfqs_and_bids.php.

RFP Response Checklist

Each response to this RFP should include the following elements:

- Cover Letter
- Firm & Personnel
 - Include information regarding the Firm's background and specialty, and the names and resumes of key personnel. Resumes should be no more than one page per person.
 - If sub-consultants are to be used, include information about the sub-consultants as well.
- References
 - Include at least three references from similar projects. Include contact person's name, phone number, email address, and summary of the related project.
- Workplan & Project Approach
 - Provide a description of how the Firm will provide the requested services and the deliverables.
- Proposed Timeline
 - Provide a timeline which includes length of time required by each task and points at which deliverables will be provided.
- Proposed Cost
 - The project budget is \$25,000. The Firm will provide a Guaranteed Maximum Price for all project work and shall abide by the price stated.

Selection Process

The selection committee will review proposals after the submission deadline based on the evaluation criteria provided below. The City may conduct interviews with select Firms before making the final selection.

Evaluation Criteria

While the following are the selection criteria that will guide the City's evaluation of the Firms' proposals, the City may not limit it to these criteria, and may also take into account additional considerations. The sequencing of the criteria does not suggest or imply their relative weighting. The criteria include:

- Firm's demonstrated knowledge, experience, and successes with like studies;
- Firm's demonstrated knowledge, experience and successes overall and particularly in relation to similar projects. This will include the qualifications of individuals assigned to the project and their availability;
- Firm's project management experience in supervising any subcontractors and delivering a seamless product to the client;
- Client references for relevant projects. Provide references from different organizations with current contact information;
- Quality of proposal. This includes the level of detail and quality/thoroughness of recommendations and providing a clear project plan that identifies critical milestones;
- Ability to stay within project budget and meet project completion target date;
- Any features of advantages uniquely proposed by the Firm which the City has not identified in the project deliverables or description;
- Warrantee or guarantee of workmanship;
- Itemized quote response with complete cost breakdown for described scope of work.

Proposals will be evaluated according to the following breakdown:

- 20% - Proposal is responsive to outlined requirements
- 20% - Pricing and payment schedule
- 20% - Timing and delivery schedule
- 20% - Firm experience and qualifications
- 10% - Value added services
- 10% - Balance of selection criteria

RFP Details

Errors & Omissions

The information contained within this RFP is supplied solely as a guideline for responding Firms. The information is not necessarily comprehensive or exhaustive and nothing in the RFP is intended to relieve Firms from forming their own opinions and conclusions with respect to the matters addressed in the RFP. Should a Firm feel that there are errors, omissions or discrepancies in any of the proposal documents or should the Firm be in doubt as to the meaning of any part of such documents, the Firm should notify the contact person without delay.

Communication, Clarification, & Addenda

Except for written responses provided by the contact person, the City has not authorized anyone to discuss or provide information related to this RFP. All requests for clarification or additional information regarding this RFP must be submitted in writing to the contact person no later than the Question deadline (see Proposal Requirements). The contact person will endeavor to respond to such requests for clarification or additional information and if the contact person deems, in his/her sole and absolute discretion, that such response is of general applicability, the response, if any, will be posted on the City's website (which constitutes a written response). Firms responding to this RFP are encouraged to review the website frequently.

If needed, addenda will be posted on the City website. It is the Firm's responsibility to ensure all addenda has been read and noted.

Firm Expense

Any expenses incurred by the Firm in the preparation and submission of this proposal are entirely the responsibility of the Firm and will not be charged to the City.

Acceptance or Rejection of Proposal

The City reserves the right to reject any or all proposals and to waive formalities as the interest of the City may require without stating reasons. The City reserves the right to invite candidates for interviews or to select a consultant without conducting interviews.

Withdrawals & Validity of Proposal

Proposals may be withdrawn or changed at any time prior to the RFP closing date and time by written notice to the City contact. No changes or withdrawals will be accepted after the RFP closing date and time. Proposals submitted in response to this RFP are to remain valid for a period of 90 calendar days from the RFP closing date.

Government Records

All materials submitted in response to this RFP will become the property of the City and will be managed in accordance to the Government Record Access Management Act. Confidential elements must be marked as such and will be redacted on publicly available copies of the proposal. An entire proposal may not be marked confidential.