

Association for Sustainable Forestry

REQUEST FOR PROPOSAL

FOR

Outreach and Education Services, Category 7 Funding Program

Issue Date: October 15, 2007

KEY INFORMATION

- Closing Date for Submission: November 2, 2007
- Proposal to be submitted to Association for Sustainable Forestry, c/o Rebecca Aggas, Coordinator

Proposal may be submitted by email (preferred) or mail (3 hard copies).
Faxes will not be accepted.

Emailed proposals must be received by 17:00 ADT, 2 November 2007.
Mailed proposals must be postmarked by 17:00 ADT, 2 November 2007 .
- Bidder confirmation: Please fill out and return the next page as soon as you decide to bid, so that we can reach you if there is any new information. The page can be emailed or faxed.
- Questions: please submit questions via email. Answers will be available to all bidders.
- Dates of Contract: November 12, 2007 – October 31, 2007
- Questions and proposals to:
Association for Sustainable Forestry
Rebecca Aggas, Coordinator
Email: RJAggas@asforestry.com
Fax: 902.893.1197
Mail: PO Box 696, Truro, Nova Scotia B2N 5E5 (3 copies)

TO: Association for Sustainable Forestry
Rebecca Aggas, Coordinator
Email: RJAggas@asforestry.com
Fax: 902.893.1197
Mail: PO Box 696, Truro, Nova Scotia B2N 5E5 (3 copies)

FROM:

Name:
Organization (if applicable)
Mailing Address:

Phone (work &/or home)
Phone (cell)
Phone (fax)

Email:

I/we intend to submit a bid in response to this Request for Proposals.

Signed:

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1. Introduction & Background

The Association for Sustainable Forestry is a non-profit organization whose membership consists of woodlot owner organizations, wood product buyers, representatives of the Ecology Action Centre and other organizations. Its mandate is to deliver government funding for silviculture on private woodlots, according to the Forest Sustainability Regulations.

In August, 2007, ASF signed an agreement with the Nova Scotia Department of Natural Resources to deliver a program aimed at increasing the number of small, private woodlot operators who use uneven-aged forest methods on appropriate sites. Under the agreement, \$500,000 will be invested over two years for new silviculture treatment sites on eligible woodlots of less than 2,000 hectares. The sites must meet specific technical standards.

In addition, a total of \$70,000 has been earmarked for outreach and education activities over the first year. ASF will work with private woodlot owners and contractors to encourage uneven-aged management practices and promote associated silviculture treatments.

ASF requires a sub-contractor to deliver this outreach component. Proposals are requested from woodlot owners or woodlot owner organizations for this program.

Since ASF began in 2000, little funding has been delivered under Category 7 (Appendix 1). Most of its work has been through Categories 1 through 6 of the Regulations, and targeted toward even-aged softwood management. This program aims to remedy that situation.

A working group has been struck to advise and oversee the delivery of the Category 7 program, including outreach activities. Its members include:

- Association for Sustainable Forestry
- Ecology Action Centre
- Nova Scotia Department of Natural Resources
- Nova Scotia Woodlot Owners and Operators Association
- Eastern Hardwood Management Association
- Contractor
- Nova Scotia Federation of Woodland Owners

It is co-chaired by representatives of the ASF (currently, Keith Ellwood) and the Ecology Action Centre (currently, William Martin).

The day-to-day project activities will be under the supervision of the ASF Manager. Both the outreach coordinator and the ASF Manager will report on the Category 7 program to the Category 7 committee.

2. Project Requirements

The outreach coordinator position is focused on program promotion and education. The contractor will be responsible for promoting uneven-aged management, and educating woodlot owners and contractors interested in growing long-lived shade tolerant tree species and quality forest products.

Uptake of Category 7 funding has been slow, and it is thought that one of the barriers has been lack of awareness regarding what help is available. ASF and EAC both clearly identified the need for a strong outreach component in the new program.

This Request for Proposals seeks creative, cost-effective, and efficient ways to reach out to woodlot owners around the province. Elements of the outreach program have already been identified by the Category 7 Committee and the ASF Board:

- Conduct surveys of woodland owners and contractors;
- Identify woodlot owners with suitable woodlots and encouraging program participation;
- Identify contractors with an interest in delivering uneven-aged silviculture and encouraging program participation;
- Prepare clear, plain language promotional and educational materials (brochures, information booth display, PowerPoint presentation, additional webpages for the ASF website)¹;
- Promote uneven-aged management techniques, e.g., tree marking, pruning, crop tree release for timber value.
- Attend and set up information booths at events that provide opportunities to meet and engage woodlot owners and contractors (e.g. woodlot owner field days and conferences, NFA educational events);
- Organize educational field days and information sessions to demonstrate Category 7 treatments and their associated costs;
- Develop proficiency with the Forest Sustainability Regulations, the technical criteria pertaining to uneven-aged management, and the interpretation of those criteria on-the-ground.
- Periodically report to the Category 7 committee on matters relating to the implementation of the program.

¹ Where possible, the program will draw on existing materials, e.g. the directory of uneven-aged resources in Nova Scotia currently in preparation by the Eastern Shore Forest Watch Association, the guide to restoration management in the Acadian Forest nearing completion by the North Mountain Old Forest Society, websites, and silviculture and tree-marking guides from central Ontario.

- Visit past and present/proposed treatment sites to determine the challenges of conducting Category 7 silviculture treatments.
- Coordinate with NSDNR extension staff, staff of interested forestry companies, professional forestry organizations and community college programs to promote Category 7 treatments;
- Develop and maintain contact list of interested woodlot owners and contractors; and,
- Prepare a report on the Category 7 program as per section 2.16 of the Forest Sustainability Agreement:
 - results of survey and analysis of landowners that are conducting Category 7 “like” treatments and if these treatments potentially qualify under the treatment standards;
 - what needs to be done to sites that do not qualify to bring them up to standard;
 - list of landowners and contractors currently or interested in conducting Category 7 treatments;
 - identify challenges to conducting Category 7 treatments and the costs of conducting them; and,
 - recommendations for future technical standards for Category 7 silviculture treatments.

We are seeking proposals that will explicitly outline how you will implement these activities.

3. Qualifications

Either individuals or organizations may bid on this contract. They or their team must demonstrate:

- Experience and interest in uneven-aged management in a variety of stand types;
- Excellent oral and written communication skills;
- Strong organizational skills;
- Work independently with minimal supervision;
- Ability to plan for, deliver and assess the success of outreach initiatives, and
- Valid driver’s license.

In addition, the successful bidder will possess some or all of the following desirable qualifications:

- Experience in working with woodlot owners;

- Familiarity with the Nova Scotia Forest Sustainability Regulations, and with those pertaining to Category 7 treatments in particular;
- Ability to take initiative;
- Ability to identify and utilize currently available resources (personnel, written, audio-visual that are useful in program delivery);
- Proficient with MS Word, Access, Excel, e-mail, internet, Powerpoint

Your proposal should clearly show how you or your organization meets these requirements. References from woodlot owners familiar with your work are desirable.

4. Pricing

The ceiling price is \$70,000. Your bid should clearly indicate how much you intend to pay out in wages or fees for service, administrative costs, travel, materials, and other expenses necessary to deliver your program.

5. Submission Guidelines

Emailed proposals are preferred. Should you wish to mail your bid, please send three hard copies.

Your proposal should include:

- A letter of transmittal with full contact information;
- A one-page summary;
- A table of contents;
- A detailed description of how you will go about delivering the outreach program, including your general approach, target audiences, communications methods, and timelines. You should include a work plan with clear statements of what you will deliver, and when. Time is of the essence.
- A budget that ties back to your timeline and deliverables;
- A statement of qualifications, and a brief biography for each team member; and
- An explanation of why you want to do this work.

6. Evaluation Criteria

a) The Best Fit With Our Objectives	Total Points - 90 Max. Pt. for each	Min. Score
<ul style="list-style-type: none"> • Understands UEM program background, requirements and objectives 	10	7
<ul style="list-style-type: none"> • Project design overview and approach 	20	14
<ul style="list-style-type: none"> • Provides a detailed project plan including methods, implementation plan and delivery schedule 	50	21
<ul style="list-style-type: none"> • Creativity, clarity and brevity of proposal 	10	
b) Qualifications	Total Points - 90 Max. Pt. for each	Min. Score
<ul style="list-style-type: none"> • Required: Experience and interest in uneven-aged management in a variety of stand types 	30	14
<ul style="list-style-type: none"> • Required: technical capability, capacity, skills and qualifications: <ul style="list-style-type: none"> • Excellent oral and written communication skills • Well-organized • Work independently • Ability to plan, deliver and evaluate program • Driver's License 	30	14
<ul style="list-style-type: none"> • Desirable: technical capability, capacity, skills and qualifications: <ul style="list-style-type: none"> • Experience in working with woodlot owners; • Familiarity with the Nova Scotia Forest Sustainability Regulations, and with those pertaining to Category 7 treatments in particular; • Ability to take initiative; • Ability to identify and utilize currently available resources (personnel, written, audio-visual that are useful in program delivery); • Proficient with MS Word, Access, Excel, e-mail, internet, Powerpoint 	20	
<ul style="list-style-type: none"> • Minimum of three references 	10	7

c) Pricing	Total Points - 20 Max. Pt. for each	Min. Score
• Realistic budget	10	7
• Creative use of limited resources	10	7
d) Total (a + b + c)	Out of 200	

7. Negotiation

Negotiation sessions may be held to work out contract details and other expectations of the parties, based on the RFP and the proposal(s) submitted.

8. Acceptance of Proposals

All bidders will be notified of the results within 10 days of the submission of proposals. The highest rated, lowest priced, or any proposal will not necessarily be accepted. The successful bidder will be expected to begin work immediately on contract award.

9. Contract Period

This contract runs from November 12, 2007, to October 31, 2008. The Nova Scotia Department of Natural Resources has allocated one year's funding for this program. There is some possibility, depending on whether or not the program is a success, that funding might be extended.

10. Disclosure

All documents submitted by bidders shall become the property of the ASF. Proposal information is proprietary and will be treated as confidential. Any information pertaining to ASF obtained by a bidder as a result of participation in this project is confidential and must not be disclosed without written permission from the ASF.