



REQUEST FOR PROPOSALS

Title	<i>Interactive Graphic on the Effects of Oil Spills</i>
LRFP Number	<i>900.18.01</i>
Project Manager	Joe Banta
Submittal Deadline	<i>September 22, 2017</i>
Award Announcement	<i>September 30, 2017(Approximately)</i>

Submit Proposals to:

Joe Banta, PWSRCAC Project Manager

via email at the following address:

banta@pwsrcac.org

To verify receipt of proposal, proposer must contact **Joe Banta** before the submittal deadline.

Proposal submission requirements:

- a. Proposals shall be submitted in electronic form in Adobe Portable Document form (PDF) (Acrobat 7.0 or later). A link to an online portfolio from the proposal document is acceptable. 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

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review process. Additional information provided after the deadline may also be considered but only if such information can be accommodated by the review process.

Questions about this RFP:

Inquiries regarding this request for proposals shall be directed to the project manager named above in writing via email only to: **banta@pwsrcac.org**. No phone calls will be accepted.

REQUEST FOR PROPOSALS

The Prince William Sound Regional Citizens' Advisory Council (PWSRCAC) is inviting proposals to create a graphic illustration depicting the marine environment of Southcentral Alaska. In addition, some elements of the web version shall be interactive. PWSRCAC has approximately \$10,000 budgeted for this project.

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 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 comprises 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

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voluntary advisory group for Prince William Sound under the Oil Pollution Act of 1990 (OPA90).

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

PWSRCAC is seeking a graphic artist, scientific illustrator, or design firm to create scientific illustrations of the marine environment in Southcentral Alaska, specifically the regions affected by the Exxon Valdez oil spill, which includes Prince William Sound, the Kodiak Island region, and portions of Cook Inlet. The graphics will be used to educate the public about the Southcentral Alaskan environment and the potential harm of oil spills as well as various response options.

GOALS and DELIVERABLES

The goal of this project is to create a set of graphic images that depict the marine environments of Southcentral Alaska, such as intertidal zones, open water, spawning habitats, and others, and the potential effects of spilled oil on each of the elements in the graphic.

Deliverables for the project include at least six digital graphic images:

1. A set of 3 high-resolution digital materials to include versions for the following marine environments:
 - open water
 - intertidal zones
 - spawning habitats, and
2. A set of additional versions using the above marine environments to depict a minimum of at least 3 response options to include mechanical response, dispersants and burning within the above marine environments.

Each of the versions specified in 1 and 2 above are to include, at a minimum, images of species common in the region including:

- marine animals,
- plants and seaweeds/sea grasses,
- shore and sea birds,
- some land-based species,
- fish
- and others

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Each of the versions specified in 1 and 2 above shall also include text elements that describe the potential effects of spilled oil on each of the elements in the graphic. These text elements will be developed by the council and added into the version in consultation with the council.

Elements of the versions shall be interactive, i.e. inserted “hover” links that allows the user to click on an icon for a resource and be sent to more information about that resource. This interactive option provided in a proposal should include a budget breakout for that element of work.

DESCRIPTION of REQUESTED WORK

Scope of Work.

The scope of work shall include the following:

- Creation of a set of at least six high-resolution digital materials that depicts the Southcentral Alaskan environment and shows the operation and effects of oil spill response options. The council can supply photographic images of some of the elements in the graphic, such as land masses, some species, and oil spill response however, the proposer should have access to a stock photography service as needed.
- The graphic(s) should be high-resolution for printing with a lower resolution version appropriate for the web.
- Submit monthly progress reports and review of materials.

All files used to create the graphic will be the property of PWSRCAC upon completion of the project. PWSRCAC will own full permanent copyright usage upon completion of the project, for future use in, but not limited to, print, web, and all subsequent uses.

Schedule and Completion Date

Proposals due at 12 noon September 22, 2017

Award Announcement: September 30, 2017 (approximately)

Project Schedule:

November 1: First progress update and review of draft materials

December 1: Second progress update and review of draft marine environment materials

January 8: Final progress update and review of all draft final graphic versions

February 15, 2018: Final materials due to PWSRCAC

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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 phase described in the scope of work. 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.

Final Work Product

- **Print version:** The project's final print files should be submitted in Photoshop, Illustrator, or InDesign, so that the layers can be used in presentations, or other graphic programs, and the text layers can be updated by council staff as needed.
- **Web version:** The technology used to produce the interactive web version of the graphic should be compatible with WordPress Content Management System (i.e. PDF),, which is the council's website technology.

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 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. The budget should also break down the costs of the different aspects of the proposal. In particular, please break down costs for:

1. Creation of flat, high-resolution image for printing standard poster size.
2. Creation of interactive web version, compatible with WordPress website.
3. Cost for exportable layers that could be used separate from the main image

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 individuals and subcontractors if used. If multiple individuals are involved, describe the role of each individual. Demonstrated knowledge of, or experience depicting, the Alaskan environment or marine environment is preferred.

Portfolio(s). Provide a portfolio of work that demonstrates that the proposer has the capabilities to complete all aspects of the project. Online, digital portfolios are encouraged. Proposers are highly encouraged to include digital illustrations of marine or Alaskan environments. DO NOT

SUBMIT IRREPLACEABLE ARTWORKS. PWSRCAC will not be responsible for lost or damaged portfolios.

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 individual or company 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

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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 or can be made available upon request.

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

PWSRCAC/Alyeska Contract

PWSRCAC Bylaws

PWSRCAC Observer Newsletter

PWSRCAC Brochure

PWSRCAC Annual Report