



June 16, 2020

REQUEST FOR PROPOSAL

FOREST HEALTH ASSESSMENT: COMMUNICATION PLAN and MESSAGING

PROPOSAL DEADLINE: July 07, 2020, 5:00 PM PST

The Truckee River Watershed Council (TRWC) seeks to hire a consultant to develop a communication plan in support of its Forest Health Assessment ([see web link here](#)). The broad goal is to increase awareness and coordination among landowners, key stakeholders, and community members, regarding forest health, watershed resilience and restoration opportunities in the Middle Truckee River watershed.

Background

The Middle Truckee watershed – the area draining into the Middle Truckee River – covers approximately 435 square miles, or 285,000 acres of land, most of which is in California. The area includes the 35-mile stretch of river that runs northeast from Tahoe City to the California/Nevada state line.

The past 100+ years of fire suppression in the Sierra Nevada have resulted in increased stand density, less fire frequency and greater fire severity. These conditions have caused significant impacts to our natural resource base including forests, meadows and streams, and have changed the composition and structure of these important ecological functions.

Current conditions indicate that the forests and habitat areas in the Middle Truckee watershed are likely not resilient to a variety of disturbances. More intensive restoration efforts are needed across the broader landscape and the completion of a comprehensive forest health assessment provides the opportunity to coordinate ecological restoration planning efforts and actions across public and private land ownership.

In addition, a communications strategy needs to be developed and implemented to increase understanding of the current issues and to lay the foundation to increase the pace and scale of forest restoration projects in the Truckee River watershed.

TRWC recognizes the need for effective communications, media, and marketing strategies to increase community awareness and to effectively communicate potential opportunities and constraints of forest/watershed restoration to local land-owners and managers. We are seeking professional communications consultants, companies and/or individuals to assist TRWC in fulfilling this goal.

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Audiences

1. Local land owners/managers (approximately 20)
2. Key stakeholders (approximately 20)
3. Funders (state and federal grant agencies, private foundations)
4. Community members & general public

Scope of Work

Define target audiences and develop key messaging by audience to improve the understanding of existing landscape conditions, coordination of forest health activities/projects, and the benefits and opportunities associated with implementing a suite of forest health activities including, but not limited to, forest thinning, wildlife habitat improvements and use of prescribed burn treatments.

The consultant team will need to develop messaging guidelines for each target audience with supporting visual/graphical elements and recommended communication methods (web, social media, etc.) that enhance the following:

- Benefits and opportunities for landowners to coordinate projects and funding
- Necessity to protect forested headwaters
- Need for large-scale planning and implementation efforts
- Local resources & projects
- Increased support for the role of introducing fire in the landscape
- Detrimental impacts of catastrophic wildfires

The selected firm will perform the following activities:

5. Develop a **Communication Strategy**
6. Create **Communications Messaging** and visuals (e.g. case statement and studies for placement in media outlets for both the general public and for local landowners/managers)
7. Create an **Implementation Plan** (note: this will likely include sequencing by audiences, for example, first with landowners, then key stakeholders, then general public)

***Note: Funding for the scope of work outlined within this proposal will not be allocated towards plan implementation. TRWC anticipates that separate monies will be utilized for plan implementation, which may also necessitate a separate request for proposals.**

Consulting services to encompass all labor, materials, equipment, facilities, and incidentals required for completion of the scope of work.

The consultant will be available to meet with TRWC frequently (schedule to be determined at the Launch Meeting) to allow TRWC to determine if the contract is on the right track, whether

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the project is on schedule, provide communication of interim findings, and afford occasions for airing difficulties or special problems encountered so solutions can be developed.

Timeline

Task	Deadline
Proposals Due	July 07, 2020
Interviews	July 13 & 14, 2020
Scope of Work and Contracting	July 20, 2020
Launch Meeting	August 1, 2018
Communication Strategy Draft	September 15, 2020
Messaging Draft	September 15, 2020
Communication Strategy Final	October 15, 2020
Implementation Plan Draft	November 15, 2020
Messaging Final	November 15, 2020
Implementation Plan Final	December 30, 2020

Responding to Multiple RFPs

In 2020, TRWC will release several Requests for Proposals (RFP) and Requests for Bids (RFB) for restoration design, construction, environmental compliance, permit assistance, and the like. We appreciate that some firms may wish to respond to multiple RFPs & RFBs. To help with proposal and bid preparation, we offer the following:

1. Responding to Multiple RFPs/RFBs. Firms may respond to multiple RFPs and RFBs. In the vast majority of our projects, a firm will not be prevented from bidding on future work if they participate in current work. In the rare case where this prohibition exists, we will state the prohibition in the current RFP/RFB.
2. Lead Firm vs. Subcontracted Firm. We understand and accept a given firm may be the lead in one response and a subcontractor in another response.
3. Respond Uniquely to Each RFP/RFB. Each of our projects has a unique combination of partners, stakeholders, funders, constraints, opportunities, and timelines. Due to the characteristics of each project, we purposely release separate RFPs/RFBs. Firms must submit a response to each RFP or RFB to be considered. While we appreciate that a firm might be able to offer efficiencies if we combined projects, the unique blend of characteristics of each project prevent us from combining projects more than has already been done.
4. Repeating Information across Multiple Responses. We understand and accept that information about the firm, its staff, past work, references, work approach, and the like may be repeated, perhaps even word for word, across multiple responses.

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Proposal Submission Requirements

Proposals must be submitted in one pdf file and include 1) Proposal and 2) Cost Proposal. Proposals must be submitted electronically to TRWC (eswain@truckeeriverwc.org) by 5:00 PM PST, July 7, 2020.

Approach and Scope

- Contact Information: primary contact person, company name, address, phone, email, website
- Narrative: Concise (3-page limit) description of the work plan and a summary of the organization's expertise and experience. List recently completed accomplishments related to the technical expertise you are offering.
- Work Plan:
 - a. Objectives: Identify and discuss briefly the specific objectives you will achieve through the conduct of the services within the project, as defined and specified above.
 - b. Scope: Define specifically the scope of services to be provided to complete the above described project tasks. The consultant may elect to suggest modifications to the scope above. Include estimate time schedule of the major tasks to be accomplished.
 - c. Approach: Discuss in detail each of the activities you will conduct to achieve the scope and objectives. Please specifically address work components outlined above and elaborate as needed. Modifications to the components listed in the work statement can be included and should be explained.
- Timeline with milestones
- Qualifications: resumes of key staff and their role in your proposal
- References: list three clients who have received services from your firm that are similar in nature to the proposed work; include names, email addresses and phone numbers.

Cost Proposal

Not Exceed Costs: Total cost of the project not to exceed \$12,500.

Details:

Costs should show anticipated expenses in the following manner:

Personnel costs: Itemize by task to show the following (include subcontractors):

- Name and title
- Estimated hours per staff person, per task
- Rate per hour
- Total cost per task
- Support costs: supplies, printing, postage, etc.
- Transportation: Travel expenses directly related to the contract services. Mileage must be charged at the current IRS rate.
- Other costs: Show costs and expenses that do not fall within the other categories.
- General overhead and administrative charges not allowed.

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Submission

- Proposals must be received electronically (.pdf format) by 5:00 PM, June 22, 2020.
- Submit proposals electronically (.pdf format) to eswain@truckeeriverwc.org

Format

There is no page limit, but *8 pages or less is preferred*. Concise writing and graphics are greatly appreciated.

Requests for Additional Information

Please direct all questions to Eben Swain, eswain@truckeeriverwc.org. Any requests for information must be received by June 26th at 5pm.

CONTRACT TERMS AND AGREEMENT

Once a contractor is selected, TRWC will negotiate a satisfactory contract and reasonable fee for the services needed. In the event a satisfactory agreement cannot be negotiated with the top ranked qualified firm, the negotiations shall be terminated with the firm and the negotiations continued with the remaining qualified firms in order of their ranking.

When the contract is awarded, these terms will apply.

Payments

Progress payments for services performed shall be made in arrears upon receipt and approval of contractor's detailed invoices indicating costs and obligations incurred and services rendered to date. Payments will be made quarterly.

Changes in Personnel

Contractor's key personnel as indicated in contractor's response to this RFP may not be substituted without the written consent of the TRWC Project Manager. This will be monitored and enforced by TRWC.

Termination for Convenience

TRWC may, at its option, terminate the contract at any time upon thirty (30) day written notice to contractor. Contractor may submit written request to terminate only if TRWC should substantially fail to perform its responsibilities as provided in the contract. If terminated, contractor will be compensated for costs incurred up to the time of the termination notice for work satisfactorily completed. In no event shall payment of such costs exceed the contract price.

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Unique Billing of Work

All work produced for the project will be original for TRWC, and will not have been billed to other clients previously. Work produced under the contract with TRWC will be billed only to the contract with TRWC and not to other clients or funders.

Liability Insurance

Contractor shall provide before entering the premises and shall maintain in force during the term of this contract the following liability insurance:

- General Liability
- Motor Vehicle Liability

Each policy of liability insurance described above shall be in an amount of not less than one million dollars (\$1,000,000) per occurrence for bodily injury and property damages combined.

Quarterly Progress Reports

Contractor to provide quarterly progress reports and meet with TRWC representatives upon reasonable notice to allow TRWC to determine if the contract is on the right track, whether the project is on schedule, provide communication of interim findings, and afford occasions for airing difficulties or special problems encountered so that remedies can be developed. All reports will be in Microsoft Word or Adobe pdf format. Data shall be provided in Microsoft Excel files as appropriate.

Quarterly Invoicing will include detail of task, delineated staff by name, hours, rate, total for the period, and remaining amount. Reports will be submitted in Microsoft Word/Excel or Adobe.

Attachments:

1. [Site Map and Project Location – Area of Interest](#)

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