



REQUEST FOR PROPOSALS

Title	Peer Listener Training Manual Distribution
LRFP Number	6560.25.01
Project Manager	Danielle Verna
Submittal Deadline	November 4, 2024
Award Announcement	November 25, 2024

Submit Proposals to:

Danielle Verna, PWSRCAC Project Manager
Prince William Sound Regional Citizens' Advisory Council
PO Box 3089
Valdez, AK 99686

or

via email at the following address: dverna@pwsrcac.org

To verify receipt of proposal, proposer must contact **Danielle Verna** before the submittal deadline.

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 ensure consideration, proposals must be received by 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

The Prince William Sound Regional Citizens' Advisory Council (PWSRCAC) is inviting proposals for a project to aid distribution and improve accessibility of the PWSRCAC's Peer Listener Training Manual, currently a PDF document available for download on our website. The final work products of this project will include a distribution plan for the manual and development of suggested outreach tools or products agreed upon by the contractor and PWSRCAC as meeting the scope and budget of this project.

ABOUT PWSRCAC

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

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

The PWSRCAC is a federally mandated, independent nonprofit corporation whose mission is to promote the environmentally safe operation of the Valdez Marine Terminal and associated tankers. Our work is guided by the Oil Pollution Act of 1990, and our contract with Alyeska Pipeline Service Company. PWSRCAC's 19

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member organizations are communities in the region affected by the 1989 Exxon Valdez oil spill, as well as commercial fishing, aquaculture, Alaska Native, recreation, tourism, and environmental groups.

PWSRCAC was chartered as a non-profit corporation by the State of Alaska on December 26, 1989. PWSRCAC is funded under a contract with Alyeska, and is certified as the alternative voluntary advisory group for Prince William Sound under the Oil Pollution Act of 1990.

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

After the 1989 Exxon Valdez oil spill (EVOS), social scientists working with impacted communities developed a Peer Listener Training Program to help build community resilience. Created in 1999 and revised in 2004 and 2023, the training was designed to teach peer listening techniques that allow community members to better support each other. The original Peer Listener training was shared with communities within the EVOS region, and a video series of the training was

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produced on DVD and available online in 2010. The training was also adapted and used in the Gulf of Mexico after the 2010 BP Deepwater Horizon oil spill. In 2016 PWSRCAC hosted a Train the Trainer event with the intention to seed more trainers in Alaska communities.

The Peer Listener Training Program has a corresponding manual, which is included as Appendix F in the Council's Guidebook for Coping with Technological Disasters. Between 2017-2020, the Guidebook for Coping with Technological Disasters and associated appendices were updated. In 2022, the PWSRCAC supported Phase 1 of a project to fully evaluate and update the Peer Listener Program. Phase 1 included a review of the original Peer Listener Training manual, a nationwide scan of similar programs, and interviews with key stakeholders of the original program. The result of Phase 1 was a series of recommendations to update the Peer Listener Program for a contemporary audience with improved techniques and current best practices for delivering peer listener training. In 2023, the PWSRCAC supported Phase 2 to revise and update the Peer Listener Training manual. The current version of the manual as Appendix F, [available online](#), reflects a modernized understanding of peer-to-peer support, mental health, and community resilience.

The intended outcomes of the Peer Listener Training Program are to train community residents with active listening skills and provide the tools and resources necessary to promote informal social support in response to traumatic events. In Phase 3, proposed here, PWSRCAC aims to promote distribution and accessibility of the revised manual for community members within our region, acknowledging that the manual may also be useful across a broader audience. Improved accessibility

may include alternative versions of the current PDF manual, including an e-book, languages other than English, and audio. PWSRCAC intends to distribute the manual via our website, outreach events, libraries, and in-region counseling centers. PWSRCAC welcomes additional ideas to improve distribution and accessibility with modern methods of delivery across remote and unique communities and cultures.

PWSRCAC intends to identify current barriers for participating in the Peer Listener Program, develop a support network for Peer Listeners, and develop metrics to assess the effectiveness and reach of the program. PWSRCAC is interested in assessing the value and feasibility of partnering with other community-based organizations to achieve the goals of the Peer Listener Program. These elements of the program will be further refined in subsequent phases, pending Board of Directors approval and the availability of funding.

GOALS and DELIVERABLES

This RFP is for Phase 3 of a comprehensive project to update the PWSRCAC Peer Listener Program. In Phase 3, the contractor will assist the PWSRCAC with distribution and promotion of the Peer Listener Training manual within the EVOS region. The contractor should also take into consideration the future application of the manual and continued development of the program.

In Phase 3, the contractor will develop a distribution plan for the manual that identifies (1) specific audiences for the manual within our region, (2) products that are best suited to reach those audiences and improve accessibility of the manual,

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and (3) options for generating and distributing those products in coordination with the Council.

The contractor will meet with the PWSRCAC Scientific Advisory Committee to present drafts of the distribution plan and will incorporate feedback from that review into final work products. Any final work products will go to the PWSRCAC Board of Directors for acceptance before distribution to the public.

DESCRIPTION of REQUESTED WORK

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

1. Design a distribution plan for the Council's Peer Listener Training manual that at a minimum addresses:
 - a. Specific audiences within our region with whom to share the manual, and
 - b. Recommendations for outreach tools or products that can be developed to reach those audiences and associated costs.
2. Demonstration of capability to produce the recommended outreach tools or suggested subcontractors.
3. Following completion of Deliverables 1 and 2, development of suggested outreach tools or products that can reasonably be completed within the scope and budget of this project as directed by the Council.

The Council has already identified a list of potential outreach tools to promote the Peer Listener Training manual and to improve accessibility. These include:

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- An e-book version of the Peer Listener Training manual
- Translation of the manual into languages other than English used in the EVOS region (to be identified by the contractor using available Census data)
- An audio version of the Peer Listener Training manual
- A scripted and recorded webinar training
- Social media content
- High quality video tutorial on peer listening
- Other work products within the scope and budget of this project may be proposed by the contractor for consideration by PWSRCAC

In addition, Council staff have the capacity to assist with additional distribution, such as developing web content and tracking usage, outreach at events, contacting in-region counseling centers, contacting in-region and state librarians, and creating a consolidated (e.g., one page) version of the manual. These options should be considered in the contractor's distribution plan.

PWSRCAC will provide the contractor with the following:

- Current Peer Listener Training manual and all associated documents and video trainings;
- Known resources that can aid in the development of alternate versions, such as the Mississippi-Alabama Sea Grant Peer Listener Training manual, <https://masgc.org/peer-listening/training>; and
- Information about the region PWSRCAC represents, communities within the region, and our capacity to support the Peer Listener program.

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Schedule and Completion Date

Award Announcement: November 25, 2024

Draft Deliverables Due By: January 31, 2025

Final drafts and presentation to the PWSRCAC Scientific Advisory Committee

Due By: February 28, 2025

Presentation to the PWSRCAC Board of Directors: May 1, 2025

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 project manager upon completion of each phase described in the scope of work. At a minimum, progress reports shall include:

- a. An introduction;

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- 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 final deliverables as described above and agreed upon in the contract. The final deliverables shall be of a professional quality suitable for release.

The distribution plan and any outreach tools must be submitted electronically in a PC-compatible format and PDFs accessible for screen readers. Provide the plan as a Microsoft Word document and include any data in Microsoft Excel format or other commonly used data formats. Additionally, submit the final plan as a PDF file optimized for web viewing, created using Adobe Acrobat or a similar PDF tool. Project maps, photos, and other graphics should be included in the submission in common graphic formats (e.g., JPEG, PNG). All data and information resulting from the work under the contract are the property of PWSRCAC and must be provided on a USB drive or via secure cloud storage in formats compatible with Microsoft Excel or other standard data tools.

Oral Report. The contractor may be asked to deliver an oral presentation at a council meeting upon completion of the work.

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 facsimile number 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, 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.

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?
- 2) Proposed Scope of Work.** Does the proposal clearly address the requested scope of work?

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

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 http://www.pwsrcac.org/wp-content/uploads/filebase/newsroom/rfps/professional_services_agreement.pdf 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](#)