



REQUEST FOR PROPOSAL (RFP)
For
INFORMATION & EDUCATION PROGRAM
ONE CENT OPTIONAL SALES & USE TAX

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I - Background

The voters of Sheridan County have approved a One Cent Optional Sales & Use Tax continually since 1988. Over the years this tax has provided funding for a variety of purposes, including infrastructure, and project and operations support for many non-profits that offer a variety of services to the community. Please visit <http://sheridancounty1cent.com/> to view further information about how the tax is utilized.

II - Scope of Services

The purpose of this RFP is to select a firm to conduct an information and education program for the One Cent Optional Sales & Use Tax that will be on the November 2018 ballot.

The purpose of the information and education program is to successfully inform the public of the anticipated use of the tax. The selected firm will work with staff and the local Government Officials to develop an information & education program. The selected firm will research prior Sheridan County One Cent Optional Sales & Use Tax ballot measures, including previous polls and ballot measure results. The local Government Officials and staff will provide necessary historical documents, as well as information relevant to the current considerations.

- Visual Aids; Prepare display boards.
- Internet and Social Media: Develop an informational website and internet and social media presence; Facebook, Twitter etc.
- Brochure-Mailing; Develop and prepare one coordinated mailing to Sheridan County Registered Voters.
- Media; Develop 10 media releases and public service announcements.
- Public Outreach Meetings; Develop a list of organizations for public presentations (no more than 15)

III - Proposal Requirements

CONSULTANT's proposal shall include the following items in the following sequence.

A. EXECUTIVE SUMMARY:

The summary shall include a statement of the work to be accomplished, how CONSULTANT proposes to accomplish and perform each specific service and unique problems perceived by CONSULTANT and their solutions.

B. DRAFT WORKPLAN:

The workplan should include milestones, timelines and required deliverables.

C. PRICING SCHEDULE:

The pricing schedule should include a cost break-down for all items included in the Scope of Services.

D. REFERENCES AND QUALIFICATIONS:

Background of CONSULTANT, including professional qualifications. Specific experience with public entity clients. If CONSULTANT has provided services for Sheridan County in the past, identify the name of the project and the department for which CONSULTANT provided those services. If CONSULTANT is proposing as a team or joint venture, provide the same information for each member of the team or joint venture.

CONSULTANT shall provide three (3) references, preferably from other governmental entities for whom CONSULTANT has provided services.

E. If your firm has had a contract terminated in the last five (5) years, describe such incident. Termination for default is defined as notice to stop performance due to the vendor's non-performance or poor performance and the issue of performance was either (a) not litigated due to inaction on the part of the vendor, or (b) litigated and such litigation determined that the vendor was in default.

Submit full details of the default including the other party's name, address, and phone number. Present the vendor's position on the matter. The local Government Officials will evaluate the facts and may, at its sole discretion, reject the proposal on the grounds of the past experience.

If the firm has not experienced any such termination for default or early termination in the past five years, so indicate.

IV - Submissions of Proposals

CONSULTANT shall email a copy of the proposal to Renee` Obermueller at robermueller@sheridancounty.com. All Proposals must be received no later than 5:00 p.m. MST, August 9th, 2018, at the email above. Any Proposal received after this time will not be considered.

All provisions in CONSULTANT's proposal shall remain valid for ninety (90) days following the deadline date for submissions or, if a proposal is accepted, throughout the entire term of the contract.

All proposals become the property of Sheridan County upon receipt and will not be returned. Any information deemed to be confidential by CONSULTANT should be clearly noted on the page(s) where confidential information is contained; however, Sheridan cannot guarantee that it will not be compelled to disclose all or part of any public record under Wyoming State Statute, since information deemed to be confidential by CONSULTANT may not be considered confidential under Wyoming law, or pursuant to a Court order.

Any cost or expense incurred by the CONSULTANT that is associated with the preparation of the Proposal, the Pre-Proposal conference or short list interview, if any, or during any phase of the selection process, shall be borne solely by CONSULTANT.

V - Communication/Questions

Questions concerning substantive RFP issues shall be directed, electronically only, to Renee Obermueller at robermueller@sheridancounty.com. Verbal questions and explanations are not permitted other than for general non-substantive issues or as may be described by this section and during interviews, if any. It is suggested that all questions be sent by e-mail, return receipt requested. No inquiries or questions will be answered if received after 5:00 p.m. on August 7th, 2018, to allow ample time for distribution of answers and/or amendments to this RFP.

CONSULTANT shall not contact Sheridan County employees before an award has been made, except as set out herein. Violation of this provision by CONSULTANT may lead to disqualification of its proposal from consideration.

Sheridan County reserves the right to contact any CONSULTANT for clarification after responses are opened and/or to further negotiate with any CONSULTANT if such is deemed desirable.

VI - Evaluation Criteria

Sheridan County will conduct a comprehensive, fair and impartial evaluation of all proposals received in response to this RFP. Sheridan County will appoint a selection committee to perform the evaluation. Each Proposal will be analyzed to determine overall responsiveness and qualifications under the RFP. Criteria to be evaluated may include the items listed below. Sheridan County reserves the right to select one, multiple, or none of the CONSULTANTs to provide services. In addition, Sheridan County reserves the right to partially award the contract.

Evaluation criteria: (total possible points – 100)

A) CONSULTANT's background & capability to provide services required (25 points)

- B) Draft Work Plan (25 points)
- C) Evaluation of References. (20 points)
- D) Local Presence (0-10 points)
- E) Pricing Schedule submitted. (20 points)

VII - Award of Contract and Reservation of Rights

A. Sheridan County reserves the right to award one, more than one or no contract(s) in response to this RFP.

B. The Contract, if awarded, will be awarded to the CONSULTANT(s) whose Proposal(s) is deemed most advantageous to Sheridan County, as determined by the selection committee.

C. Sheridan County may accept any Proposal in whole or in part. If subsequent negotiations are conducted, they shall not constitute a rejection or alternate RFP on the part of Sheridan County.

D. Sheridan County reserves the right to accept one or more proposals or reject any or all proposals received in response to this RFP, and to waive informalities and irregularities in the proposals received. Sheridan County also reserves the right to terminate this RFP, and reissue a subsequent solicitation, and/or remedy technical errors in the RFP process.

E. The selected CONSULTANT(s) must execute the contract no more than five (5) calendar days after the CONSULTANT is given notice of award. No work shall commence until the contract document(s) is signed by Sheridan County and CONSULTANT(s) provides the necessary evidence of insurance. Contract documents are not binding on Sheridan County until reviewed by legal counsel. In the event the parties cannot negotiate and execute a contract within the time specified, Sheridan County reserves the right to terminate negotiations with the selected CONSULTANT and commence negotiations with another CONSULTANT.

F. This RFP does not commit Sheridan County to enter into a Contract, nor does it obligate Sheridan County to pay any costs incurred in preparation or submission of a proposal or in anticipation of a contract.

G. If selected, CONSULTANT will be required to comply with all terms of the contract established herein.

H. Conflicts of Interest. In the sole judgment of the local Government Officials, any and all proposals are subject to disqualification on the basis of a conflict of interest. The local Government Officials may not contract with a vendor if the vendor or an employee, officer or

director of the proposer's firm, or any immediate family member of the preceding, has served or is currently serving as an elected official or employee of local government.

I. Independent Contractor. CONSULTANT agrees and understands that, if selected, it and all persons designated by it to provide services in connection with a contract, is and shall be deemed to be an independent contractor(s), responsible for its respective acts or omissions, and that Sheridan County shall in no way be responsible for CONSULTANT's actions, and that neither of the parties hereto will have authority to bind the others or to hold out to third parties, that it has such authority.

VIII - Schedule of Events

Following is a list of projected dates with respect to this RFP:

ACTIVITY	DATE
RFP Solicitation Period	July 26 th to August 9 th , 2018
Questions Accepted	July 26 th to August 7 th , 2018
Proposals Due	August 9 th by 5:00 PM MST
Review of Proposals and Firm Selection	Week of August 13 th , 2018
Meet to Discuss Project	Week of August 20 th , 2018
Review Draft Materials and Mailer	September 17 th , 2018
Mailer out to Voters	September 24 th , 2018
Media Releases, Public Service Announcements	September 24 th to November 6 th , 2018
Election	November 6 th , 2018

IX - Proposal Checklist

This checklist is to help the CONSULTANT ensure that all required documents have been included in its proposal.

DOCUMENT	CHECK
Executive Summary	
Draft Work Plan	
Pricing Schedule	
References and Qualifications	