

# REQUEST FOR PROPOSALS

FOR PROFESSIONAL SERVICES

FOR A

Central Utah Water Conservancy District Water Conservation Plan



## CENTRAL UTAH WATER CONSERVANCY DISTRICT

1426 EAST 750 NORTH, SUITE 400

OREM, UTAH 84097

September 11, 2019

# REQUEST FOR PROPOSAL

For A Central Utah Water Conservancy District Water Conservation Plan

## Background Information

Central Utah Water Conservancy District (District), a political subdivision of the State of Utah, was organized in 1964 to serve as the sponsoring, repayment, and operating entity of the Bonneville Unit of the Central Utah Project (CUP) and assist in the planning and development of water resources within its boundaries. The U.S. Bureau of Reclamation planned and constructed the initial features of the CUP which is to develop a portion of Utah's share of Colorado River water. Since 1992, in partnership with the U.S. Department of the Interior, Central Utah Project Completion Act Office (CUPCA Office), the District has been responsible for completion of construction of the remaining CUP Bonneville Unit facilities.

Consistent with the District's mission and values, it acts as a provider of wholesale water to various water conservancy districts, metropolitan water districts, municipalities, irrigation companies, and other entities within its boundaries. The District encompasses all or parts of eight counties within the State of Utah which includes approximately 60 percent of the state's population. The District operates and maintains federal facilities as part of the CUP (e.g. dams and reservoirs, pipelines, tunnels, diversions). Furthermore, commencing in 1968 the District has been collaborating with local geographical areas within the District on water requirement investigations and now operates and maintains District owned non-federal water related facilities including treatment plants, wells, large diameter pipelines, and appurtenant facilities.

The District also has a long history of conservation and education. For many years the District has been the leader in water conservation and saves thousands of acre feet each year due to our conservation efforts and the section 207 projects. The District has focused much of its conservation and education programs on outdoor landscaping. With over 60% of Utah's water being used on the landscape there is an increasing need to become more efficient in outdoor water use. With the rapid growth in Utah and in the District's service area, the District must continually evaluate programs and opportunities to ensure efficient use of water.

All questions relating to this RFP shall be directed to Rick Maloy, (801)226-7136 or [Rick@cuwcd.com](mailto:Rick@cuwcd.com)

## Project Overview

The District seeks a consultant team to assist in the development of its Water Conservation Plan. The plan will include water conservation goals and evaluation of programs, education, outreach, funding, and other efforts needed to meet the set forth goals. The plan should be a guiding document for the District first and where possible also meet the Division of Water Resources (DWR) water conservation plan requirements (see attachment A).

## Project Purpose

The purpose of this scope of work is to develop the CUWCD Water Conservation Plan with the following objectives:

- Assist in identifying and setting short- and long-term water conservation projections and goals. These will serve as the planning elements for future planning, conservation programs, and education.
- Evaluate effective conservation programs needed to meet the goals and to develop a timeline, funding, staffing requirements and other needs to implement each program.
- Evaluation of critical areas for conservation within the District and develop targeted plans to meeting goals.
- Evaluate effective education and outreach methods to meet the goals. Develop education and outreach action plans to further the mission of the District and meet the conservation goals. Evaluate the impact of education on conservation and water use.
- Evaluate potential partnerships and other opportunities to meet the goals.

## Scope of Work

The selected consultant team is charged with the development of a Water Conservation Plan that will identify the need to meet a water conservation goals and the impact of meeting the goals on future water supply planning as coordinated with each geographical area of the District. The plan should incorporate all facets of conservation and how each opportunity will affect current use and future water supply needs.

The consulting team will be expected to provide services consistent with the outlined tasks below. The project will be broken into the following four main tasks that will all be incorporated into the Water Conservation Plan.

### *Task 1: Establish District Water Conservation Projections and Goals*

- Work with District staff through project meetings to develop short- and long-term projections and water conservation goals that are representative of potential for savings and reasonable capability.
- Use current water use data, trends, and measurement practices to develop goals.
- Develop a clear guide to how meeting the goals may change water supply and deliveries moving into the future.

*Task 2: Evaluation of Conservation Programs*

- Evaluate potential conservation programs and impacts to water use/savings, including a cost-benefit analysis.
- Evaluate changes in market conditions, demographics, land use, and other impacts to conservation and their effects on conservation programming.
- Evaluate opportunities for partnerships and other critical groups needed to work with to achieve District goals.
- Evaluate the impacts of education on conservation and water use.

*Task 3: Implementation and Cost Plan*

- Develop an implementation plan of recommended conservation programs from the evaluated list and incorporate timelines to achieve the set goals.
- Provide cost estimates to fully fund the evaluated programs and potential cost sharing and/or available outside funding opportunities.
- Provide a detailed list of other needed resources such as staff time, consultant work, marketing, and other resources needed to meet the goals.

*Task 4: Coordinate with key stakeholders*

- Develop a list of key stakeholders who will be impacted by the goals and water conservation plan.
- Coordinate with stakeholders to review and collect feedback for the water conservation plan.
- Incorporate feedback into the water conservation plan.

**Deliverables**

*Deliverables required:*

- Comprehensive District Water Conservation Plan incorporating all four required tasks.
- Approval by District staff and board adopted.

**RFP and Project Schedule**

The following is the RFP schedule and the anticipated project schedule.

RFP Released.....	Wednesday, September 11, 2019
RFP Advertised in newspapers.....	Wednesday, September 11, and Sunday, September 15, 2019
<b>Proposals Due.....</b>	<b>4:00 P.M., Wednesday, October 9, 2019</b>
Consultant Presentation (optional).....	Monday, October 21, 2019
Award Contract.....	Wednesday October 23, 2019
Project completion.....	Tuesday, March 2, 2020

## Proposal Submission Deadline:

To be responsive to this RFP, interested consultant firms must submit six (6) copies of their proposal no later than **4:00 P.M., on Wednesday, October 9, 2019**. Proposals should be addressed to:

Central Utah Water Conservancy District

1426 E 750 N STE 400

Orem, Utah 84097

Attn: Rick Maloy, Water Conservation Manager

For questions regarding this RFP contact:

Rick Maloy, Water Conservation Manager

(801) 226-7136

[Rick@cuwcd.com](mailto:Rick@cuwcd.com)

*Any unsolicited communication (from your firm or anyone on behalf of your firm) concerning this RFP to any employee, trustee, or officer of the District not listed as the RFP contact before the award of contract is grounds for disqualification from this procurement.*

The proposals should not exceed 20 pages in length, including Statement of Qualifications.

## Selection Process

The selection committee will review and evaluate the submitted proposals and will rank each on a set of predetermined criteria. The consultant selection may be based exclusively on the submitted proposals. However, if the selection committee determines that consultant presentations are needed to determine final rankings, then presentations will be included in the selection process for those consulting firms with the highest ranked written proposals. In this case, final rankings will be determined by the average of the selection committee members' scores from the written proposals and consultant presentations. Consulting firms are required to meet the October 21, 2019 date set for the consultant presentation (if needed). A consulting firm will be considered non-responsive if they are asked to give a presentation (scheduled for October 21, 2019) but are unable. The consultant presentation format will be provided by the selection committee when the consulting firm is notified.

## Evaluation of Proposals

The selection committee will evaluate submitted proposals based upon the qualifications presented and the selection criteria set forth by the committee. The selection criteria include:

1. *Overall Project Proposal (20 points, 0-5 scale, weight x4)*
  - a. Responsiveness to the RFP and the objectives described herein
  - b. Familiarity with the District's conservation efforts and past goals

- c. Familiarity with the District's contract holders and water providers within the District's service area
  - d. Familiarity of effective water use and conservation efforts in Utah and other western states
2. *Project Schedule (10 points, 0-5 scale, weight x2)*
- a. Project schedule showing key dates, project milestones, and critical path issues
  - b. Completion date for the project
3. *Experience and Project Team (20 Points, 0-5 scale, weight x4)*
- a. **\*\*Demonstrate consultant's knowledge and experience of the water conservation planning process:**
    - i. Description and summary of a minimum of two completed water conservation plans or comparable documents (include projects that are similar in nature to the proposed project)
    - ii. Agency (or agencies) the project was completed for
    - iii. References associated with the projects listed
  - b. **\*\*Project team organization chart showing:**
    - i. Consultant Project Manager who has previously managed water conservation plans
    - ii. Key team members and their roles
    - iii. Sub-consultants (if any) and their roles
- \*\* This information may be summarized in a table showing proposed key individuals, their roles on similar projects, experience, etc...**
4. *Description and Methods (20 Points, 0-5 scale, weight x4)*
- a. Description and adequacy of methods and approach
  - b. Outline and description of best practices for development of conservation goals and water conservation plans
5. *Firm Resources (15 Points, 0-5 scale, weight x3)*
- a. Identify the location of the main office where the project work will be conducted
  - b. Sufficient resources and availability to complete project within schedule
  - c. Consultant firms (and sub-consultants) quality control and quality assurance plan
6. *Cost Proposal (Separate Document) (15 Points, Formula)*
- a. **In a separate document and sealed envelope** entitled "Cost Proposal," include all information on cost for development of the water conservation plan and any related items for which the responder may charge. **A proposal may be rejected as nonresponsive if any cost information is included in any portion of the proposal response other than in the "Cost Proposal" document.** Please include the following:
    - i. Breakdown of the total estimated fees by individual task
    - ii. Any costs that will be attributed to any other consultant
    - iii. Any other information relevant to cost

## Grading Criteria

All criteria will be graded on the following scale:

- 0: No response or information
- 1: Inadequate, and/or fails to meet the requirements
- 2: Fair, and/or only partially responsive
- 3: Average, and/or meets minimum requirements
- 4: Above average and/or exceeds minimum requirements
- 5: Superior

These grades will be multiplied by the appropriate weighting factor to determine the total score.

## Accuracy of Proposal and Other

All proposals will be relied upon to be true and accurate. The District will rely on this information when evaluating each submission by the criteria listed in the Evaluation Process and Contract sections below. Any proposal failing to clearly present all the requested information or failing to be in the requested format may be considered non-responsive and rejected.

In accordance with State Law, proposals are a public record and are subject to public review upon request. However, a firm may request that any part of its proposal be designated as a protected record and not available for public release by complying with the requirements of §63G-2-309(1), Utah Code Annotated. To do this, firms must provide the District with a written claim of business confidentiality and a concise statement of reasons supporting this claim. This information must be submitted together with the proposal to be considered.

The District reserves the right to request a firm clarify any part of the submitted proposal. Response to such requests must be made in writing and will become part of the proposal. Supplementary information and materials received after the deadline, that are not expressly solicited by the District, will not be considered in the evaluation. All firm proposals, including electronic media, will become and remain the property of the District.

## EVALUATION PROCESS

Compliance with Utah Procurement Code Requirements and Procedures. To determine which proposal provides the best qualified services with the best value to the District, the evaluation committee shall evaluate the proposals submitted in conformance with the applicable requirements of the Utah Procurement Code, using a staged evaluation process authorized by §63G-6a-710, Utah Code Annotated, as follows:

*Stage 1:* The evaluation committee will review all proposals that are received in a timely manner. Responders that are determined to be not responsible, and proposals that are not responsive, or do not comply with the requirements of this RFP and the requested submission format, will be eliminated from consideration. A written notice will be sent to those responders who are eliminated from consideration, and the responder's sealed cost proposal will be returned with the notice.

*Stage 2:* The evaluation committee will evaluate proposals that are not eliminated in Stage 1 in accordance with the criteria 1 - 5 listed above. The top-ranked proposals based on criteria 1-5 scoring will be designated as finalists and will move on to Stage 3. A written notice will be sent to those responders who are eliminated from consideration after step 2, and the responder's sealed cost proposal will be returned with the notice.

*Stage 3:* If needed, presentations may be conducted with responders who were not eliminated in Stage 1 or Stage 2. The presentations will be conducted in person on Monday October 21, 2019. The scores awarded under Stage 2 could be adjusted, if justified. If presentations are deemed unnecessary, proposals may be accepted without a presentation. A written notice will be sent to those responders who are eliminated from consideration after step 3, and the responder's sealed cost proposal will be returned with the notice.

*Stage 4:* After the adjustments described in Stage 3 are made, if any, only the top ranked finalists' cost proposals will be opened. The cost proposals will receive a score for "Cost" of up to 15 points, as follows:

The proposal with the lowest reasonable price will receive the maximum points available. All other proposals will receive points determined by the ratio of the lowest reasonable proposal's price to its proposal's price. The ratio is calculated as follows: the maximum points available for the cost category, multiplied by lowest proposed price/proposal price.

### Best and Final Offers

In accordance with Utah Code Ann. §63G-6a-707.5, the evaluation committee may request best and final offers from responsible offerors who have submitted responsive proposals that meet the minimum qualifications and evaluation criteria identified in this RFP, if:

1. No single proposal adequately addresses all the specifications stated in the request for proposals;
2. All proposals are unclear or deficient in one or more respects;
3. All cost proposals exceed the identified budget or the procurement unit's available funding;
4. Or two or more proposals receive an identical evaluation score that is the highest score.

Best and final offers will then be evaluated and scored by the evaluation committee in accordance with the evaluation criteria and procedures stated in this RFP.

*Justification Statement.* In determining which proposal provides the best value to the District, the evaluation committee shall prepare a written justification statement in compliance with the provisions of §63G-6a-708, Utah Code Annotated, including a written cost-benefit analysis if required as provided therein.

*Submission of Recommendation.* After completion of the evaluation and scoring of proposals and the justification statement, including any cost-benefit analysis, the evaluation committee shall submit the proposals, evaluation scores, and justification statement to the District procurement officer for review and potential board award.

## Award of Contract

The District is committed to protecting the integrity of the competitive qualified selection process and is respectful of and grateful for the resources of firms submitting proposals. To that end, prospective firms are not to have any direct or indirect communications relating to this selection with any of the District selection committee or attempt to determine who may serve on the selection committee. Furthermore, if during the RFP preparation or selection time period a proposer is contacted by a member of the selection committee directly or indirectly regarding this selection, the proposer shall notify Gene Shawcroft, P.E., General Manager, of the contact or conflict. This will allow modification to the selection team or other action necessary to preserve the professional integrity of the selection process.

After the selection committee has reviewed all proposals and selected the most qualified consulting firm based on qualifications, the District will immediately enter into negotiations with that firm in order to prepare a draft agreement. If an agreement cannot be reached, the District will immediately enter negotiations with the second most qualified firm. Once an agreement has been negotiated the selected consulting firm will be notified. The firms not selected will also be notified.

In accordance with Utah Procurement Code, the District reserves the right to award the contract to a technically qualified responder that scored lower than the highest scoring responder if, based on a cost-benefit analysis required by the Utah Procurement Code, the highest scoring responder will not provide the best value to the District.

*Publication of Award and Scores.* The District shall, on the next business day after the award of a contract is announced, make available to each responder and to the public a written statement in accordance with Utah Code Ann. §63G-6a-709.5.

## Modifications to, or Withdrawal of, a Submitted Response

A responder may modify or withdraw the responder's proposal, at any time before the Submission Deadline, by providing a written modification or a written statement withdrawing the proposal to the RFP contact. Modifications or letters of withdrawal received by the RFP contact after the Submission Deadline will be rejected as invalid.

The District's procurement officer may: (i) allow a responder to correct an immaterial error in a responder's proposal, as provided in §63G-6a-114, Utah Code Annotated, and/or (ii) request a responder to clarify information contained in a proposal, as provided in §63G-6a-115, Utah Code Annotated. Notwithstanding the foregoing, a responder may not change the total amount of the Cost Proposal after the Submission Deadline; however, this does not apply to a change in the contract price during contract administration, as allowed under the Procurement Code.

## Cost of Responding to RFP and Contract Negotiations

All expenses relating to responding to this RFP, including, but not limited to, preparing, submitting, and presenting a proposal, attending meetings in relation to this RFP, discussions, and all travel, dining,

lodging, and communication expenses will be borne solely by the responder. The District assumes no liability for any costs incurred by a responder in responding to this RFP.

All expenses of the successful responder relating to conducting contract negotiations, including, but not limited to, drafting, research, legal review, preparation, attending meetings, site visits, travel, dining, lodging, and communication expenses will be borne solely by the responder. The District assumes no liability for any costs incurred by a responder relating to contract negotiations.

No responder shall bill the District for any expense that was incurred prior to the time that the contract is signed by all parties.

## Attachment A

**WATER CONSERVATION PLANS**

2004 GENERAL SESSION

STATE OF UTAH

**Sponsor: Judy Ann Buffmire**

Ralph Becker  
Duane E. Bourdeaux  
Neil A. Hansen

Rosalind J. McGee  
Carol Spackman Moss

David Ure  
Stephen H. Urquhart

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**LONG TITLE**

**General Description:**

This bill amends certain provisions related to water conservation plans.

**Highlighted Provisions:**

This bill:

- > provides for publishing of a report identifying entities who do not have a current water conservation plan;
- > requires that water conservation plans contain existing and proposed water conservation measures;
- > requires that water conservation plans contain a description of the extent to which a retail provider will use certain measures to achieve its conservation goals;
- > requires that water conservation plans contain a clearly stated water use reduction goal and implementation plan for each conservation measure, including a timeline for action and an evaluation process to measure progress; and
- > requires that the Board of Water Resources' report be presented to the Natural Resources, Agriculture, and Environment Interim Committee at its November 2004 meeting.

**Monies Appropriated in this Bill:**

None

**Other Special Clauses:**

None

**Utah Code Sections Affected:**

AMENDS:

73-10-32, as last amended by Chapter 119, Laws of Utah 1999

*Be it enacted by the Legislature of the state of Utah:*

Section 1. Section 73-10-32 is amended to read:

**73-10-32. Definitions -- Water conservation plan required.**

(1) As used in this section:

(a) "Board" means the Board of Water Resources created under Section 73-10-1.5.

(b) "Division" means the Division of Water Resources created under Section 73-10-18.

(c) "Retail" means the level of distribution of culinary water that supplies culinary water directly to the end user.

(d) "Retail water provider" means ~~fa person who~~ an entity which:

(i) supplies culinary water to end users; and

(ii) has more than 500 service connections.

(e) "Water conservancy district" means an entity formed under Title 17A, Chapter 2, Part 14, Water Conservancy Districts.

~~[(e) (i)]~~ (f) "Water conservation plan" means a written document that contains [ideas, suggestions, or recommendations as to] existing and proposed water conservation measures describing what [can] will be done by [state and local governments,] retail water providers, water conservancy districts, and the end user of culinary water to help conserve water and limit or reduce its use in the state in terms of per capita consumption so that adequate supplies of water are available for future needs.

~~[(ii)]~~ (2) (a) Each ["]water conservation plan["] shall contain [recommendations for water saving measures that may include]:

(i) a clearly stated overall water use reduction goal and an implementation plan for each of the water conservation measures it chooses to use, including a timeline for action and an evaluation process to measure progress;

(ii) a requirement that each water conservancy district and retail water provider devote

part of at least one regular meeting every five years of its governing body to a discussion and formal adoption of the water conservation plan, and allow public comment on it;

(iii) a requirement that a notification procedure be implemented that includes the delivery of the water conservation plan to the media and to the governing body of each municipality and county served by the water conservancy district or retail water provider; and

(iv) a copy of the minutes of the meeting and the notification procedure required in Subsections (2)(a)(ii) and (iii) which shall be added as an appendix to the plan.

(b) A water conservation plan may include information regarding:

~~[(A)]~~ (i) the installation and use of water efficient fixtures and appliances, including toilets, shower fixtures, and faucets;

~~[(B)]~~ (ii) residential and commercial landscapes and irrigation that require less water to maintain;

~~[(C)]~~ (iii) more water efficient industrial and commercial processes involving the use of water;

~~[(D)]~~ (iv) water reuse systems, both potable and not potable;

~~[(E)]~~ (v) distribution system leak repair;

~~[(F)]~~ (vi) dissemination of public information regarding more efficient use of water, including public education programs, customer water use audits, and water saving demonstrations;

~~[(G)]~~ (vii) water rate structures designed to encourage more efficient use of water;

~~[(H)]~~ (viii) statutes, ordinances, codes, or regulations designed to encourage more efficient use of water by means such as water efficient fixtures and landscapes;

~~[(I)]~~ (ix) incentives to implement water efficient techniques, including rebates to water users to encourage the implementation of more water efficient measures; and

(x) other measures designed to conserve water.

~~[(J) other measures designed to conserve water.]~~

(c) The Division of Water Resources may be contacted for information and technical resources regarding measures listed in Subsections (2)(b)(i) through (2)(b)(x).

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~~{(2)}~~ (3) (a) Before April 1, 1999, each water conservancy district under Title 17A, Chapter 2, Part 14, Water Conservancy Districts, and each retail water provider shall:

(i) (A) prepare ~~[ø]~~ and adopt a water conservation plan if one has not already been adopted; or

(B) if the district or provider has already adopted a water conservation plan, review the existing water conservation plan to determine if it should be amended and, if so, amend the water conservation plan; and

(ii) file a copy of the water conservation plan or amended water conservation plan with the division.

(b) Before adopting or amending a water conservation plan, each water conservancy district or retail water provider shall hold a public hearing with reasonable, advance public notice.

~~{(3)}~~ (4) (a) The board shall:

~~{(i) study ways to implement the water conservation plans of the water conservancy districts and the retail water providers;}~~

~~{(ii) develop recommendations on how to implement those plans; and}~~

(i) provide guidelines and technical resources to retail water providers and water conservancy districts to prepare and implement water conservation plans;

(ii) investigate alternative measures designed to conserve water; and

(iii) report [its recommendations] regarding its compliance with the act and impressions of the overall quality of the plans submitted to the Natural Resources, Agriculture, and Environment Interim Committee of the Legislature at its meeting in November [1999] 2004.

~~{(b) The board's report to the Natural Resources, Agriculture, and Environment Interim Committee may include a recommendation:}~~

~~{(i) that each water conservancy district and retail water provider devote part of at least one regular meeting of its governing body to a discussion of the water conservation plan and allow public comment on it;}~~

~~{(ii) to implement a notification procedure that includes the delivery of the water Conservation plan to the media and to the governing body of each municipality and county served}~~

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~~by the water conservancy district or retail water provider;]~~

~~[(iii) that certain eligibility requirements, including the adoption of a water conservation plan, be met before a water conservancy district or retail water provider may receive any state funds for water development;]~~

~~[(iv) for the coordination of conservation and drought management plans; and]~~

~~[(v) regarding any other measure designed to conserve water.]~~

(b) The board shall publish an annual report in a paper of state-wide distribution specifying the retail water providers and water conservancy districts that do not have a current water conservation plan on file with the board at the end of the calendar year.

(5) A water conservancy district or retail water provider may only receive state funds for water development if they comply with the requirements of this act.

~~[(4)]~~ (6) Each water conservancy district and retail water provider specified under Subsection ~~[(2)]~~ (3)(a) shall:

(a) update its water conservation plan no less frequently than every five years; and

(b) follow the procedures required under Subsection ~~[(2)]~~ (3) when updating the water conservation plan.

~~[(5)]~~ (7) It is the intent of the Legislature that the water conservation plans, amendments to existing water conservation plans, and the ~~[study]~~ studies and ~~[recommendations]~~ report by the board be handled within the existing budgets of the respective entities or agencies.