

REQUEST FOR PROPOSALS

Contract Services for the State of Nevada's Yucca Mountain Public Information Program

Background and Introduction

The Nevada Agency for Nuclear Projects is seeking proposals for implementing a public information campaign to inform citizens and public officials in Nevada and other states about the risks and impacts of the Yucca Mountain project and related nuclear waste shipments and to influence public opinion and public policy at the national level. The project is a continuation of public information efforts begun in 2001 under the Governor's Nevada Protection Fund initiative.

The purpose of this public information initiative is to provide information regarding the proposed Yucca Mountain high-level radioactive waste program to citizens, elected officials, public interest groups, key Nevada industries and economic sectors, and others. In addition, the project will also provide information to targeted groups, elected officials, the public and others outside Nevada as necessary and appropriate for furthering Nevada's interests with regard to the Yucca Mountain project.

Description of the Services Required

This solicitation seeks to identify firms or organizations to provide public information and media services. The overall goal of the project is to effectively communicate Nevada's message that (1) Yucca Mountain is an unsafe site for disposing of deadly and long-lived spent nuclear fuel and high-level radioactive waste; (2) the transportation of spent nuclear fuel and high-level radioactive waste associated with the proposed Yucca Mountain nuclear waste repository or with any central interim storage facility in Nevada will significantly and negatively impact Nevada as well as states and communities throughout the country; and (3) Yucca Mountain is not needed and, in fact, could do substantial damage to the country's energy future and the "nuclear renaissance" being promoted by the federal government and nuclear industry.

It is expected that the contractor selected will design and implement a multi-pronged program of public information activities designed to achieve the overall goal of the effort. Activities that may be undertaken by the selected contractor include, but are not necessarily limited to:

- Prepare and distribute press releases, media kits, and other information to print and broadcast media;
- Work closely with staff from the Agency and other Nevada representatives to identify key constituencies, states, communities, industry groups, etc. for focusing the public information initiative;

- Design, produce and place paid advertisements in congressional, industry and other publications;
- Design, produce and sponsor radios advertisements on targeted stations and programs;
- Design, produce and place paid advertisements in newspapers and in Nevada and in other targeted metropolitan areas;
- Facilitate personal contacts with media outlets and other influentials;

In implementing the services contemplated by this solicitation, the chosen contractor will also be expected to:

- Work with the Agency and Nevada officials to identify cities and communities based upon (1) nuclear waste transportation routes and other factors germane to Nevada's overall situation with respect to the federal repository program;
- Utilize local public relations agencies to assist in targeting audiences in specific cities/congressional districts and in formulating the message to best reach those audiences;
- Utilize national and local/regional public interest groups and their networks to reach constituent groups;

Required Qualifications

It is expected that firms or other organizations responding to this solicitation will have a demonstrable record of accomplishments in managing and carrying out similar projects of comparable complexity during the past five years. In addition, applicants must be able to demonstrate extensive knowledge of the federal high-level nuclear waste disposal program, the State of Nevada and surrounding region, and prior Nevada State and local government information provision activities.

Specific qualifications include:

- Demonstrated expertise and experience in designing and implementing public information campaigns;
- Extensive knowledge of the federal high-level radioactive waste management program and with federal nuclear waste activities in Nevada;
- Demonstrated familiarity with prior State and local government public information activities in Nevada;

- An administrative system capable of effectively and efficiently managing the subcontracting, reporting and supervisory requirements of the project;
- Professional staff with demonstrated experience in project management and implementation of public information programs;

Type of Contract

The Agency anticipates awarding a fee-based contract for the provision of the services described above. The Agency prefers to award one contract for the entire effort but may, at its discretion, award multiple contracts to different contractors in order to obtain the services required. It is anticipated that the duration of the initial contract(s) will be for four years, from October 1, 2007 - September 30, 2011. Funding for each year of the contract(s) will be subject to availability of State general fund revenues. Work will be assigned, managed and carried out through individual task orders.

Should there be responding applicants with expertise and qualifications specific to individual areas discussed in this RFP, the Agency may, at its discretion, select more than one applicant and divide the work accordingly. However, the Agency prefers to select a single firm or organization capable of carrying out the work needed to develop both major reports.

Conflicts of Interest

Applicants are required to disclose, as part of their RFP submissions, any relationships (past or present) with any U.S. Department of Energy departments or contractors. The Agency will review such relationships to determine if potential conflicts of interest exist. Applicants with current or past (i.e., the last 5 years) contractual or other ties to the U.S. Department of Energy's Office of Civilian Radioactive Waste Management (OCRWM), DOE's Yucca Mountain Office of Repository Development (YMORD), the commercial nuclear power industry, or any firm/organization that is presently doing work for OCRWM or YMORD - or that has, in the past, done work for these organizations - may not be considered for this solicitation. Decisions as to whether or not conflicts of interest exist will be made solely by the Agency.

Supplemental Information

Additional information that may be useful in responding to this solicitation can be found on the State of Nevada Agency for Nuclear Projects' Internet web page at <http://www.state.nv.us/nucwaste> .

Submission of Proposals

Applicants must submit five (5) copies of a Proposal Statement that will include the following: (1) A description of the applicant's proposed approach for implementing

the tasks identified above (sufficient to demonstrate an understanding of the tasks and the activities needed to implement them), together with a proposed cost for completing the tasks; (2) a statement of qualifications showing how the applicant's experience and expertise meet the requirements set forth above; and (3) a statement disclosing past DOE relationships and/or potential conflicts of interest, if applicable. The Proposal Statement should be accompanied by vitae of key personnel, should not exceed fifteen (15) double-spaced pages (excluding vitae), and must be submitted no later than 5:00 pm (Pacific Daylight Time), Tuesday, August 31, 2007.

Proposal Statements should be sent to:

Regular Mail and Overnight Delivery:

Nevada Agency for Nuclear Projects
Nuclear Waste Project Office
1761 E. College Parkway, Suite 118
Carson City, NV 89706
(775) 687-3744
ATTENTION: Mr. Robert Loux
Executive Director

E-Mail:

Proposal Statements may also be sent via e-mail to: bloux@nuc.state.nv.us . Statements should be sent as attached files in either PDF, MS Word or Word Perfect format.

Questions

Questions concerning this solicitation can be directed to Mr. Robert Loux, Executive Director of the Agency or Mr. Joe Strolin, Planning Division Administrator at (775) 687-3744 (Phone) or (775) 687-5277 (Fax).

Selection Process

The Agency will select one or more contractors based upon a review of the Proposal Statement submitted in response to this solicitation and the applicant's proposed billing rate/fees. Specific evaluation criteria are as follows:

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| Quality and adequacy of proposals for implementing tasks (understanding of the work and activities required to implement the tasks) | 10 points |
| Proposed cost for implementing the tasks | 10 points |

Qualifications:

Expertise and experience in designing and implementing public information campaigns	15 points
Knowledge of the federal high-level radioactive waste management program and federal nuclear waste activities in Nevada	30 points
Familiarity with prior State and local government public information activities in Nevada	15 points
Administrative systems capable of effectively managing the project, including subcontracting and accounting	10 points
Experience of professional staff	10 points