

## Strategic Communications Plan

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The State of Utah Division of Water Resources is seeking services for a new strategic communications plan.

<b>Open</b>	6/12/2024 12:00 PM MDT	Type	Request for Statement of Qualifications (RFSQ/SOIQ)
<b>Close</b>	7/3/2024 2:00 PM MDT	Number	AS24-116
		Currency	US Dollar
<b>Sealed Until</b>	7/3/2024 2:00 PM MDT		

### Contacts

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### Commodity Codes

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Commodity Code	Description
80170	Professional communications services
80140	Marketing and distribution including market research and sales and business promotion activities and trade shows and exhibits

## Description

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Issuing Procurement Unit  
Conducting Procurement Unit

State of Utah Division of Purchasing  
State of Utah Division of Water Resources

### REQUEST FOR STATEMENT OF QUALIFICATIONS

## Strategic Communications Plan SOLICITATION #AS24-116

This Request for Statement of Qualifications (“RFSQ”) is issued in accordance with State of Utah Procurement Code, Utah Code Annotated (UCA) Chapter 63G-6a, and applicable Rules found in the Utah Administrative Code (UAC). If any provision of this RFSQ conflicts with the UCA or UAC, the UCA or UAC will take precedence.

### Purpose of this Solicitation

The State of Utah, Division of Purchasing has issued this RFSQ to obtain statements of qualifications from companies interested in providing communications with the intent to award a contract under Utah Procurement Code 63G-6a-1501 for the Purchase of Professional Service Providers and Consultants. Please see Attachment B for more information. This contract may be for a term up to 5 years.

### Background

See Attachment B

### Issuing Procurement Unit, Conducting Procurement Unit, and Solicitation Number

The State of Utah Division of Purchasing is the issuing procurement unit and the State of Utah Division of Water Resources is the conducting procurement unit for this RFSQ (referred to as “the State”). The reference number for this RFSQ is Solicitation #AS24-116. This solicitation number must be referred to on all bids, correspondence, and documentation submitted to the State relating to this RFSQ.

### Legislative Appropriation

Additional funding may be added to the awarded contract(s) if additional funding is provided to the procurement unit for the purpose identified in the scope of work by the legislature.

### Evaluation of Statements of Qualifications

Each Statement of Qualifications received shall be evaluated for responsiveness in as outlined in the Utah Procurement Code. Pursuant to Administrative Rule R33-15-303, the Conducting Procurement Unit will evaluate the qualifications of all submitted responses and will select the vendor who is most qualified for direct negotiations.

Any exceptions to the content of this RFSQ, including the prerequisites, must be protested in writing to the Division of Purchasing prior to the closing date.

To be responsive and responsible Vendors must review and respond to the following sections of this RFSQ: Prerequisites, Buyer Attachments, and Questions.

- The Prerequisites Section contains the objective criteria that will be used to evaluate the statement of qualifications, including the mandatory minimum requirements and general requirements that Vendors must certify that they have read, understand, and agree in order to submit a response.
- The Buyer Attachments Section contains the required State of Utah Terms and Conditions of the RFSQ, which are non-negotiable, the General Provisions which apply to this RFSQ, and any additional required forms.
- The Questions Section contains the questions that Vendors are required to answer in order to submit their Statement of Qualifications.

Vendors must review each section carefully.



## Buyer Attachments

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1. [Claim of Business Confidentiality 12.7.20.pdf](#)
2. [Changing Your Time Zone 2022.pptx](#)
3. [Attachment A Terms and Conditions for Services \(Agency Contracts\)](#)
4. [Attachment B Scope of Work.docx](#)

**Group 1: Acceptance of Prerequisites**

**Instructions:**

- 1.1 Is Vendor presently or has Vendor ever been debarred, suspended, proposed for debarment, or declared ineligible by any governmental department or agency, whether international, national, state, or local? ★
- 1.2 If Offeror has any information that is not already provided within its proposal that if known to the State would impact the State's determination on offeror's responsiveness for a contract award (i.e., legal action, recent turn-over in major personnel, loss of a major contract, any alleged violations of federal, state or local regulations, etc.), please mark "yes" to this question and upload such information in the space provided below. Otherwise, please mark "no". Please see UCA 63G-6a-120 & 902 for additional details. ★
- 1.3 Please upload information impacting Offeror's responsiveness here. ★
- 1.4 Vendor acknowledges that it must acquire and maintain all applicable federal, state, and local licenses before the contract is entered into. Licenses must be maintained throughout the entire contract period. Persons doing business as an Individual, Association, Partnership, Corporation, or otherwise shall be registered with the Utah State Division of Corporations and Commercial Code. NOTE: Forms and information on registration may be obtained by calling (801) 530-4849 or toll free at 877-526-3994, or by accessing: [www.commerce.utah.gov](http://www.commerce.utah.gov). ★
- 1.5 Does Vendor have an outstanding tax lien in the State of Utah? If yes, Vendor must provide a statement regarding its debarment or suspension. ★

**Group 2: Vendor Information**

**Instructions:**

- 2.1 Please provide your firm's legal company name. ★
- 2.2 Please provide your federal tax identification number. (If the vendor is sole proprietor please do not provide your social security number.) ★
- 2.3 Please provide your firm's contact information for this contract, including the name, phone number, and email address of your firm's authorized representative. ★
- 2.4 Please provide your ordering address and the remit to address. Please clearly identify each address. ★
- 2.5 Please provide your firm's State of Utah Sales Tax ID Number. If you do not have a State of Utah Sales Tax ID Number, please write "N/A". ★
- 2.6 Identify your firm's type of business. ★
- 2.7 Is Offeror (owners, principles, partners) a retiree currently receiving benefits through the Utah Retirement Systems (URS)? ★
- 2.8 Is Vendor an employee of the State of Utah? If yes, then Vendor must submit an external employment form signed by Vendor's manager at the State of Utah. ★

**Group 3: Qualifications--Upload additional documents in Supplier Attachments if necessary**

**Instructions:**

- 3.1 Please describe your qualifications according to the Scoreable Technical Criteria in the attached AS24-116 Score sheet to perform these services. ★

**Group 4: Vendor's Submission**

**Instructions:**

- 4.1 Offeror must identify any conflict, or potential conflict of interest, that might arise during the contract. If no conflicts are identified or expected, write "None" in this section. ★
- 4.2 Offeror affirms that yes that pursuant to the Code of Federal Regulations 2 CFR 200.216 - Prohibition on certain telecommunication and video surveillance services or equipment, that none of the goods (including component parts) or services offered within its proposal are from the entity Huawei Technologies Company or ZTE Corporation (or any subsidiary or affiliate of such entities). ★
- 4.3 Vendor understands and acknowledges that its response, including all uploaded documents, will not be considered received by the State of Utah unless the Vendor clicks submit. Even if Vendor uploads all required documents and responds to all required questions its response will not be considered if it does not click submit. Offeror acknowledges that after completing the solicitation it must click on the link in the left hand menu bar labeled "Review & Submit", then check the box under the "Certification" heading to certify their bid. Then click the blue box labeled "Submit Response" in order to submit their bid. Once the response has been submitted, Vendor will receive a confirmation that the response was successfully submitted. Vendors who fail to submit their response will not have their response reviewed and will be ineligible for further consideration under this solicitation. ★