



Central Wasatch Commission

REQUEST FOR PROPOSAL

kaye@cw.utah.gov

**PROJECT NAME: Visitor Use Study
Central Wasatch Commission
41 North Rio Grande, Suite 102
Salt Lake City, Utah 84101
PH: 8012302506
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January 21, 2021**

REQUEST FOR PROPOSAL
Visitor Use Study
Central Wasatch Commission
Salt Lake City, Utah

Article I. Introduction

Central Wasatch Commission requests that your organization make a proposal regarding your consulting services on a **Visitor Use Study**.

The following proposal request will outline the project goals and detail the format you should submit your proposal.

Please read the timeline carefully. For your proposal to be considered, your proposal must meet our deadlines included in the timeline under Section 2.02. Please also be sure to read Project Specification 2.02 special attachment.

Section 1.01 Location and Sponsor

Your bid is for development of a **Visitor Use Study**.

Central Wasatch Commission is located at 41 North Rio Grande, Suite 102, Salt Lake City, Utah, 84101.

Section 1.02 Management

Staff responsible for managing the projects details:

Blake Perez: CWC Deputy Director

Ralph Becker: CWC Executive Director

Kaye Mickelson: CWC Administrator

Blake Perez, Kaye Mickelson will be responsible for the project's timely completion.

Section 1.03 Contact Information

Please contact Kaye Mickelson for questions about the proposal submission details:

Phone: 8012302506

E-mail: kaye@cw.utah.gov

Please contact Blake Perez for questions about the project details:

Phone: 8017022522

E-mail: blake@cw.utah.gov

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Article II. The Project

Section 2.01 Mission

The overall objective of this project is to evaluate and determine Big and Little Cottonwood Canyons:

- a. Current and ideal temporal and spatial distributions of recreational visitor use.
- b. Determine the relationships between use patterns and the ecological and social conditions in key locations (including but not limited to trails, visitor attractions, and trailheads), and recreation flow in and out of the mountains.
- c. Determine necessary social, ecological, and physical inputs for visitor capacity and transportation modeling.
- d. Fiscal responsibility, capacity. Determining who is responsible for what and who is funding? (i.e., is \$.30 per visitor adequate)

It is anticipated this project will be completed in two (2) phases, **this request for proposal is for the first (1st) phase. However, reference section 2.02.**

Section 2.02 Project Specifications

Please refer to the separate attachment describing the Project Specifications.

Central Wasatch Commission is aware of diverse methodologies for such a study as this; carefully outline proposed methodology and whether it is all encompassing and addresses a completed visitor use study or is a phased approach: more information is referenced in Project Specifications separate sheet.

Section 2.03 Contractor Requirements

Should your proposal be accepted, we expect you to contribute the following to the project:

1. Review existing direction and knowledge gap analysis of current recreation research and monitoring in the Uinta-Wasatch-Cache National Forest. To uncover current knowledge concerning visitation within the Uinta-Wasatch-Cache National Forest, specifically as it applies to Big Cottonwood and Little Cottonwood Canyons:
2. Synthesize data that has been gathered between years 2000-2019 Utilize the results to identify where there is solid data which can be utilized and where there are data gaps.
3. Review Big and Little Cottonwood Canyon applicable management legislation, agency policies and any other management direction for the Canyons.
4. Assess and summarize existing information and current conditions as they relate to social, ecological, and physical capacity, including but not limited to visitor use studies, monitoring results, academic theses, and dissertations, reports by consultants, transportation data, water quality data and wildlife monitoring data, etc.

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- 5. Assess and summarize existing information and current conditions as they relate to sociodemographic and geographic trends and variations of existing user groups, with particular attention given to racial, ethnic, and socioeconomic analyses of current use of the Canyons.
- 6. Develop an assessment and stakeholder informal project plan for missing data needs.

Phase I proposed deliverable:

A detailed report, including sections for an executive summary, results tied to capacity information available and any data gaps, with proposed resolution for securing those gaps and detailed recommendation for next steps.

Section 2.04 Timeline

To complete our mission, we have set the following timetable. This timetable is subject to change by the managers of this project.

Milestone:	Date:
Requests for Proposals Sent Out	January 21, 2021
Letter of Intent or No-Bid Letters Received	February 1, 2021
Deadline for Proposals	February 15, 2021 midnight
Project Start Date	March 01, 2021
Methodology to Be Used Identified	February 1, 2021
Proposal Based Upon Methodology to Be Used	February 1, 2021
Project Completion Date	November 01, 2021 (dependent upon methodology projected phased or unphased)

Article III. The Proposal

Section 3.01 Summary of Proposal

(a) Expectations

Contracts will be awarded based on the information presented in the proposals received.

Central Wasatch Commission will award contracts based on the proposal expected to be the most beneficial to our project based on a variety of factors.

The Central Wasatch Commission reserves the right to award more than one contract, accept the lowest price offer, award contracts before the proposal deadline listed in the timeline, award contracts before all proposals are received, and refuse any contract without obligation to the Central Wasatch Commission or to the company offering the proposal.

(b) Response Deadline

Please forward a letter of intent by **February 1, 2021** if you intend to submit a proposal.

Likewise, if you do not intend to make a proposal, please forward a no-bid letter by the same date.

(c) Proposal Deadline

All proposals must be submitted to Central Wasatch Commission by **midnight February 15, 2021 to be considered for the Visitor Use Study.**

(d) Selection Criteria

All offers submitted will be considered based upon the materials provided in the proposal. Consideration will be given to performance projections as well as cost and staff requirements. Only those proposals submitted by the deadline above will be considered. The following criteria will be the primary considerations for selecting a proposal:

1. Submission of all proposals in the correct format by the stated deadline.
2. The perceived effectiveness of the proposal's solution for the Central Wasatch Commission's stated mission. (see Central Wasatch Commission website)
3. The perceived ability for the proposing organization's ability to deliver their services set forth in their proposal.
4. The proposing company's past performance in delivering such services.
5. Availability of sufficient high-quality personnel with the required skills for the specific approach proposed.
6. Overall cost of the proposal. It is anticipated the proposals received for Phase I. will be in the range of \$35,000 - \$50,000. Proposals for total project completion will be entertained and reviewed by the proposal selection committee.
7. An interview may be requested of consultants.

Central Wasatch Commission may suspend or discontinue proposals at any time without notice or obligation to the company that submitted the proposal.

(e) Proposal Format: Central Wasatch Commission suggests that you include the following information in your proposal. Proposals should adequately address the details of the proposed contract.

(i) Contractor Summary

(ii) Capabilities and Methodology

(iii) Expected Results

(iv) Executives, Staffing, and Management

(v) Communication

(vi) Equipment

(vii) Expense Breakdown

(viii) Expense Summary

(ix) Licensing and Bonding

(x) Insurance

(xi) References (3)

Section 3.02 Proposal Details

(a) Contractor Summary

Include a brief history of your company including your experience in dealing with similar projects. Also include the owners' names or those persons authorized to sign contracts for your business.

(b) Capabilities and Methodology

Detail your company's capabilities in delivering the requests in this proposal. You should use this section to outline specifically your proposed method for achieving your goal. This should include a detailed timeline of milestones for completing the project.

(c) Expected Results

Use this section to summarize the expected results of your methodology listed above. This should include a summary of your timeline for completing the project.

(d) Executives, Staffing, and Management

List the high-level executives or officers in charge of completing the project and a summary of their background. You should also use this section to list the projected staffing and management necessities and their estimated cost. Specify how you will obtain the staff to complete the project.

(e) Communication

Explain how you intend to communicate between executives, management, and staff in addition to how you will communicate to the project manager to ensure the project stays on schedule.

(f) Equipment

Detail the equipment necessities as well as their estimated cost. If you will need additional services or space from Central Wasatch Commission, you should list those requirements here with a brief explanation.

(g) Expense Breakdown

Build a detailed list of all expected expenses.

(h) Expense Summary

Give a summary of the total costs for your proposed contract. You may also include a brief explanation of the contributing costs to the total cost.

(i) Licensing and Bonding

If applicable, include the details of your licenses and bonds for the services you are proposing. If possible, enclose proof of your licenses and bonds.

(j) Insurance

If applicable, provide the details of insurance your company will provide for your staff and the project.

(k) References

Provide 3 references for similar past comparable projects: including dates of projects and contact information for project managers.

Please limit proposals 1-15 page(s) excluding resumes,