



## REQUEST FOR PROPOSALS

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| Title              | <b>Web-Based Regional Stakeholder Committee Resources</b> |
| LRFP Number        | <b>7901.20.01</b>   |
| Project Manager    | <b>Jeremy Robida</b>                                      |
| Submittal Deadline | <b>March 16, 2020 by 5PM Alaska time</b>                  |
| Award Announcement | <b>March 31, 2020</b>                                     |

Submit Proposals to:

via email (preferred method) to the following addresses:

[jeremy.robida@pwsrcac.org](mailto:jeremy.robida@pwsrcac.org) (lead project manager)

[nelli.vanderburg@pwsrcac.org](mailto:nelli.vanderburg@pwsrcac.org) (project manager assistant)

or regular mail to:

**Jeremy Robida PWSRCAC Project Manager**

**Prince William Sound Regional Citizens' Advisory Council**

**PO Box 3089**

**Valdez, AK 99686**

To verify receipt of proposal, proposer must contact **Jeremy Robida and/or Nelli Vanderburg** before the submittal deadline. Again, email is preferred.

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*Citizens promoting environmentally safe operation of the Alyeska terminal and associated tankers*

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Form revised 3/2010

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**Proposal submission requirements:**

- a. Proposals shall be submitted in electronic form in Adobe Portable Document form (PDF) (Acrobat 7.0 or later). The PDF file for the proposal itself shall be created directly from the authoring application. It is permissible but not preferred for appendices and other attachments to the proposal to be submitted in scanned PDF format.
- b. To assure consideration, proposals must be received by Prince William Sound Regional Citizens' Advisory Council (PWSRCAC) by the deadline. Proposals received after the deadline may be considered but only if they can be accommodated by PWSRCAC's review process. Additional information provided after the deadline may also be considered but only if such information can be accommodated by the review process.

Inquiries regarding this request for proposals shall be directed to the project manager named above via email.

**REQUEST FOR PROPOSALS**

The Prince William Sound Regional Citizens' Advisory Council (PWSRCAC or Council) is inviting proposals regarding the creation of web-based resources to support the Regional Stakeholder Committee (RSC) process. This how-to guide would assist stakeholders, industry representatives, and the Unified Command (UC) to ensure an effective RSC process during a spill or exercise event. This project will help industry, the UC, and local stakeholders better understand, and get maximum value from, a unique to Alaska stakeholder engagement tool. The chosen contractor would be expected to draw from their own subject matter expertise regarding the ICS system, oil spill response incidents or trainings, community engagement skills (preferably with outreach experience in our region and/or rural Alaska), RSC-related input from oil spill exercise after action reports, and previous PWSRCAC-led stakeholder workshops for information and materials to assemble these resources.

## ABOUT PWSRCAC

MISSION STATEMENT: Citizens promoting environmentally safe operation of the Alyeska terminal and associated tankers.

PWSRCAC was formed following the Exxon Valdez oil spill (EVOS) to advise Alyeska Pipeline Service Company and the public on issues related to oil spill prevention and response and mitigating the environmental impacts of terminal and tanker operations. PWSRCAC also advises oil shippers, regulatory agencies and elected officials on these issues.

PWSRCAC's membership is comprised of communities affected by the Exxon Valdez oil spill and interest groups with a stake in safe oil transportation in the region. PWSRCAC's 18 member organizations are communities and boroughs impacted by the 1989 Exxon Valdez oil spill, as well as Native, commercial fishing, aquaculture, recreation, tourism and environmental representatives.

PWSRCAC was chartered as a non-profit corporation by the State of Alaska on December 26, 1989. PWSRCAC is funded under a contract with Alyeska, and is certified as the alternative voluntary advisory group for Prince William Sound under the Oil Pollution Act of 1990 (OPA 90).

*Please note: All of PWSRCAC's products and the products resulting from contracts are considered public information. Proposals and work plans may be distributed throughout the organization for review and comment. Proprietary information should not be submitted in any proposal. PWSRCAC will not knowingly reveal the contents of a proposal that is not subsequently accepted for contract; however, PWSRCAC accepts no liability should such contents inadvertently be revealed to third parties.*

# 1. PROJECT

## INTRODUCTION

Over the course of calendar years 2013 to 2017, PWSRCAC conducted a series of workshops entitled “Incident Management for Regional Stakeholders” in every community which is represented on the Council’s Board of Directors. Given that many community emergency responders are not aware of the UC structure and how an oil spill event would be managed differently than a natural disaster type event, the workshop’s goal was to create discussion among community leaders and stakeholders, and walk through how a large spill would be managed and how communities would fit into and interact with this response organization. The workshop also centered on the unique-to-Alaska, Regional Stakeholder Committee (RSC) concept and process. Feedback from these events was highly positive, but it became obvious that the development of more permanent reference materials and easy-to-digest resources would be beneficial for stakeholders.

Additionally, through drill and exercise participation over the years, the RSC process has been practiced, but has often been inconsistent in terms of management and actual process. This project would provide resources for the Responsible Party (RP) to draw from and discuss how to best set up an RSC and why this is of value to its membership, and likely topics of discussion with RSC members. It is PWSRCAC’s intent that these resources would educate potential RSC members, identify and address potential challenges and pitfalls encountered during past exercises, and help bring further consistency and greater value to the RSC process.

## PROJECT GOALS

The goal of the project is to develop a user-friendly, web-based resource, which explains the RSC and provides resources to help participants involved in this process, whether they are local citizens, representing the RP, or part of the UC. This resource will be incorporated into an existing Council website. PWSRCAC would expect the chosen contractor to develop these reference materials with staff guidance, pass draft materials through an internal PWSRCAC process for refinement, and assist PWSRCAC staff with developing the direction and guidance

on how to incorporate the materials into the Council's existing website. Depending on experience, there is potential for the contractor to post materials onto the Council website. The contractor should also propose suggestions for releasing and sharing the materials to our regional communities.

## **DESCRIPTION OF REQUESTED DELIVERABLES**

The scope of work shall include, but is not limited to the following:

- 1) *Research and identify stakeholder topics.* The contractor will perform an initial review of previous workshop materials, applicable oil spill response and/or exercise after-action reports, and regional and area contingency plan information, along with staff input. The contractor will then assemble a draft outline of topics to be covered, along with ideas on how to best present this material on the website. For the stakeholder audience, PWSRCAC intends that the website materials would cover at a minimum:
  - a) Summary reference sheet for spills: A quick-start document outlining what local community leaders need to know, what to expect, what to advocate or ask for (as it relates to the RSC), and what steps to take immediately (i.e., from initial notification to approximately the first 72 hours).
  - b) What is the RSC? How has the RSC functioned in past large-scale spill exercises?
  - c) Who makes up the RSC and what special skills or knowledge would be valuable? How does a community select a representative?
  - d) What information would an RSC representative find most valuable to report back to their community? What information does the UC need from the RSC representative?
  - e) What are the historical issues and concerns that stakeholders and communities might be faced with during a large-scale spill incident?
  - f) What are basic elements of the Incident Command System (ICS) that stakeholders need to grasp and be aware of? How would they get more information and practice with ICS?
  - g) When would a Local On Scene Coordinator (LOSC) be called to participate in the Unified Command?

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*Citizens promoting environmentally safe operation of the Alyeska terminal and associated tankers*

- h) What are the differences between a Stafford Act versus an OPA 90 response?
- i) What is a Spill of National Significance (SONS) declaration and how would that change a locally managed response?
- j) Who are the response agencies and what are their roles and responsibilities?
- k) Who are the trustee agencies and what are their roles and responsibilities?
- l) What is the hierarchy of various contingency plans (National, Regional, Area, and local industry plans) and how do these plans work together? What information do these plans contain regarding the RSC?
- m) How do stakeholders access their locally applicable area and industry contingency plans? Are there unique elements of these plans (response equipment, policy, regional history, etc.) that local PWS/EVOS region stakeholders need to be aware of?
- n) A section on terminology.
- o) Web links for other relevant resources such as Geographic Response Strategies (GRS), NOAA Environmental Sensitivity Index Maps, Area Contingency Plan language pertaining to the RSC, etc.

2) *Research and identify RP, UC, and industry topics.* The contractor, similar to the previous objective, will review past workshop materials and work with staff to create an outline of necessary topics that would be relevant and useful to the RP, UC, and industry within the context of the RSC process. PWSRCAC intends that the website materials would cover at a minimum:

- a) What is the RSC? Why is this of value to the RP/UC?
- b) What is the Liaison's role pertaining to the RSC? How does the RSC interact with the Liaison? How will the RSC interact with the UC?
- c) How does the RSC differ from a Multiagency Coordination (MAC) Group?
- d) What do the applicable area and industry contingency plans say about the RSC?
- e) What does the RSC need in order to be functional (adequate space, access to phones, internet, etc.)?
- f) How has the RSC functioned in past large-scale spill drills? What are some of the lessons learned from exercises/drills? What are elements that went well?

- g) Discuss RSC membership and what special skills or knowledge an RSC participant ideally brings to the table.
  - h) What information would the RP/UC find most valuable from the RSC? What information should the UC expect to communicate with RSC representatives?
  - i) What are historical issues and concerns that stakeholders and communities will likely bring forward during a large-scale spill incident?
- 3) *Build out materials.* With scoping completed and agreed upon, the contractor will begin to develop materials for the two tracks above. Council will expect updates on progress concerning this deliverable.
- 4) *Provide a rough draft of content to Council.* After receiving draft materials, Council staff, along with the help of our volunteers and technical committees, will review these materials and provide suggestions and comments. It's anticipated this process could take up to one month to complete.
- 5) *Address identified edits.* The contractor will address edits and suggestions stemming from deliverable #4 above. Council anticipates that deliverable #4 will provide the bulk of edits and feedback, but if a subsequent round(s) of editing are required, Council expects those to be more staff driven with a shorter turn-around time. As materials are finalized, Council expects progress updates and finalized materials as they are completed.
- 6) *Finalized materials tested with sample audience.* Once materials are finalized, Council staff with the help of the Contractor, will select a small focus group to "field test" the finalized materials and/or mock-up webpages. Council expects to collaborate with the group via webinar and wants the contractor to help facilitate this walk-through process. This trial run may result in some further minor edits for the contractor to address.
- 7) *Contractor incorporates feedback from field test.* The contractor will incorporate edits identified by the test group and work to finalize materials.

8) *Facilitate materials being posted onto PWSRCAC's website.* It's anticipated that PWSRCAC staff will move materials onto the PWSRCAC website (<http://www.pwsrcac.org/>), and ultimately manage this content once it's online. But depending on experience, Council may consider having the contactor help with, and/or fully manage this step. The referenced website is constructed using WordPress Content Management System. In the proposal, the contractor should discuss their experience with WordPress and provide breakdown of costs associated with structuring this material and preparing it for the website.

*Notes on appearance, website information, etc.*

- The landing page and subpages will use the page templates available on the Council's website: <http://www.pwsrcac.org/>. It is expected that this content will consist of a landing page and subpages with text and images only. If functionality is recommended that requires the installation of a new plugin, please include justification for the recommendation. Installation and management of plugins will be done by the Council's existing website contractor and is not part of requested work within this RFP.
- PWSRCAC expects the finalized content to reflect Council style. The Council uses the national AP style guide to copyedit our work and the AP Stylebook for Alaska in our writing. All submitted and finalized materials will become the sole property of Council to alter in the future, distribute, or make edits as policy or needs change. The contractor may create a reference noting that this material was built by them, under contract for PWSRCAC, and add their contact information and website link.

9) *Prepare plans for releasing materials to regional stakeholders.* The contractor will propose recommendations for releasing and sharing the materials to our regional communities. This would include advice on target audiences/individuals, transmission methods, suggestions regarding additional orientation and/or trainings that might be beneficial, etc.

10) *Final report.* Though build-out of a website is the true end-product of this project, Council asks that the contractor submit a written final report. This report should serve as a general summary of work completed, notes on the methodology of how information was presented, suggestions for future edits, thoughts on technological trends that will affect this website and material, etc. The Final report must be submitted in a Portable Document Format (pdf) file.

## **SCHEDULE AND COMPLETION DATE**

Award Announcement: **by March 31, 2020.**

Deliverable schedule: **specific deliverable completion dates will be discussed with the chosen contractor as the contract is finalized.**

Anticipated completion of the project: **by the close of fiscal year 2020 (June 30, 2020).**

## 2. GENERAL REQUIREMENTS

**PWSRCAC Costs.** PWSRCAC is not liable for any costs incurred by the proposer during the proposal preparation.

**Single Point of Contact.** The contractor will designate one person as the project manager and point of contact with PWSRCAC. In the case of multiple investigators, one shall be designated as the lead to serve as the project manager and point of contact.

**Subcontracts.** Proposers may subcontract minor portions of the contract. However, the proposer must have the major elements of expertise in house and demonstrate the ability to manage the subcontractor.

**Schedule.** Progress reports shall be submitted to the contract manager upon completion of each deliverable described in the scope of work or upon another agreed upon reporting schedule. At a minimum, progress reports shall include:

- a. An introduction;
- b. An overview of progress to date;
- c. Identification of any difficulties encountered in accomplishing the work;
- d. A schedule for completion of the remaining tasks; and
- e. Specific recommendations concerning the matters addressed.

Further schedule details will be discussed with the chosen contractor as the contract for this work is finalized.

**Final Report.** Discussed under the deliverable section as deliverable #10.

**Final Payment.** A portion of the total payment to the contractor will be withheld until all requirements are met. No interest will be paid on any withheld payments.

### 3. REQUIRED PROPOSAL CONTENTS

Any submitted proposal shall include the following as appropriate to the requirements of the scope of work:

#### **Cover Sheet**

- Name, address, telephone number and facsimile number of proposer.
- RFP Title and Number
- Name of Principal Consultant(s)
- Cost of Proposal

**Table of Contents.** May include a list of Tables and Figures if appropriate.

**Introduction.** This section shall include the RFP title and number, brief general discussion of the problem and the proposed project. Scientific and technical terms shall be clearly defined and a list of pertinent enclosures included.

**Goals and Deliverables.** Describe how the proposer intends to address the specific goals and provide the deliverables of the work requested, as listed above.

**Materials and Methods.** Describe in detail the methods to be used and how they will produce the deliverables. Cite references and provide background information where applicable and as needed.

**Project Duration and Work Schedule.** Describe the schedule in which the proposed work will be completed. Include specific milestones, work phase completion dates and the timing of progress reports. Indicate what will be achieved by the completion of each milestone or phase of work.

**Management Scheme.** Clearly describe how the work will be managed including the role of each key individual expected to be involved in the work. Provide names and resumes of each. This section should also include information on how the scope, time and costs of the project will be controlled.

**Budget.** Include information about the total costs (cited in U.S. Dollars), professional fees, expenses and contingencies. In case of overhead rates or administrative fees, give percent of direct personnel cost. Provide a breakdown of hours per individual and rates per individual. If subcontractors are used, indicate the percentage of work to be performed by each subcontractor with respect to the entire proposed scope of work.

**Consultant/Contractual Services.** Indicate if, how, and why a subcontractor will be used for any portion of the work.

**Logistics and On-Site Visits.** Describe logistics and schedules for all travel in conjunction with the proposed work.

**Statement of Qualifications.** Describe, relevant to the proposed work, previous work experience, related technical accomplishments and educational background of each of the principal investigators and subcontractors if used. If multiple investigators are involved, describe the role of each individual. The proposer should also address their familiarity with WordPress.

**References.** The names, contact persons, and telephone numbers of firms for which the respondent recently performed services shall be included. A minimum of three such references is suggested.

**Conflict of Interest.** Describe all financial, business or personal ties contractor has to Alyeska Pipeline Service Company or members of the Alyeska consortium, excluding normal commercial purchases of petroleum products.

#### 4. SUBMITTAL AND EVALUATION PROCESS

**A. Evaluation Criteria.** Proposals will be evaluated based on, but not limited to, the following:

- 1) **Proposal Format.** Does the proposal follow the requested format?
- 2) **Proposed Scope of Work.** Does the proposal clearly address the requested scope of work?
- 3) **Technical Approach.** Is the proposed approach to the scope of work technically feasible?
- 4) **Qualifications.** Does the principal investigator possess expertise and experience to assure successful completion of the scope of work?
- 5) **Management Scheme.** Will the proposed management scheme reasonably lead to successful development of the deliverables?
- 6) **Schedule.** Is the proposed schedule for completion of the scope of work in accordance with the requested project duration and schedule?
- 7) **Deliverables.** Are the proposed deliverables in accordance with the deliverables requested in the scope of work?
- 8) **References and Conflicts of Interest.** Does a reference check indicate proposer has the potential to successfully complete the proposed scope of work? If conflicts of interest are stated, are they sufficiently relevant to preclude an offer to perform the work for PWSRCAC?
- 9) **Budget and Cost Justification.** Is the budget reasonable and adequate for the work proposed? Does the budget provide good value for the funds requested?

**B. Contract Award.** The successful proposal will be the one that, in PWSRCAC sole opinion, best meets the needs as outlined in this RFP. In the event that PWSRCAC determines that no proposal completely meets all of the needs as outlined in the RFP, PWSRCAC shall have the option not to accept any proposal or enter into any contract whatsoever. In the alternative,

PWSRCAC may select the proposal or proposals that, in its sole view, most nearly conform to its needs as outlined in this RFP; and then negotiate directly with that contractor to refine the proposal to achieve a contract that fully satisfies PWSRCAC needs.

**C. Professional Services Contract.** A copy of PWSRCAC's standard professional services contract form can be found at [http://www.pwsrcac.org/wp-content/uploads/filebase/newsroom/rfps/professional\\_services\\_agreement.pdf](http://www.pwsrcac.org/wp-content/uploads/filebase/newsroom/rfps/professional_services_agreement.pdf) or can be made available upon request.

**D. PWSRCAC Information.** The following information is available upon request to the project manager:

PWSRCAC/Alyeska Contract

PWSRCAC Bylaws

PWSRCAC Observer Newsletter

PWSRCAC Brochure

PWSRCAC Annual Report

PDF copies of the course modules used during the 2013-2017 stakeholder workshops

Exercise and other related after-action documentation pertaining to the RSC process

Other relevant information, documents, as well as Regional, Area, and industry specific contingency plans can be found online, and Council can provide these links if required. Council suggests the following sources of information:

- Council's "Coping with Technological Disasters" guidebook, version 3 and accompanying Appendices
- Council's "Peer Listener" work
- The Alaska "Regional" contingency plan
- The Prince William Sound as well as Arctic and Western Alaska Area contingency plans
- The Valdez Marine Terminal and PWS Shipper's respective contingency plans