REQUEST FOR PROPOSALS

Implementation of a Communications, Education and Outreach Plan for Promoting the Forest Products/Timber Industry

RFP # 3-2013

This Request for Proposals is issued by:

Southeast Conference

Juneau, AK 99801

Date of Issue: March 26, 2013
SECTIOm ONE
INTRODUCTION AND INSTRUCTIONS

1.1 Purpose
Southeast Conference is currently seeking a contractor to implement elements of a previously developed and approved Communications, Education and Outreach Plan for Promoting the Forest Products/Timber Industry.

Southeast Conference has undertaken a major initiative that will increase knowledge and understanding of the value of the timber industry to Southeast Alaska and that seeks to change attitudes and behaviors relative to public support of the timber industry and its initiatives.

The approved plan provides an already developed theme and graphic elements establishing a look and feel for all campaign elements. The plan also contains an outline and timeline for needed products and collateral materials aimed at both internal and external audiences.

A contract will be executed between SEC and the successful contractor to establish terms and conditions for services to be provided.

1.2 Issuing Office Address
The issuing office for this RFP is:

Southeast Conference
612 West Willoughby
P.O. Box 21989
Juneau, AK 99802
Telephone: (907) 586-4360
FAX (907) 463-5670

1.3 Project Information
One RFP may be picked up or ordered from the following office during regular working hours, 8:00 a.m. to 4:30 p.m., Monday through Friday excluding holidays.

Southeast Conference
612 West Willoughby
P.O. Box 21989
Juneau, AK 99802
Telephone: (907) 586-4360
FAX (907) 463-5670

1.4 Mailing Address and Deadline for Receipt of Proposals
Respondents must submit one electronic copy, (in pdf format), and one hard copy of their proposal to the issuing office. Responses must be in a sealed envelope clearly labeled with the RFP number and mailed or hand delivered to:
Proposals must be received no later than 4:00 p.m., April 12, 2013. Failure to meet the deadline will result in disqualification of the proposal without review.

1.5 **Contact Person**
Any technical or procedural questions regarding this RFP, contract documents, or associated information should be addressed to Shelly Wright or Elaine Price at the issuing office.

1.6 **Required Review**
Offerors shall carefully review this solicitation. Questions, objections, or comments must be made in writing and received no later than 10 days before bid opening. This will allow issuance of necessary amendments to prevent opening of a defective solicitation upon which award could not be made, but which would result in the exposure of the Respondents's proposals. Protests based upon any omission, error, or the content of the solicitation will be disallowed if not made, in writing, before the time set for opening.

1.7 **Amendments**
Should SEC consider it necessary to revise any part of this RFP significantly, or to extend or truncate the proposal timeline, addenda will be provided to all potential Respondentss who have been provided the RFP.

1.8 **Proposal Timeline**
Below is SEC's estimated timeline. This schedule is for information only, as dates may vary depending on the date of actual RFP issuance, response, and contract award.

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<tbody>
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<td>1.</td>
<td>Deadline for submitting proposals</td>
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<td>2.</td>
<td>Evaluation process completed</td>
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<td>3.</td>
<td>Notice of intent to award mailed</td>
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<td>4.</td>
<td>Contract negotiation completed</td>
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<td>5.</td>
<td>Execute contract</td>
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<td>6.</td>
<td>Contract start date</td>
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1.9 **Budget**
The proposal budget will not exceed $150,000 for the first year.

**SECTION TWO**

**STANDARD PROPOSAL INFORMATION**

2.1 **Authorized Signature**
Proposals must be signed by an individual who has authority to bind the proposer to its provisions. The proposal must remain valid for at least 90 days from the proposal receipt deadline.
2.2 **Partial and Multiple Proposals**  
Multiple proposals from the same respondent will not be accepted. Proposals to perform only part of the services required will not be accepted.

2.3 **Right of Waiver or Rejection**  
SEC reserves the right to waive minor informalities in proposals, to reject any and all bids.  

SEC reserves the right to use any ideas presented in any response to the RFP. Selection or rejection of the proposal(s) shall not affect that right.

2.4 **Incurred Costs**  
SEC shall not be liable for costs incurred in proposal or contract preparation, for valid and legal termination of this RFP, or for termination of the contract resulting from this RFP.

Costs incurred by respondents in preparation of proposal(s), including travel and personal expenses, may not be charged as an expense of performing the contract.

2.5 **Disclosure of Proposal Contents**  
All proposals and other material submitted become the property of SEC and will be returned only at its option.

All proposal information, including detailed price and cost information, will be held in confidence during the evaluation process and prior to issuance of a Notice of Intent to Award. Thereafter, proposals will become public information.

2.6 **Licenses**  
The successful contractor, prime contractor(s), and subcontractors, will be required to hold a valid Alaska Business License and applicable professional licenses required by Alaska Statute.

It is the responsibility of Respondentss to include in their proposals affidavits demonstrating their qualifications.

2.7 **Evaluation of Proposals**  
For purposes of evaluation, proposals may be reviewed and evaluated by any person, other than respondents, at the discretion of SEC. All proposals will be reviewed and evaluated by a committee of qualified persons representing SEC. The committee shall make a recommendation to the SEC President as to the proposal that most closely meets the requirements of this RFP. The committee is not required to choose the lowest cost proposal. The final selection rests with the SEC Board of Directors.

2.8 **Oral Presentations**  
The evaluation committee reserves the right to require selected Respondentss to make an oral presentation. Such presentations provide the contractor an opportunity to clarify the proposal and to ensure mutual understanding of its content. SEC will schedule presentations if they are deemed necessary. Costs associated with this presentation will be borne by the potential contractor.

2.9 **Contract Negotiations**
Upon completion of the evaluation process, contract negotiations will commence. It is anticipated that all contract negotiations will be held at the SEC office.

2.10 **Failure to Negotiate**
If the selected contractor fails to provide the necessary information for negotiations in a timely manner, fails to negotiate in good faith, or cannot perform the contract within the costs submitted in the proposal, SEC may terminate negotiations and negotiate with the next highest ranked contractor, or terminate award of the contract.

2.11 **Notice of Intent to Award**
After completion of the evaluation process, SEC will issue a Notice of Intent to Award to all respondents.

SECTION THREE
STANDARD CONTRACT INFORMATION

3.1 **Contract Approval**
This RFP does not obligate SEC to perform until a contract is signed and approved by the parties. If approved, it is effective from the date of approval by SEC. SEC shall not be responsible for work done, even in good faith, prior to approval of the contract, unless specific provisions are made in the contract.

3.2 **Proposal as Part of the Contract**
The successful proposal will become an integral part of the contract awarded. It will not, however, be considered the total binding obligation for the contract. Any and all proposal conditions may be included, at the discretion of SEC, as a part of the final negotiated and approved contract.

3.3 **Non-Collusion**
In responding to this RFP the individual signing the response is certifying under penalty of perjury that the price submitted was independently arrived at without collusion with other parties.

3.4 **Insurance Requirements**
The successful respondent must secure satisfactory insurance coverage. Failure to provide evidence of adequate coverage is a material breach and grounds for termination of the contract.

3.5 **Standard Contract Provisions**
The successful respondent will be required to sign a contract agreement for professional services with SEC. The contractor will be required to comply with general contract provisions and applicable sections of the RFP. Any alteration of these general contract provisions must be approved by SEC.

3.6 **Contract Personnel**
All significant contractor project team members shall be identified in the proposal. SEC reserves the right to approve or disapprove any change in the successful respondent’s project team members whose participation in the project is specifically offered in the respondent’s proposal.
3.7 **Reimbursement for Unacceptable Deliverables**
The contractor is responsible for quality, accuracy, and completion of all work identified by the contract. All work shall be subject to evaluation and inspection by SEC at all times to assure satisfactory progress, to be certain that work is being performed in accordance with the contract specifications, terms and conditions, and to determine if corrections and modifications are necessary. Should such inspections indicate a substantial failure on the part of the contractor, SEC may terminate the contract for default. Furthermore, SEC may require the contractor to reimburse any moneys paid (pro rata based on the identified proportion of unacceptable products received) and any associated damage costs.

3.8 **Payment of Invoices**
Payments will be made by SEC within 30 days of receipt of invoice. No payments will be made prior to approval of the contract.

3.9 **Termination for Default**
If the contractor refuses or fails to perform the work, or any separable part thereof, with such diligence as will ensure its completion within the written contracted time frame, SEC may, by written notice to the contractor, terminate the right to proceed with the work or such part of the work as to which there have been delays.

**SECTION FOUR**

**Proposal Preparation and Submission Instructions**

SEC is seeking an experienced organizer or group supportive of resource development in Alaska and skilled in communication and bridge building within advocacy and coalition building activities. Applicants are encouraged to submit a proposal that supports our new approaches and ideas for positive messaging and countering the effects of negative publicity. A qualified proposal consists of the following:

4.1 **Cover letter or title page** with name, address, telephone, and email address and fax number, date of proposal, and name of contact.

4.2 **Background and Experience**: Employee experience - provide a list of the personnel who will be involved and a description of their involvement with the program.

4.3 **Cost proposal**.
Provide cost information.

**SECTION FIVE**

**SCOPE OF WORK**

5.1 Southeast Conference has undertaken a major initiative to increase knowledge and understanding of the value of the timber industry to Southeast Alaska and that seeks to change attitudes and behaviors relative to public support of timber industry initiatives.
Southeast Conference is currently seeking a contractor to fine tune and implement elements of a previously developed and approved Communications, Education and Outreach Plan for Promoting the Forest Products/Timber Industry.

The approved plan provides an already developed theme and graphic elements establishing a look and feel for all campaign elements. The plan also contains an outline and timeline for needed products and collateral materials aimed at both internal and external audiences.

Needed implementation elements include:

- Materials for use by Southeast Conference Members for public presentations, including print materials, PowerPoint presentation and short video (not to exceed 10 minutes) explaining the history of and benefits of the forest products/timber industry in Alaska.

- Development of Legislative educational packet and print materials for presentation to members of the Alaska State Legislature relative to the forest products/timber industry in Alaska.

- Development of print educational materials for job seekers and employers relative to forest products/timber industry employment opportunities.

- Development of print and audio/visual educational materials for visitors to Alaska relative to the history of and benefits of the forest products/timber industry in Alaska.

- Development of print and audio/visual educational materials for travelers on the Alaska Marine Highway relative to the history and benefits of the forest products/timber industry in Alaska.

- Development of materials for a media campaign for placement in print, radio and television and on the Internet relative to the history and benefits of the forest products/timber industry in Alaska.

- Development of a new web site and social marketing presence, as well as materials appropriate for email outreach relative to the history and benefits of the forest products/timber industry in Alaska.

- Development of additional collateral materials including fact sheets, posters and bus cards as outlined in the plan.

- Assist with preliminary dissemination of materials and information.

Advocacy Efforts

The contractor will also be responsible for assisting Southeast Conference by coordinating and overseeing the implementation of various aspects of the plan associated with grassroots community organizing and advocacy efforts in key Alaskan communities.
These activities include:

- Identifying and reaching out to people that are not typically associated with industry to use as spokes people and supporters.

- Assisting Southeast Conference with monitoring and responding to State and Federal efforts underway relative to the forest products/timber industry in Alaska.

- Coordinating attendance at appropriate government agency meetings and assisting Southeast Conference in coordinating community response efforts.

The selected contractor will be given the approved communications plan, which spans a three-year period, however the implementation efforts relative to this RFP are for the first year only. The successful bidder will have the option of extending their contract to include second and third year plan implementation.