



KENNEBEC WATER DISTRICT

P.O. Box 356 - 6 Cool Street

Waterville, ME

04903-0356

www.KennebecWater.org

Tel. 207-872-2763 Fax 207-872-2764

Request for Proposal

Public Communications Development for the Kennebec Water District

Proposal Due Date: November 1, 2018

SECTION I- GENERAL INFORMATION

A. Objective

Kennebec Water District (KWD) is seeking qualified firm to develop and execute a public communication plan including rebranding, redevelopment of the KWD web page, establishment and maintenance of a presence on social media, and other assistance as needed to communicate the value of water, the need for continuing capital investment, and the importance of a safe and reliable supply of drinking water to the economic vitality and public health of the communities served.

KWD is seeking these services for a period of two years, with KWD reserving an option to extend the contract term for an additional two-year period.

The General Manager and his designee will oversee the direction and quality of work of this consultant.

B. Question About and Clarifications of the Request for Proposal

All questions shall be submitted via e-mail on or before October 25, 2018 at 2:00 p.m. to Roger Crouse, General Manager, rcrouse@kennebecwater.org.

All interpretations, corrections, or additions to this RFP will be made only as an official addendum. Any addendum issued by KWD shall become part of the RFP and must be incorporated in the proposal where applicable.

C. Proposal Format

To be considered, each firm must submit a response to this RFP using the format provided in Section III. Each proposal must remain valid for at least ninety days from the due date of this RFP.

D. Selection Criteria

Responses to this RFP will be evaluated using a point system as shown in Section III. A selection committee comprised of staff from KWD and Board of Trustees will complete the evaluation.

Based upon the initial evaluation, KWD will determine which, if any, firms will be interviewed. During the interviews, the selected firms will be given the opportunity to discuss their proposal, qualifications, experience, and their fee proposal in more detail. KWD further reserves the right to interview the key personnel assigned by the selected consultant to this project.

If KWD chooses to interview any respondents, the interviews will be tentatively held the **November 14 - 16, 2018**. Consultant must be available on these dates.

All proposals submitted may be subject to clarifications and further negotiation. All agreements resulting from negotiations that differ from what is represented within the RFP or in the consultant's response shall be documented and included as part of the final contract.

E. Proposal Submission

All proposals are due and must be delivered to the KWD on or before, November 1, 2018 at 2:00 p.m. (local time). Proposals submitted late or via oral, telephonic, telegraphic, electronic mail or facsimile **will not** be considered or accepted.

Each respondent must submit:

- **six printed proposals**
- **one digital copy of the proposal on a flash drive as one file in PDF format**

Proposals submitted must be clearly marked: **"Public Communications Plan for the Kennebec Water District"** and list the consultant's name and address.

Proposals must be addressed and delivered to:

Kennebec Water District
Attention: Roger Crouse, General Manager
6 Cool Street
Waterville, Maine 04901

All proposals received on or before the due date will be publicly opened and recorded on the due date. No immediate decisions will be rendered.

KWD will not be liable to any consultant for any unforeseen circumstances, delivery, or postal delays. Postmarking on the due date will not substitute for receipt of the proposal. Consultants are responsible for submission of their proposal. Additional time will not be granted to a single consultant. However, additional time may be granted to all consultants at the discretion of KWD.

F. Disclosures

Under the Freedom of Access Act, KWD is obligated to permit review of its files, if requested by others. All information in a consultant's proposal is subject to disclosure under this provision. This act also provides for a complete disclosure of contracts and attachments thereto.

G. Schedule

The proposals submitted should define an appropriate schedule in accordance with the requirements of the Proposed Work Plan in Section III. The following is the schedule for this RFP process:

Activity/Event	Anticipated Date
Written Question Deadline	October 25, 2018, 2:00 p.m.
Proposal Due Date	November 1, 2018, 2:00 p.m.
Tentative Interviews (if needed)	November 14-16, 2018
Expected Board of Trustees Authorizations	December 6, 2018

The above schedule is for information purposes only and is subject to change at KWD’s discretion.

H. Reservation of Rights

1. KWD reserves the right in its sole and absolute discretion to accept or reject any or all proposals, or alternative proposals, in whole or in part, with or without cause.
2. KWD reserves the right to waive, or not waive, informalities or irregularities in terms or conditions of any proposal if determined by KWD to be in its best interest.
3. KWD reserves the right to request additional information from any or all consultants.
4. KWD reserves the right to reject any proposal that it determines to be unresponsive and deficient in any of the information requested within RFP.
5. KWD reserves the right to determine whether the scope of the project will be entirely as described in the RFP, a portion of the scope, or a revised scope be implemented.
6. KWD reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in this RFP.

I. Kennebec Water District Statistics

Year of Incorporation 1899
 Number of Employees 25
 Annual Revenue ~\$5 million
 Annual Water Production ~1 billion gallons
 Number of Metered Service Connections 8700
 Website www.kennebecwater.org

SECTION II - SCOPE OF SERVICES

A. Background

KWD was incorporated in 1899 and serves the communities of Waterville, Winslow and Fairfield as corporate members. Vassalboro and Benton are also served by KWD but are not corporate members under the legislative charter. In 1905, KWD started using China Lake as its source of supply. Between 1909 and 1912, KWD purchased nearly 10 miles of shoreline, mostly around the West Basin, to protect water quality.

KWD has a state-of-the-art water treatment plant in Vassalboro capable of producing up to 12 million gallons of water per day, 17 miles of transmission main and over 150 miles of water distribution pipe. As with many water utilities in Maine, and across the Nation, the rate of capital investment in the distribution system has not kept pace with the need. Consequently, KWD needs to make a major investment in water line replacement over the next 20 years.

B. Scope of Services

KWD is seeking to improve communication and relationships with KWD rate payers, vendors, contractors, community partners, and land owners around China Lake principally through web-based media including an updated website and social media. KWD desires to proactively engage rate payers and community partners in anticipation of future capital projects and rate increases.

Rate payers frequently ask for timely notifications on maintenance, operations and construction activities that may disrupt their water service.

Proposals should also include options for rebranding KWD.

KWD seeks innovative approaches towards public communication and relations. Bidders should present their proposals in “cafeteria” style options where the KWD may select one or more of the options presented. After a consultant is selected, KWD desires to develop a dynamic contract relationship, allowing the negotiation of other services as needed.

SECTION III - MINIMUM INFORMATION REQUIRED

A. Proposal Format

Consultants should organize Proposals into the following Sections:

1. Professional Qualifications – 25 points
 - a. State the full name and address of your organization and, if applicable, the branch office or other subsidiary element that will perform, or assist in performing, the work hereunder. Indicate whether it operates as an individual, partnership, or corporation.
 - b. Include the name of executive and professional personnel by skill and qualification that will be employed in the work. Indicate which of these individuals you consider key to the successful completion of the project. Identify only individuals who will do the work on this project by name and title. Qualifications are required for all proposed project personnel, including all subcontractors. Qualifications and capabilities of any subcontractors must also be included.
 - c. State history of the firm, in terms of length of existence, types of services provided, etc. Identify the technical details that make the firm uniquely qualified for this work.
2. Past involvement with Similar Projects – 35 points
 - a. The written proposal must include a list of three (3) organizations of similar size for which comparable work has been performed. The organizations should demonstrate experience in the project area and indicate proven ability to implement projects. The list shall include organization name, contact name, project title, owner name, address, and phone number.
3. Proposed Work Plan and Fees – 40 points

- a. Provide a detailed description of how the Consultant intends to provide the services requested in this RFP. This discussion shall include, but not be limited to: how the project(s) will be managed and scheduled, how and when data will be delivered to KWD, communication and coordination, the working relationship between the consultant and KWD staff, and the company's general philosophy regarding providing the requested services. Detail your initial project execution plan and major milestones to accomplish the scope of services herein.
- b. Propose a design concept for creative and wide-reaching efforts you would propose based on industry best practices. Consultants shall be evaluated on the clarity, thoroughness, and content of their responses to the above items.
- c. Consultants shall be capable of justifying the details of the fee proposal relative to personnel costs, overhead, how the overhead rate is derived, material and time.

B. Proposal Evaluation

1. The selection committee will evaluate each proposal by the above-described criteria and point system (A through C) to select a short-list of firms for further consideration. KWD reserves the right to reject any proposal that it determines to be non-compliant and deficient in any of the information requested for evaluation. A proposal with all the requested information does not guarantee the proposing firm to be a candidate for an interview. The committee may contact references to verify material submitted by the consultants.
2. The committee will schedule interviews with the selected firms if necessary. The selected firms will be given the opportunity to discuss in more detail their qualifications, experience, proposed work plan and fee proposal.
3. The interview must include the project team members expected to complete most of the work on the project, but no more than six members total. The interview shall consist of a presentation of up to thirty minutes (or the length provided by the committee) by the consultant, including the person who will be the project manager on this contract, followed by approximately thirty minutes of questions and answers. Audiovisual aids may be used during the oral interviews. The committee may record the oral interviews.
4. The firms interviewed will then be re-evaluated by the above criteria (A through C), and adjustments to scoring will be made as appropriate. After evaluation of the proposals, further negotiation with the selected firm may be pursued leading to the award of a contract by the Board of Trustees, if suitable proposals are received.

KWD reserves the right to waive the interview process and evaluate the consultants based on their proposals and fee schedules alone.

KWD will determine whether the final scope of the project to be negotiated will be entirely as described in this RFP, a portion of the scope, or a revised scope.