



REQUEST FOR PROPOSALS

Title	Communities in Focus – Demographics Study
RFP Number	3555.26.01
Project Manager	Amanda Johnson
Submittal Deadline	Thursday, August 28, 2025
Award Announcement	Thursday, September 11, 2025

Submit Proposals to:

Amanda Johnson, Project Manager
Prince William Sound Regional Citizens' Advisory Council
2525 Gambell Street, Ste 305
Anchorage, Alaska 99503

or

via email at the following address:

amanda.johnson@pwsrcac.org

To verify receipt of proposal, proposer must contact Amanda Johnson at the email listed above before the submittal deadline.

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

RFP# 3555.26.01

Form revised 10/3/24

Page 1 of 12

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 the 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

PWSRCAC is seeking a qualified contractor to collect, organize, and summarize publicly available demographic data for communities in Alaska affected by the Exxon Valdez oil spill. This data will be used to help guide communications and project planning efforts across our organization.

The final work product of this effort will include 1) a sortable and filterable spreadsheet (or equivalent tool) containing up-to-date demographic data, 2) a brief summary memo describing community coverage and data availability, and 3) a plan for future updates.

ABOUT PWSRCAC

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

PWSRCAC was formed following the 1989 Exxon Valdez oil spill to advise Alyeska Pipeline Service Company and the public on issues related to oil spill prevention and response, and to mitigate the environmental impacts of terminal and tanker operations. PWSRCAC also advises oil shippers, regulatory agencies, and elected officials on these issues.

PWSRCAC's 19 member organizations are communities impacted by the Exxon Valdez spill, as well as Alaska Native, commercial fishing, aquaculture, recreation, tourism, and environmental groups.

PWSRCAC was chartered as a nonprofit corporation by the State of Alaska on December 26, 1989. PWSRCAC is funded under a contract with Alyeska and is federally mandated and 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

The Council seeks to make evidence-based decisions when developing materials and strategies related to its work. To support this, we require updated demographic information about the populations in our region, including population size, age ranges, cultural backgrounds, languages spoken, education levels, employment sectors, and other relevant characteristics.

We previously commissioned a demographic snapshot as part of a public relations project, but that information was based on 2010 Census data and is now outdated. Updated data will help us reach specific audiences more effectively, identify potential gaps in our current outreach efforts, and ensure our materials are appropriate to reach the diverse communities we serve.

GOALS and DELIVERABLES

The project will result in:

1. **A dataset compiled from publicly available sources** (e.g., U.S. Census, American Community Survey). We are interested in the following information: population size and growth, age distribution, cultural and ethnic groups, languages spoken, education levels, employment sectors, occupations. Additional categories such as income, housing, broadband access, or transportation can be included if available. Proposers may suggest other valuable variables. *The data should not include any personally identifiable or sensitive information.*

Format: The data should be presented in a format that allows sorting and filtering (e.g., by geographic area, language, or occupation) such as a spreadsheet or other tool. We should be able to continually re-sort/re-filter as needed for different projects. The Council produces reports on a wide variety of topics and the tool

would be used to help understand audiences in different communities across our region. The tool would be used internally and not available to the public to use, however data from this tool may be posted on a public website for use by committees during project planning. The tool should not include any proprietary information.

2. A brief written summary that includes:
 - a. A description of the content in the dataset.
 - b. A list of all data sources.
 - c. Any notable gaps or limitations in the data.
3. A plan or memo outlining how and when the data should be kept up to date.

DESCRIPTION of REQUESTED WORK

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

- Compile data from public sources, such as the U.S. Census Bureau and relevant state or federal agencies.
- Include demographic information for Alaska communities affected by the Exxon Valdez oil spill. Core regions include Homer, Valdez, Cordova, Whittier, Seward, Kodiak, and Seldovia. The study should also include census areas adjacent to these communities—for example, smaller communities like Ouzinkie and Old Harbor on Kodiak Island. A reference map is provided on [page 12 of this RFP](#).
- Use the finest geographic resolution practical within the budget. Community-level data is preferred; finer detail such as ZIP code or census tract is encouraged where feasible. If there is additional data that could be useful, but cannot be included as proposed, a short summary of that information should be included. Depending on planning and budget, the Council could potentially fund a phase 2 in the next fiscal

year beginning July 1, 2026 (NOTE: future funding is pending approval by PWSRCAC's Board of Directors and is not guaranteed).

- Deliver a spreadsheet or comparable digital file that allows filtering and sorting by community, demographic attribute, and/or other relevant fields.
- Provide a brief memo summarizing the data sources, community coverage, and any limitations.
- Recommend a strategy for future data updates, including potential sources and frequency.
- Propose a schedule that includes one kickoff meeting and at least one check-in with Council staff during the project to review progress and clarify any questions.
- Conduct a training for Council staff on how to use the tool after completion.

Qualifications

The successful proposer will have:

- Experience working with U.S. Census and other public demographic datasets.
- Ability to complete the work within the budget and timeline.
- Familiarity with rural Alaska or small-community demographics preferred but not required.

Schedule and Completion Date.

- Award Announcement: **Thursday, September 11, 2025**
- Kickoff/check-in meetings. Timing as described in Scope of Work (previous section) and content as described in General Requirements (following section).
- Final deliverable due: **November 14, 2025**

Project Budget

The Council currently has \$5,000 budgeted for this project. This includes all labor, overhead, and deliverables. Proposers are encouraged to suggest optional enhancements or phased work that could be considered for additional funding in future fiscal years (pending approval by PWSRCAC's Board of Directors and not guaranteed).

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 Council project 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 Report. The contractor shall submit a written final summary as noted above. The final summary shall be of a professional quality. This summary will be used primarily

internally, but may be shared on one or more of PWSRCAC's websites and therefore should not contain any proprietary information.

The final summary must be submitted in Microsoft Word. The dataset should be in Excel or other format as agreed upon during contract negotiation. Any images or other graphics shall be included as part of the digital submittal in a common graphic format.

Any data or collection of information resulting from work done under the contract is the property of PWSRCAC and shall be submitted to PWSRCAC.

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 email address 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, and a 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.

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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.

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? (5 points)
- 2) Proposed Scope of Work.** Does the proposal clearly address the requested scope of work? (20 points)
- 3) Technical Approach.** Is the proposed approach to the scope of work technically feasible? (20 points)
- 4) Qualifications.** Does the principal investigator possess expertise and experience to assure successful completion of the scope of work? (20 points)
- 5) Management Scheme.** Will the proposed management scheme reasonably lead to successful development of the deliverables? (15 points)
- 6) Schedule.** Is the proposed schedule for completion of the scope of work in accordance with the requested project duration and schedule? (10 points)
- 7) Deliverables.** Are the proposed deliverables in accordance with the deliverables requested in the scope of work? (10 points)

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? (15 points)

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? (10 points)

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.

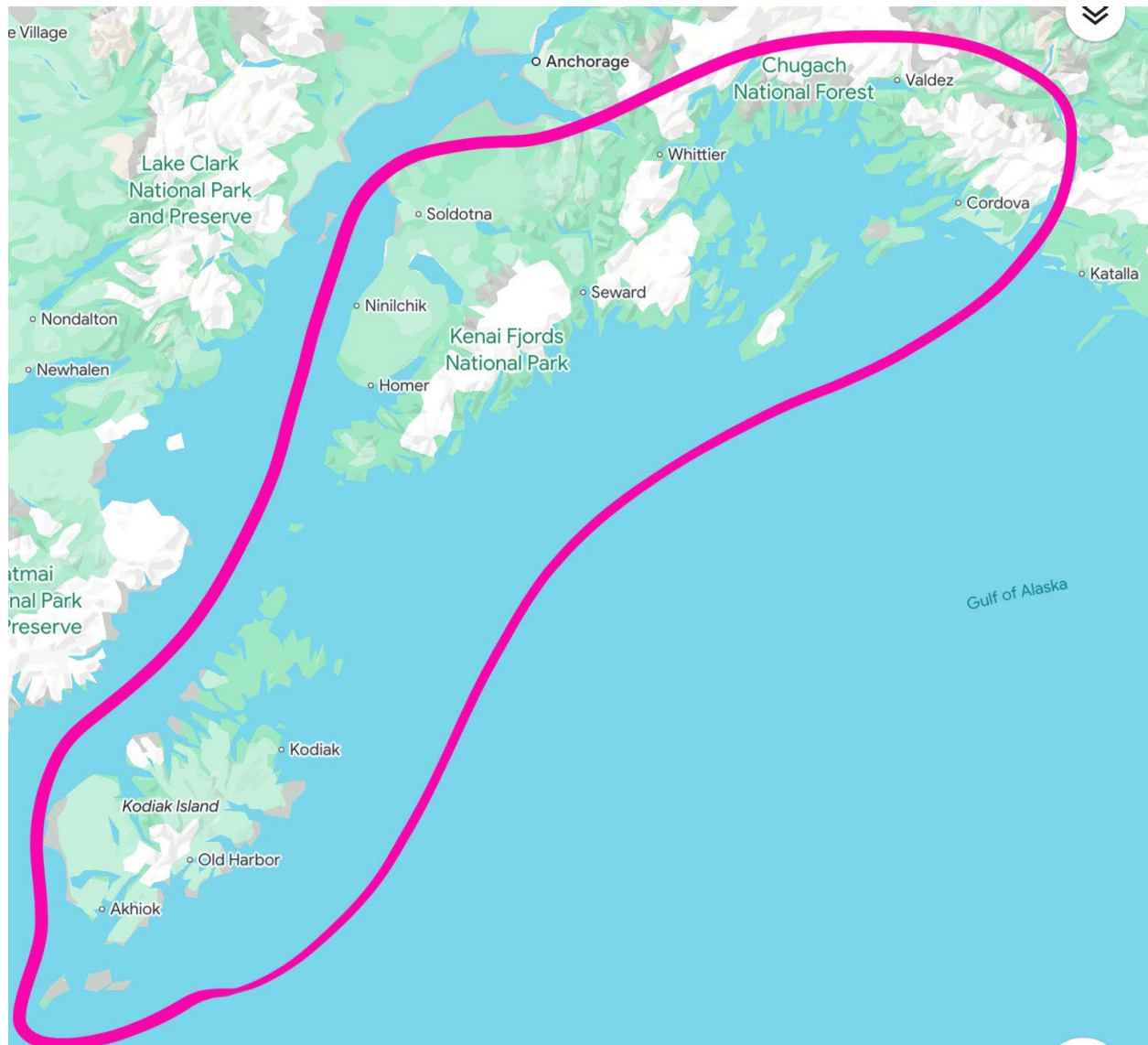
C. Professional Services Contract. A copy of PWSRCAC's standard professional services contract form can be found at <https://www.pwsrcac.org/document/sample-professional-services-agreement/> or can be made available upon request.

D. PWSRCAC Information. The following information about PWSRCAC is available on our website:

- [PWSRCAC/Alyeska Contract](#)
- [PWSRCAC Bylaws](#)
- [PWSRCAC Observer Newsletter](#)
- [PWSRCAC Annual Report](#)

Map of region:

Note: Data for Anchorage is not included in this project.



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RFP# 3555.26.01

Form revised 10/3/24

Page 12 of 12