



STEWARDSHIP CENTRE
FOR BRITISH COLUMBIA

Request for Proposals

Green Shores for Homes – BC Pilot 2014



Washington &
British Columbia



Issue Date: September 4, 2014
Submission Deadline: September 19, 2014

The RFP response should be sent to dg@stewardshipcentrebc.ca

SCBC invites **Responses to this Request for Proposals (RFP)** for the opportunity to deliver the services related to our Green Shores for Homes – BC Pilot project.

1.0 Introduction

The Stewardship Centre for BC (SCBC) is a registered not-for-profit organization dedicated to creating new knowledge and tools based on sound science and scientific research since 1994. SCBC provides technical guidance to audiences including consulting professionals, government planners and policy makers, land owners and land use managers involved in environmental decision making. Our resources cover management and stewardship techniques for some of BC's most endangered ecosystems, and ecosystems now under threat from climate change -- particularly coastal regimes, grasslands, wetlands and riparian systems. Our projects foster effective land use management and bylaw language that protects ecosystems and encourages ecosystem resilience.

The **Green Shores** program was initiated by the SCBC in 2005 with multiple funding partners¹ with the assistance of the Green Shores Technical Advisory Committee. Green Shores promotes healthy shore environments that provide significant environmental, economic and social value to shoreline communities. It encourages project design that recognizes the natural features and functions of shoreline ecosystems and connects people with the shore environment. Green Shores also aims to reduce risk to shoreline property and infrastructure by accounting for the dynamic nature of shoreline environments and projected changes to that environment.

Green Shores approaches may provide promising alternatives to achieving multiple goals such as climate resilience, shoreline stabilization, and habitat restoration as well as increased aesthetic and economic values. Green Shores is intended to be applicable to all shoreline systems and could be national or international in scope.

Further information about Green Shores is available at www.greenshores.ca and www.stewardshipcentrebc.ca.

1.1 Purpose

The SCBC is requesting proposals from qualified contractors to develop and deliver a **Community Engagement process** that will:

¹ We thank the following the following organizations for their contributions to the Green Shores program: Bridge Coastal Legacy Fund/BC Hydro; BC Ministry of Environment; Real Estate Foundation of BC; Comox/Strathcona Regional District; District of Squamish; Ducks Unlimited; Environment Canada, Eco Action; Canadian Wildlife Service, Environment Canada; Georgia Basin Ecosystem Initiative, Environment Canada; Fisheries and Oceans Canada; Habitat Conservation Trust Fund; Sunshine Coast Regional District; Natural Resources Canada

- Identify the barriers and motivators for private shoreline landowners in choosing to adopt the Green Shores for Homes- BC (GSH-BC) program in pilot communities
- Identify the most effective ways to provide outreach, technical assistance, incentives, and other strategies for GSH- BC implementation in pilot communities.

This project is part of a multi-pronged effort to implement Green Shores in communities across BC.

2.0 Project Background

The aim of the GSH-BC project is to create a way for communities and homeowners to address their most pressing shore issues such as climate change and ecological/water quality related impacts from homebuilding on or near the shore. To date, the BC Green Shores program has focused on development-scale projects. However, the enormous impact on shores from individual shoreline properties is a growing focus for Green Shores as it will drive significant ecological change. Shoreline residents implementing Green Shores approaches can help conserve and protect critical habitat while adapting to changing shoreline conditions.

The Green Shores for Homes – BC Pilot project was identified as a priority project as an outcome from our current Green Shores projects' Advisory Committees' work. These committees have representatives from local, regional, and provincial government, the private sector, private landowners, and stewardship and conservation organizations.

SCBC and pilot communities will provide publicity, venue, and staff resources to support the consultant in the delivery of each community engagement process. SCBC will provide GSH-BC outreach and education services and materials for the project to pilot communities. There is no expectation that the selected consultant will develop or deliver GSH-BC educational resources.

In addition to the work of the selected consultant, other GSH-BC project work that is occurring concurrently includes:

- GSH-BC education and outreach activities (SCBC)
- An inventory and summary of Green Shores/GSH-BC resources, documentation and links to assist pilot communities and the selected consultant. (SCBC)
- A webinar introduction to GSH-BC for local government staff for the 4 pilot communities. It will include “fact finding” on the identification of incentives and tools as well as potential challenges and barriers (BC Lake Stewardship Society - BCLSS).

3.0 RFP Scope of Work

The selected consultant will work in collaboration with the SCBC, BCLSS, the project Advisory Committee², and staff of the pilot communities to develop and deliver a community engagement process for each pilot community, noting that this process may slightly different for each community. The four pilot communities are: District of West Vancouver, Thetis Island (Islands Trust), Powell River Regional District (Electoral Area A), and Cowichan Valley Regional District (Cowichan Lake).

3.1 Project Tasks

All work will be conducted under the supervision and direction of the Executive Director of the Stewardship Centre for BC. The successful Proponent will assemble a team of qualified individuals to complete the identified tasks. RFP respondents should outline their approach to:

Task 1 – Start Up

- Consult with the SCBC and project Advisory Committee to obtain local knowledge, identify known issues, assess priorities, set objectives and provide understanding of various local challenges and opportunities from each pilot community
- Review issues and opportunities identified by each pilot community and identify key synergies to be pursued and potential challenges
- Develop, in conjunction with the SCBC and the project Advisory Committee, a detailed work plan and schedule. Note that it is expected community workshops will be completed in October/November 2014.

Outputs:

- Detailed work plan

Task 2 – Community Engagement

Working in collaboration with pilot community staff, the BCLSS, and SCBC, the selected contractor will design and deliver workshops, focus groups, surveys, and/or community consultations (or other) to identify the barriers and motivators for private shoreline landowners in choosing to adopt Green Shores for Homes.

² The GSH-BC Advisory Committee consists of: representatives from each pilot community; SCBC Board of Directors; BCLSS; Washington Sea Grant; GS Technical Advisory Committee; West Coast Environmental Law; and BC Ministry of Environment

SCBC will provide all GSH-BC education and outreach materials for the selected community engagement process.

Utilizing lessons learned from the Thetis Island Green Shores workshops³ and other GS workshops, it is expected that 3 workshops (Powell River, West Vancouver, and Cowichan Valley) will be held in the fall of 2014. The primary audience for these workshops is shoreline homeowners (secondary audience is building contractors, developers, real estate professionals).

In addition to the three workshops, other methods to engage community members and staff in all four pilot communities should be considered as part of the work plan. All community engagement activities will be determined in consultation with the project Advisory Committee and SCBC.

Outputs:

- A detailed plan aimed to identify barriers and motivators for GSH-BC adoption by pilot community homeowners. The plan should detail a process that will engage pilot communities in a dynamic way that will help them identify the next steps to implement GSH-BC in their community.
- Deliver four community engagement process that includes: three workshops (Powell River Regional District, District of West Vancouver, and Cowichan Valley Regional District) and follow-up engagement activities in all four pilot communities. Specifically, this may consist of:
 - engagement strategy and process for the 4 pilot communities
 - three workshops in three communities (PR/WV/CV)
 - Follow-up engagement activities in 4 communities.

Task 3 – GSH-BC Strategy and Solutions

Building on Tasks 1 and 2, as well as lessons and successes of similar past efforts, create a strategy for implementation of Green Shores for Homes in pilot communities. Identify messages and education, possible incentives (monetary and non-monetary), resources, technical assistance, social marketing and/or other activities that will decrease barriers and increase motivation of landowners to utilize Green Shores for Homes in pilot communities. Identify

³ Thetis Island workshops were a series of workshops on ‘green shore’ shoreline techniques that could be used on Thetis Island. The workshops, for landowners, the building trades, government staff and NGO’s, included information about GS and included technical experts. They were designed to jumpstart collaboration with landowners, the local building industry, and other agencies about soft shoreline approaches on a practical level. Results will be made available to the selected contractor. <http://www.islandstrust.bc.ca/trust-council/projects/green-shores-for-homes.aspx>

opportunities and challenges for local governments regarding working with homeowners. Provide clear, innovative, and realistic approaches that entities - from non-profit organizations to local governments - could use to achieve GSH implementation when working with homeowners.

Outputs:

A table (or other suitable format) that:

- Identifies messages and education, possible incentives (monetary and non-monetary), resources, technical assistance, social marketing and/or other activities for pilot communities
- Opportunities and challenges for local governments when working with homeowners to implement GSH-BC
- Identifies scope and sequence of activities to implement GSH-BC in pilot communities

Task 4 – Final Report

Compile the information gathered and developed from Tasks 1 through 4 into a clear report that provides guidance to SCBC and pilot communities for the implementation of GSH- BC. In addition, note:

- Are there commonalities across pilot communities?
- Is there enthusiasm for implementing GSH?
- Do both waterfront homeowners and local/regional government staff find that GSH is useful and they want to move ahead with it in their community?

Outputs:

- Final report with recommendations

4.0 Format of Response

All responses will be held in confidence by the selection committee.

4.1 Statement of Understanding of Services Required

The proposal should explain the Proponent's understanding of the Services required by the SCBC with an emphasis upon the most important issues and how these issues will be addressed.

4.2 Executive Summary

Provide a summary, of not more than one to two pages, of the key points in your Proposal, which highlights the most significant aspects of your Proposal, and which would differentiate your Proposal and/or company from others.

4.3 Proponent's Team

This section is to include names, key experience record and curriculum vitae⁴ of all senior personnel who will be assigned directly to the project. Proponents shall identify the individual who shall be the primary contact person for all matters pertaining to this project, and shall be the person responsible for the delivery of service to SCBC.

The Consultant Team should include all necessary disciplines and specialists as needed to satisfactorily complete the project, including any sub-consultants that may be necessary. Information as to the experience, role and responsibilities of the individual members of the consultant team should be submitted.

Each Consultant Team should include:

- Essential:
 - Community Engagement Specialist/Facilitator
- Preferable:
 - Planner/Policy Specialist
 - Green Shores Technical Specialist(s)

A description of how your team's experience will enable you to be successful in the work required.

Two references: names and contact information.

4.4 Approach & Methodology

Provide a description of the general approach and specific methodology that the Proponent would take in undertaking the providing of the Services required. This should include a detailed proposed work program which identifies the approach and methodology to the tasks; beginning from date of issuance of a Contract by the SCBC.

4.5 Anticipated Fees and Work Schedule

It is anticipated that up to \$20,000 will be available for this project, depending on the project scope.

The SCBC reserves the right to negotiate final project elements with the successful contractor.

Provide in a table with the **total cost** for each task and the cost breakdown for the objects such as salaries, travel, etc. Indicate any costs of work performed by any sub-contractors/partners to the project sponsor.

Total project budget must be at or below \$20,000 inclusive of expenses and GST.

4.6 Value Added Services

The Proponent has the opportunity to offer and describe any value-added services, products or items not specifically asked for and details as to what the Proponent is prepared to supply as

4 C.V.s should be included in an Appendix

part of the Contract. Unless otherwise stated, it is understood that there will be no extra costs for these services, however if there are any additional costs pertaining hereto, the summary and explanation of those costs should be included in Section 4.5 (Fees and Schedule).

5.0 Evaluation of Responses

An Evaluation Committee will compare and evaluate each Proposal to determine the Proposal which is most advantageous and best overall value to the project, using the following criteria (not listed in any order of priority):

- Proponent's approach, methodology, experience and scheduling of the services required by this RFP;
- Experience and qualifications of the Proponent and its personnel to be assigned to the Project;
- Demonstrated ability to complete assignments on time and within budget;
- Proponent's references;
- Cost and value of services; and/or
- Provision of any value-added services.

6.0 Pricing Information

Total project budget must be at or below \$20,000 inclusive of expenses and GST.

7.0 Conflict of Interest

The Proponent should disclose conflicts of interest, in writing, to SCBC who will consider the nature of the Proponent's responsibilities and the degree of potential or apparent conflict in deciding the course of action that the Respondent needs to take to remedy the conflict of interest.

8.0. Responses to Questions (optional)

If desired, please provide an indication by Sept 12, 2014 to be put on a Proponent response list. Any questions and requests to be on the Proponent's response list should be sent to dq@stewardshipcentrebc.ca

9.0 Misc.

SCBC reserves the unfettered right to determine the next steps in the process. By participating in this RFP, each Proponent expressly agrees that no contract of any kind is formed under, nor any legal obligations whatsoever arise out of this RFP.

Important Dates

- 4 pm – September 19, 2014 – RFP submission deadline
- October 3, 2014– Start date
- October-December 2014 Community workshops and consultations
- January 30, 2014 – Draft report due

- February 28, 2015 – Final report and recommendations due

The RFP response should be sent to dq@stewardshipcentrebc.ca