



Request for Proposals
Community Engagement Services

San Juan Water Conservancy District
46 Eaton Drive Suite #5
Pagosa Springs, CO 81147
sanjwcd@gmail.com

September 2021

- Organization:** San Juan Water Conservancy District (SJWCD)
c/o Al Pfister, Board President
46 Eaton Drive Suite #5
Pagosa Springs, CO 81147
- Overview:** The San Juan Water Conservancy District (SJWCD) invites proposals from qualified parties to provide consulting services for:
(1) community engagement expertise to develop a strategy for community education and communication on water issues that impact our region and also promotes the ability of the SJWCD to achieve all stated goals identified in our 2021 Strategic Plan;
(2) coordination of community feedback panels to develop effective messaging on water issues;
(3) development of education and communication materials including graphic artwork brochures, presentations, articles for publication, and online distribution.
- Contract Info:** (1) The SJWCD will award a contract to the responsible and eligible vendor whose proposal is responsive to the Request for Proposals (RFP) and is deemed by the SJWCD to be the most highly advantageous and in the best interest of the SJWCD.
(2) Vendors should apply to all services requested indicating whether they would be partnering with other companies or professionals and/or utilizing subcontractors.
(3) The lowest bid will be a consideration in the award of the contract but not the determining factor. The evaluation will identify those proposals which offer the best combination of expertise and value.
- Questions:** All questions must be submitted by e-mail to sanjwcd@gmail.com by 5:00 pm Mountain Daylight Time on September 20, 2021.
- Proposal Deadline:** Proposals must be submitted to:
c/o Al Pfister, Board President
San Juan Water Conservancy District
46 Eaton Drive Suite #5
Pagosa Springs, CO 81147
The proposal submission must include a digital copy that may be emailed to sanjwcd@gmail.com and a hard copy (a pdf copy on a flash drive is acceptable).
All proposals must be received by 5:00 pm Mountain Daylight Time on October 25, 2021. The SJWCD reserves the right to reject any or all proposals in part or whole.
- Timeline:** (1) Request for Proposals announced – September 1, 2021
(2) Last date to submit questions – September 20, 2021 at 5 pm MDT

- (3) Response to questions (anticipated) – September 27, 2021
Answers given to questions submitted will be posted to the SJWCD website at <https://www.sjwcd.org>
- (4) Final Proposal due date – October 8, 2021 5:00 pm MDT
- (5) Interviews for finalists – Week of October 11, 2021
- (6) Contract award (anticipated) – October 25, 2021

General Notes:

- (1) Competitive proposals for the services specified will be received by the SJWCD at the above specified location until the time and date indicated. At a minimum, vendors must submit all materials requested in accordance with the specifications of this RFP to be considered complete and responsive.
- (2) Proposals received after the time stipulated will not be accepted, and any request for an extension will not be granted on an individual basis. However, the SJWCD may decide to extend the submission deadline for all vendors if it is determined that the timeframe is inadequate.
- (3) The SJWCD prefers that the project be led by one prime contractor providing a single point of contact and coordination with any other vendors.

I. Overview of San Juan Water Conservancy District

The San Juan Water Conservancy District (SJWCD) was formed on October 22, 1987, as a duly organized water conservancy district pursuant to the Water Conservancy Act following approval by Archuleta County voters. The SJWCD works to provide community education on water issues, water resource planning, stream improvement, water rights protection, and development services within its service area, which is located wholly within Archuleta County along the headwaters of the Upper San Juan River.

In early 2021 the SJWCD published its Strategic Plan outlining the Strategic Objectives and associated actions required to accomplish these objectives. The Strategic Objectives are as follows:

1. Determining the water needs (agricultural, municipal, environmental, and recreational) of the District, and how the San Juan River Headwaters Project and other projects might meet those needs.
2. Education of the community at large regarding critical water issues that face the District, the Southwest Basin of Colorado, and the Colorado River Basin and its tributaries.
3. Conservation of our limited water resources through continued existing programs and initiation of new programs.
4. Ensuring the financial health and viability of the District through cost-effective asset management including, but not limited to the District's water rights and collaboration with existing and new partners.
5. Establish a reputation of operational excellence through communication both internally and externally with partners and the general public.

The Strategic Plan may be found on the SJWCD website at <https://www.sjwcd.org>.

In May 2021 members of the SJWCD Board participated with leaders of other community organizations in Pagosa Springs and Archuleta County in a workshop offered by the Sonoran Institute to assist communities in incorporating water considerations in their growth plans. Please see the Sonoran Institute website for more information on these Growing Water Smart workshops (<https://resilientwest.org/2020/co-gws-rfa/>). The Pagosa Springs/Archuleta County Growing Water Smart workshop team developed multiple objectives aimed at addressing water issues in the Upper San Juan River Basin. A key objective involves communication and education of the community on water issues that impact the region. As this objective meshes well with the SJWCD Strategic Plan objectives, the SJWCD has agreed to consolidate, coordinate, and manage these education and communication efforts.

II. Overview of the Community Education Project

While the SJWCD and the Pagosa Springs/Archuleta County Growing Water Smart team have identified community education and communication on water issues as key objectives for 2021, there are numerous organizations (including Town and County planning departments) with a similar focus on community outreach on water issues. The SJWCD and the Growing Water Smart teams wish to consolidate these outreach efforts in a coordinated engagement program. Development of this program will require assembling the various water stakeholder groups in

what will likely be a series of interactive focus groups. Additional interactive focus groups of concerned citizens are envisioned to gather input on and revise the proposed program to ensure a program direction that resonates within the broader community.

The community education and communication outreach program on water issues will include multiple avenues of engagement with the community including regular articles published in the local press, presentations at meetings of concerned local organizations, email campaigns, mass mailings of informational brochures, poster campaigns, information on the websites of various concerned local organizations, etc. The SJWCD and the Growing Water Smart team desire to develop and execute a cost effective comprehensive engagement strategy and action plan that addresses the community outreach objective.

III. Details of RFP Parameters

(1) Engagement Strategy

The SJWCD seeks a vendor to develop a cost effective yet comprehensive marketing strategy that would utilize a variety of media options to be suggested by the vendor.

Overall services are to include:

- (a) Development of community engagement strategy with suggested budget expenditures;
- (b) Create and advise on on-going adjustments to the program to maximize impact;
- (c) On-going support

It is requested that the vendor also include in the proposal response the cost of such on-going support preferably in the form of an hourly rate and estimated monthly cost related to regular (i.e., quarterly or as-needed) evaluation of the effectiveness of the strategy, to evaluate execution, and advise the SJWCD on strategy adjustments.

Timeline: The SJWCD envisions a timeframe for completion of strategy outline and framework within four (4) weeks of contract authorization.

(2) Development of Message

In addition to the SJWCD and the Pagosa Springs/Archuleta County Growing Water Smart team, there are numerous organizations with a focus on community education and communication outreach on water issues impacting the Upper San Juan River Basin. The SJWCD seeks a vendor to assist in the development of an engagement program that can serve multiple water stakeholders. It is envisioned that multiple meetings of focus groups will be required to develop this program. The consultant will then confirm that the engagement program resonates within the community by holding a number (to be determined by the consultant) of community focus group sessions where water issues are discussed.

Timeline: The SJWCD envisions a timeframe for development of the engagement program for the project within two (2) months of contract authorization.

(3) Education and Communication Material Development

A significant amount of educational and informational materials addressing water issues is available through various organizations in Colorado. The consultant will make use of these

materials when possible and adapt for local use. The consultant will develop additional materials as necessary to fulfill the community engagement and education strategy.

All text, graphics, video, source code, and editorial content created by the consultant in connection with the community engagement strategy will become the sole property of the SJWCD and may be used for any purpose including but not limited to posting, disclosure, reproduction, broadcast, and transmission. The vendor shall covenant that any material published or technologies used in the project will not violate or infringe on any copyright, trademark, patent, statutory, common law or proprietary rights of others, or contain anything libelous or harmful.

Timeline: The SJWCD realizes that this is an on-going effort and would expect initial copy and graphics to be available within one (1) month of the development of the engagement program and not more than three (3) months from contract authorization.

IV. RFP Evaluation Criteria

The minimum general proposal requirements include:

- (a) Qualifications and experience of the project team
- (b) Demonstrated understanding of scope of work and suggested approach to project
- (c) Artistry based on prior portfolio submitted with three (3) samples of prior projects
- (d) Capacity to perform work within schedule and budget
- (e) Billing rates, hourly, to remain in effect for the duration of the project
- (f) Any additional terms or conditions to which the parties may agree
- (g) Please provide three (3) references.

In-person or virtual meetings or conference calls may be requested of proposing vendors during the evaluation period.

Be advised that these are minimum requirements and the SJWCD is receptive to innovative ideas and value-added concepts provided in the proposal that will be considered and evaluated as part of the selection process.

V. Proposal Evaluation

Proposals will be evaluated by the Board of the SJWCD or a subset thereof. The SJWCD reserves the right to request additional information or clarification from a submitting vendor regarding the specifics of the proposal, to negotiate modification, to reject any and all proposals, and to waive informalities or irregularities in a proposal, to split or make the award in any manner most advantageous to the SJWCD at its sole and exclusive discretion. The SJWCD prefers that the project be led by one prime contractor providing a single point of contact and coordination with any other vendors.

VI. Submission of Proposal Requirements

(1) Summary Letter

Submission of the "Statement of Work" engagement letter will constitute a representation by your firm that your firm is willing and able to perform the commitments contained in the proposal. The letter must be signed by a person authorized by your firm to obligate your firm to perform the commitments contained in the proposal. The letter must also include a statement that your firm is able to comply with the contract requirements.

(2) Organization Identification

Provide, as applicable, the following information about the vendor's organization, company, partnership, coalition or unincorporated association:

- Vendor's Name
- Ownership structure

- Business Registration and Federal Identification Number (FIN)
- Name and telephone number of vendor and vendor's contact person.
- Brief biographies of team members with main point of contact indicated
- Number of years vendor has operated under this name
- Brief description of the nature of vendor's business
- Type of business organization
- Website address (if any)

(3) Qualifications and Experience of Project Team

- Identify the key personnel to be assigned to the project, including their key responsibilities
- Include a brief summary of each individual's qualifications and relevant experience
- Identify the proposed project manager who will be responsible for the day-to-day execution of the project and his/her relevant experience in leading similar efforts

(4) Previous Experience and References

Provide contact information including name, organization, address, phone number, and email, for at least three references for projects, preferably of a similar scope and size. For each reference, provide a brief summary of the nature of the work and the outcomes of the engagement.

(5) Schedule and Budget

Respondents should provide a hourly rate and an estimate of the total required time for the work to be done. Respondents should address whether the timelines presented in Section III (Details of RFP Parameters) can be met and if not, the expected timeline for each task. The project is expected to be completed by the end of 2021. Again, an extension is possible if additional funding is received.

Be advised that separate reimbursement for travel related expenses is not included.

(6) Required Signature

A signed proposal must be included with your submission.