

TRUCKEE RIVER WATERSHED COUNCIL

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May 17, 2023

REQUEST FOR PROPOSAL

DONNER LAKE PEAK RECREATIONAL USE ASSESSMENT

The Truckee River Watershed Council (TRWC) on behalf of Donner Lake Interagency Partnership for Stewardship (DIPS) seeks to hire a qualified consultant to complete data collection and analysis of peak recreational use at Donner Lake during summer 2023 and winter 2023/2024. This will inform efforts to improve user experiences, protect natural and cultural resources, and better understand the extent of issues and impacts.

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

The consulting firm shall demonstrate a range of relevant experience and capabilities in recreational use studies. The consulting firm must be willing to work with TRWC and our project partners, including, but not limited to public agencies, private associations, and nonprofit stakeholders.

PROPOSAL DEADLINE

Proposals must be received by NOON June 5, 2023.

PROPOSAL SUBMISSION

Submit proposals in a single PDF to Michele Prestowitz, Project Director, at mprestowitz@truckeeriverwc.org.

REQUESTS FOR ADDITIONAL INFORMATION

Direct all questions to Michele Prestowitz at TRWC at mprestowitz@truckeeriverwc.org or (530) 550-8760 x 4. All requests must be received by NOON on June 1, 2023.

As needed, addenda to this RFP will be posted on TRWC's website (www.truckeeriverwc.org), with notifications sent out through our e-newsletter (sign up for the newsletter at our website).

RESPONDING TO MULTIPLE RFPS

In 2023, 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.

INTRODUCTION AND BACKGROUND

Project Overview

Donner Lake is a freshwater mountain lake located at approximately 6,000 feet in elevation just east of the Sierra Nevada crest within the Town of Truckee, California. The lake is approximately 3 miles long and 3/4 mile wide. The shoreline of the lake is approximately 7 miles, and the maximum depth is 328 feet. The lake and its basin are home to significant natural and cultural resources, includes a vibrant population and economic center, are a major transportation corridor through the Sierra Nevada, and the lake itself is an important water supply reservoir. Much of the area is managed as permanent open space and provides many recreational opportunities.

There are numerous land managers, water rights holders, and other stakeholders at Donner Lake, leading to complex management considerations. In 2020, the Donner Lake Interagency Partnership for Stewardship (DIPS) was formed to develop and implement a coordinated stewardship plan to protect and enhance the long-term ecological and community health of Donner Lake. DIPS is a regional public/private partnership of local governments, special districts, community organizations, and businesses facilitated by TRWC.

Project Need

Donner Lake is actively used by full-time and part-time residents and day-use and overnight visitors. There are approximately 1,500 full-time residents at Donner Lake itself, but the area also draws residents from Donner Summit and the Town of Truckee. Visitors are primarily coming from the Bay Area and Sacramento, and the Northern California and Northern Nevada regions. Visitors generally reflect a much broader demographic diversity than local residents.

While usage is year-round, peak usage is in summer and winter.

- **Summer activities:** Summer activities include camping, picnicking, boating, fishing, water-skiing, swimming, climbing, hiking and biking. Summer usage is heaviest around the 4th of July and continues through the month of August. Popular destinations include Summit Canyon Trail managed by the Truckee Donner Land Trust, West End Beach, Donner Boat Ramp, Shoreline Park, and 37 public piers managed by the Truckee Donner Recreation and Park District, the Tahoe Donner Beach Club Marina managed by the Tahoe Donner Association, East Beach, Donner Lake Lagoon, Lakeside Interpretive Trail, China Cove, the Pioneer Monument and Museum, and campgrounds in Donner Memorial State Park managed by California State Parks, and heavy traffic and parking along Donner Pass Road managed by the Town of Truckee.
- **Winter activities:** Winter activities include backcountry and cross-country skiing, snowboarding, snowshoeing, and snow play. Winter usage is driven by local snow conditions typically between late December and March. Specific peaks occur on holidays between Christmas and New Years, MLK weekend, and President's Day. Popular destinations include Summit Canyon, Billy Mack Canyon, and Johnson Canyon managed by the Truckee Donner Land Trust, the Lake Loop Trail, Snowshoe Adventure Trail, and Nature Trail in Donner Memorial State Park managed by California State Parks, and seasonal traffic along Donner Pass Road and parking in the neighborhoods on the West end of Donner Lake managed by the Town of Truckee.

More recently, pressures on Donner Lake and similar destinations have intensified. These include both global and local stressors, such as climate change, population growth, increased recreation, and development. Each of these factors is likely to have cascading and complex effects on Donner Lake, its natural and cultural resources, the neighboring community, and overall user experience. There is a need to understand the local and visitor use patterns in order to manage resources, balance local needs with visitation, and improve experience. Though anecdotal information is available for Donner Lake, a more comprehensive user study has not been completed.

Existing Studies and Previous Work

- [Donner Lake Interagency Partnership for Stewardship \(DIPS\) – 2022 Stewardship Plan](#)
- [Donner Lake Interagency Partnership for Stewardship \(DIPS\) – 2021 State of Donner Lake](#)

WORK TO BE COMPLETED

The goal of the Donner Lake Recreational Use Assessment is to provide the data and analysis needed to direct overall stewardship and management at Donner Lake. This includes understanding (1) user volume, behavior, characteristics of demand, and experience; (2) direct and indirect economic and environmental impacts of use at Donner Lake.

The assessment will contain the following elements:

- User estimates, average party size, day-use or overnight, category of lodging, average length of stay, average party spending, attractions visited.
- User Profile – This user profile should provide thorough origin, economic, demographic, and motivational profiles of users.
- Seasonality – How the user profile changes by season.
- Destination awareness and overall perceptions of the area.

Based on best available science, we are open to combining both novel (i.e. metadata, credit card spending, cell phone data, etc.) and traditional data sources (e.g. trail counters, surveys, interviews, etc.) in a cost effective manner to provide a comprehensive picture of user volume and experience in the area.

We are seeking the following services from a consultant team:

- Launch meeting: Meet with TRWC to confirm and clarify a) the primary objectives of the assessment, b) data collection methodologies and instruments, c) reporting format, and d) other pertinent issues.
- Summer data collection and findings: Complete data collection and analysis of summer usage at Donner Lake. Present findings to DIPS and solicit feedback, questions, and comments from stakeholders.
- Winter data collection and findings: Complete data collection and analysis of winter usage at Donner Lake. Present findings to DIPS and solicit feedback, questions, and comments from stakeholders.

- Assessment Report: Final assessment report will include the data requested above, detailing work performed, findings, and recommendations.
- Project management and Coordination: The Consultant will manage tasks presented in this scope of work including meetings, data collection, preparation and submittal of deliverables, and coordination with TRWC and project team members, as required.

Deliverables

- Project launch meeting convened by TRWC
- Final data collection instrument
- Participation in and presentation to two stakeholder meetings convened by TRWC
- Final assessment report
- Digital copies of all data collection and analysis
- Quarterly invoices and progress reports

Expected Project Schedule

Task	Completion Date
Proposals due	June 5, 2023
Interviews	June 12, 2023
Contract award (expected)	June 16, 2023
Project launch meeting	Late June 2023
Final data collection instrument	June 30, 2023
Summer findings	September 2023
Winter findings	March 2024
Final assessment report	April 2024
Quarterly invoicing and reporting	March 25, June 25, September 25, December 15

Budget:

The maximum budget for the project is \$20,000.

PROPOSAL FORMAT

Please limit proposals to 20 pages or less. Concise writing and graphics are greatly appreciated.

Detailed Work Plan

Scope: Define specifically the scope of services to be provided to complete the above described tasks. The consultant may elect to suggest modifications to the scope or schedule above. Include estimated time schedule of the major tasks to be accomplished.

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.

Detailed work approach: Discuss in detail each of the activities you will conduct to achieve the scope and objectives defined and identified above. Please specifically address work components outlined above

and elaborate as needed. Modifications to the components listed in the work statement can be included. Technical merit and details of work proposed will be heavily weighted in proposal evaluation.

Cost Proposal

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.

Travel: Travel expenses directly related to the contract services. Mileage must be charged at the current IRS rate and per diem at State of California rates.

Other costs: Show costs and expenses that do not fall within the other categories.

General overhead and administrative charges not allowed.

Background and References

Include experience in recreational use studies. Provide detail on experience in research design, data collection, data analysis, and data visualization and presentation. List specific projects that demonstrate this experience and include discussion of performance.

Include a duty statement and resume of each key person to be assigned to the project, by name and title, with experience in pertinent fields. If subcontractors will be used, include a description of those persons or firms including a description of their qualifications.

Provide a minimum of three references for similar projects, with name and phone number.

Proposal Evaluation

Proposals that meet the specified qualifications will be evaluated for cost effectiveness, data collection and analysis methodology, value added to project design and development, and experience.

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 service 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 fifteen (15) 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.

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 shall 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.

ATTACHMENTS

- Attachment 1: [Donner Lake Interagency Partnership for Stewardship \(DIPS\) 2022 Stewardship Plan](#)
- Attachment 2: [Donner Lake Interagency Partnership for Stewardship \(DIPS\) 2021 State of Donner Lake](#)