**CITY OF VALDEZ**
**REQUEST FOR PROPOSALS FOR PROFESSIONAL SERVICES**
**PROJECT: GAS PIPELINE INFORMATIONAL CAMPAIGN**
**RELEASE DATE: JANUARY 25, 2013**

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**SUMMARY:**
The City of Valdez is soliciting proposals from qualified professional firms to advise the city regarding the development of a gas pipeline informational campaign, and to implement such campaign with a dual-audience focus. The overall message will introduce Alaskans to the benefits of an all Alaska, state owned, large volume gas pipeline to tidewater, when compared directly to a smaller volume project. The first audience group will be the citizens of Alaska. The focus of this message will be more general, outlining the difference in the reduced cost of household energy directly related to each project, as well as the benefits to the Alaskan economy of fully developing the North Slope gas resource potential. It is envisioned this portion of the campaign will use a mix of media options (print, radio, electronic and perhaps television). The second audience will be the Alaska State Legislature. This message will be more specific providing a detailed comparison of the competing projects. The City of Valdez will provide the fact-based content for these messages. This portion of the campaign will likely be mostly print-based. The City has identified a concept for the general message lead-in to all Alaskans. This should be considered a starting point to help proposers understand the desired flavor of the message. “This is Alaska and size matters. The size of your gas pipeline should be big, and the size of your energy bill should be small.” Following an opening similar to this, the message will branch into the fact-based content.

**BUDGET AVAILABILITY:**
This project has been fully funded by the Valdez City Council and remains flexible based on a negotiated scope of services.

**TIMEFRAME:**
This project is on an accelerated timeframe. **Proposals are due no later than 3pm ADT on Friday, February 1, 2013. Proposers shall have a designated representative available over the weekend of February 2-3, 2013 to answer questions or provide additional information.**

**SCOPE OF WORK**:
The final scope of work will be negotiated between the successful firm and the City of Valdez, but should include (but not necessarily be limited to) the following:

- Assist the City in the development of overall messaging strategy to include recommendations for types of media used, frequency of use, and timing needed for each targeted audience;
- Provide suggested approach for presentation of the message to help the maximum number of Alaskans realize the benefits of a large volume gas project;
- Suggest approaches for maximum statewide distribution;
- Design all forms of media;
- Develop, produce, and/or publish all materials and productions for the campaign;

- Place advertisements and any electronic messaging and radio/TV spots;
- Distribute print media, to include potential mass mailings;
- The first iteration of public messaging requires placement/distribution during the second week of February (11th-15th);
- The entire period of the messaging will be from February 11th – May 1st, 2013;
- Initial print materials must be available for limited distribution to the Legislature by the City of Valdez by February 10, 2013;
- Although not awarded points in the formal evaluation of the proposal, firms should include a range of possible campaigns and associated budgets necessary to accomplish this scope. A copy of standard rates and fees should also be included for reference.

**EVALUATION CRITERIA:**

**Weight:** Each criterion has an assigned weight which will be used to establish the relative importance of each aspect of the proposal.

**Rating:** Ratings will be from 0 - 5 points with 5 being the best. Ratings from all members of the review team will be averaged together to determine an aggregate rating score for each criterion.

**1. METHODOLOGY AND PROJECT MANAGEMENT (WEIGHT 30).** Describe your approach to performing your proposed scope of work. Include suggested media mixes and time frames for task completion.

**2. QUALIFICATIONS AND EXPERIENCE (WEIGHT 25).** Provide information which demonstrates the firm, and all individuals rendering services under the proposal, have adequate qualifications and experience to provide the services required. Include the names and phone numbers of three (3) references.

**3. ABILITY TO MEET PROJECT TIMEFRAME (WEIGHT 20).** Award of contract and issuance of Notice to Proceed is anticipated to be the first week of February. Time is of the essence and it is the City's expectation this campaign will begin immediately and may last through early May 2013. Please describe, in detail, the firm's capability to work within this timeframe.

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| TOTAL POSSIBLE SCORE | I. | 5 X 30 = 150 |
| | 2. | 5 X 25 = 125 |
| | 3. | 5 X 20 = 100 |

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**INSTRUCTIONS TO FIRMS:**

**FORM OF PROPOSAL:** Proposals should be prepared simply and economically, providing a straightforward, concise description of the firm's ability to meet the requirements of the RFP.

Fancy bindings, colored displays, promotional material, etc., are not desired as part of the proposal content. However, a representative sampling of previous work products should be included as an appendix to the proposal. Proposal emphasis should be on completeness and clarity of content. Page limit shall not exceed 10 pages. This stipulation will be strictly enforced. Proposals exceeding this length will not be considered. Note: Previous work examples may be included in addition to the 10 page limitation.

**INTERPRETATIONS:** Questions or requests for clarifications shall be directed to the Community Development Director, Lisa Von Bargen. Inquiries may be made by phone at (907) 834-3425, by fax at (907) 834-3420 or by email to lvonbargen@ci.valdez.ak.us.

**RIGHT TO REJECT PROPOSALS:** The City of Valdez reserves the right to reject any or all proposals and to waive any informality.

**PROPOSAL SUBMISSION INSTRUCTIONS:** Proposals are due on or before **3:00pm ADT, February 1, 2013**. Proposals not received at or before said time will not be considered. Proposals shall be submitted as an Adobe Acrobat PDF file via email with the subject line titled **"PROPOSAL – GAS PIPELINE INFORMATIONAL CAMPAIGN."** Submit to: Community Development Director, Lisa Von Bargen at lvonbargen@ci.valdez.ak.us. Delivery confirmation may be obtained by calling the same at (907) 834-3425.

**REFERENCE DOCUMENTS:**

None.

**THIS RFP IS POSTED AT:**

http://www.ci.valdez.ak.us/bids.aspx

**REFERENCE NUMBERS:**

None.