

**Nature Forward**

**Request for Proposal: Watershed Report Card Contract Project Manager**

**Fixed rate contract with options to extend, 9 - 21 months**

**March 7, 2023**



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## **I. PROPOSAL INSTRUCTIONS**

### **Watershed Report Card Contract Project Manager**

Nature Forward invites you to submit a proposal in accordance with this Request for Proposal (RFP) for a Watershed Report Card Contract Project Manager (hereinafter "Project Manager"). Your response to this request will be evaluated to determine your qualifications. Proposals must adhere to the format and content of this RFP. Proposals will not be evaluated unless all required parts are submitted in a complete package. Optional components (described below) may also be submitted. The information set forth is the minimum required to qualify for consideration.

To qualify for the work in this project, bidders must submit all information requested. All proposals must be received by 5:00pm March 21, 2023. Bids may be submitted via email to [eliza.cava@natureforward.org](mailto:eliza.cava@natureforward.org).

All proposals must remain in effect for at least 60 days from submittal. Nature Forward has the sole discretion to: (a) reject any and all bid proposals, and (b) renegotiate the modification of any and all proposals with any bidder in whatever manner it deems in its best interests. There is no guarantee, either expressed or implied, that award of a contract will be made to any firm. All bids and accompanying documentation shall become the property of Nature Forward. Bids may not be submitted by facsimile transmission nor mail. If you wish to withdraw your bid from consideration, written notification is required.

All bids shall comply with the requirements described in the Scope of Work and shall include the following:

- Company/contractor name, address, city state, zip code
- Primary contact, including email address and phone number
- A brief overview of your operation including number of years in business, number of employees (if applicable), nature of business and description of clients
- Examples of any work products similar and relevant to those described in this RFP
- Estimated costs using the bid table provided



All questions concerning the bid package shall be raised by March 17th at 5 pm. All questions must be in writing and should be addressed to [eliza.cava@natureforward.org](mailto:eliza.cava@natureforward.org).

## II. PURPOSE AND KEY OBJECTIVES

The end product of this contract will be production of a Watershed Report Card. The **key purpose** of the Report Card will be to use publicly available stream health data and locally-gathered stories to engage residents with their local streams and inspire them to take action to support stream health. The Report Card will include data and stories on 3 - 6 Chesapeake Bay tributary streams in the Washington, DC Metro region. The Project will use the 2022 "The Story of Streams" project as a template, and update it by adding 3 - 6 additional watersheds, revisiting indicators and data sources as needed, developing new report and communications copy and graphic collateral, and marketing it to the public and decision-makers. The new report will be called "The State of the Streams."

View <https://natureforward.org/the-story-of-streams/> to see the 2022 "The Story of Streams" project.

To meet this goal, we are seeking a project manager who will satisfy the following **required objectives**:

1. Facilitate and manage a stakeholder working group for 6 to 12 months (working group will not meet continuously during the entire project period).
  - The group is composed of Nature Forward staff, other key contractors, and advisory group members of the public from the target watersheds. Group size will be up to 15 people.
  - Facilitate 3 - 5 workshops for the working group.
  - Schedule workshops, take notes, develop agendas, coordinate communications, and share materials on a Google drive available to working group members.
  - Synthesize stakeholder working group input for incorporation into the State of the Streams Report Card
2. Organize information relevant to the project and final production of the report.
  - Organize information collected by the working group and Consulting Scientist on a Google drive.
  - Collaborate with Consulting Scientist and other Nature Forward staff and key contractors to identify trends, develop charts, and summarize content for final report production.
  - Ensure relevant and timely documentation of all technical methodology (see past methodology documentation at [https://docs.google.com/document/u/1/d/e/2PACX-1vRV6UTLDFftlYa6v8jjOmpgWbotaGFoFwWYVeg69xgax3VTvf9J18rSBI0-XVlrP9Mk45yzMqj\\_tD93/pub](https://docs.google.com/document/u/1/d/e/2PACX-1vRV6UTLDFftlYa6v8jjOmpgWbotaGFoFwWYVeg69xgax3VTvf9J18rSBI0-XVlrP9Mk45yzMqj_tD93/pub)).



3. Manage overall progress of project
  - Assist Nature Forward project lead (Eliza Cava, Director of Conservation) with managing other key contractors. This may include developing and evaluating RFPs and proposals for needs such as Consulting Scientist, communications, graphic design, and GIS, and other duties as assigned.
  - Assist Nature Forward project lead with relevant grant reporting by drafting key components of grant reports.
  - Provide leadership and guidance to Nature Forward staff and other key contractors to ensure a successful, creative, final product that inspires community engagement and action on stream health and satisfies all required grant deliverables.

#### **Optional bid package objectives:**

4. **OPTIONALLY**, Project Manager may also bid to provide GIS services. This will consist of repeating known methodologies on 3 - 6 additional watersheds within the same region, using either wall-to-wall coverage datasets (i.e. National Land Cover Dataset) or requesting/extracting data from specific local jurisdictions. Past methodology is documented at [https://docs.google.com/document/u/1/d/e/2PACX-1vRV6UTLDFftlYa6v8jjOmpgWbotaGFoFwWYVeg69xgax3VTvf9J18rSBI0-XVlrP9Mk45yzMqj\\_tD93/pub](https://docs.google.com/document/u/1/d/e/2PACX-1vRV6UTLDFftlYa6v8jjOmpgWbotaGFoFwWYVeg69xgax3VTvf9J18rSBI0-XVlrP9Mk45yzMqj_tD93/pub). GIS analysis is used for scores for: Impervious Surface, Conserved Properties, Developed Recreational Opportunities, Tree Canopy, Wetlands, Riparian Buffers, and Fish Passages/Stream Blockages. Bidders are expected to familiarize themselves with the GIS methodologies and review the data sources described in the documentation and be prepared to repeat the methods on new stream sites.
5. **OPTIONALLY**, Project Manager may also bid to provide graphic design & web development services. This will consist of building out a new website and associated graphic collateral products, including one printable brochure, that encompasses the materials from the 2022 "The Story of Streams" project for the first three watersheds, as well as additional data from 3 - 6 watersheds and, depending on funding, the incorporation of additional stories gathered from up to 6 new watersheds. Nature Forward staff will produce the videos and write copy for the website.

Optional Bid Packages can be activated as an add-on to the main Project Manager contract. Bidders are NOT required to provide these services, but a contractor's ability to perform these additional services will contribute to a more competitive evaluation if included.

### **III. SCOPE OF WORK**

The Project Manager shall perform in accordance with all stated intents, specifications, and stipulations contained or referenced herein.



Each bidder shall be responsible for researching the existing conditions and matters that affect the cost or performance of the services.

The Project Manager's proposal shall include costs for all materials, labor, equipment, supplies, and services required to conduct the project.

The primary period of performance is from April 2023 - December 2023 (Phase I), with a potential secondary extension through December 2024 (Phase II) if funding allows.

### A. Disclosure

The scope of work may be amended before a final contract is offered.

### B. Phasing

Contract will include clauses for extension if funding is awarded for a Phase II of the project. Notification of Phase II award is expected in August 2023.

Phase I (April - December 2023) will consist of

- a) facilitating the working group for 3 workshops;
- b) managing calculation of indicators for 3 watersheds; and
- c) publishing a report on three watersheds.

If funded, Phase II (September 2023 - December 2024) will consist of

- a) managing calculation of indicators for 3 additional watersheds;
- b) facilitating the working group for 2 additional workshops;
- c) facilitating the collection of stories (primarily to be collected by working group members and Nature Forward staff) for all 6 watersheds;
- d) coordinating multimedia production (to be produced by Nature Forward staff) of storytelling media and narratives; and
- e) publishing a report on all 6 watersheds and their stories.

## IV. PRE-BID CONVERSATION

Before submitting a bid, each bidder shall have the opportunity to thoroughly examine the template "The Story of Streams" report and fully understand the conditions that may affect the work proposed. Bidders are also encouraged to contact the Nature Forward project lead and schedule an initial conversation to ask questions and fully understand the project. Failure to examine the template report or schedule a pre-bid conversation in no way relieves the successful contractor from the necessity of furnishing materials or performing any labor necessary for the satisfactory completion of the work.

To schedule a conversation, please email Eliza Cava ([eliza.cava@natureforward.org](mailto:eliza.cava@natureforward.org)).



## V. TERMS AND CONDITIONS

### Payment

The Contractor shall commence work upon the issuance of a signed contract.

Nature Forward will make payments based on a negotiated payment schedule. Each invoice must be accompanied by a progress report. No invoice will be processed for payment until the Nature Forward representative (Eliza Cava) has approved the progress report and accompanying invoice.

### Termination

If either party wish to cancel an agreement for services, written notice thirty (30) days in advance will be required of either party.

## VI. RFP TIMELINE

Requests for proposals released March 7<sup>th</sup>, 2023

Proposals due March 21<sup>st</sup>, 2023

## VII. BUDGET AVAILABLE

Up to \$17,500 available for Project Management services. (\$8,000 for Phase I, \$9,500 for Phase II)

Up to \$6,000 available for GIS analysis services. (\$3,000 for Phase I, \$3,000 for Phase II)

Up to \$7,500 available for graphic/web design services. (Phase II)

## VIII. PROPOSAL OUTLINE AND EVALUATION

### A. Evaluation Procedure:

Proposals received that conform to the proposal instructions and deemed to be responsive will be evaluated. The evaluation will take place using the evaluation criteria identified in the following section.

### B. Evaluation Criteria:

This section provides a description of the criteria which will be used in the evaluation of the proposals submitted.

1. Demonstration of understanding project objectives, including proposed deliverables and methodology/design
2. Previous experience in similar projects



3. Cost Proposal - Projected cost of proposed work plan/approach and commitment to budget and schedule parameters, including the use of a phased approach as per Section III and optionally including objectives 4 & 5 as per Section II.

## IX. BID TABLE

Include this table in cost proposal.

Objective	Quantity (Phase 1)	Quantity (Phase 2)	Total Cost (Phase I)	Total Cost (Phase II)
1. Facilitate and manage a stakeholder working group	6 months	6 months		
2. Organize and track information and results	6 months	6 months		
3. Manage overall progress of project	9 months	12 months		
4. <b>OPTIONAL</b> Calculate GIS scores using existing methodologies	3 watersheds	3 watersheds		
5. <b>OPTIONAL</b> Graphic & web design	1 website and associated graphic collateral focused on communicating results & action items from data analysis of 3 prior + 3 new watersheds.	Expanded website to include 3 additional watersheds and multimedia stories gathered from participants.		
<b>TOTAL</b>				