

Request for Proposals- Conservation Web Map for the Little Tennessee River Native Fish Conservation Area Partnership

Summary

The Little Tennessee River Native Fish Conservation Area Partnership (the Partnership) seeks a qualified contractor to collaborate with the Partnership to develop a web-based watershed assessment, planning, and interactive mapping system (mapping system) that showcases conservation goals and target focus areas in the Little Tennessee River basin and also allows interactive collaboration, analysis, and data management of this web-based watershed plan. The mapping system will strategically guide the Partnership's conservation work in the Little Tennessee River basin based on collaborative visioning with the Partnership stakeholders. The system will also communicate conservation goals to the public through ESRI Story Maps. The Little Tennessee River basin spans three states, Georgia, North Carolina, and Tennessee, and boasts incredible biodiversity unique to the Southern Appalachians. Native Fish Conservation Areas are river basins managed for the conservation and restoration of native fish and other aquatic life, as well as compatible recreational and commercial uses. The enclosed Scope of Work defines the details of anticipated project tasks.

Project Objectives

- Utilize a NFCA partner's ESRI ArcMap online account to build web-mapping service as a 'front end' product that will display and manipulate partner-provided and contractor-developed data.
- Work with the support of the Partnership's facilitators and partners through a visioning process to identify conservation goals/questions (e.g., restore aquatic organism passage, enhance riparian buffers, augment fish populations) and identify conservation focus areas for the mapping system.
- Assess, compile, and analyze data (e.g., current and past projects, biological and habitat information, riparian buffer status, land use, threats) from NFCA partners and others working in the basin to address conservation goals/questions and identify conservation focus areas. Create a system for managing partner data and conservation focus areas that will allow the mapping system to remain up-to-date and relevant as a basin wide conservation plan.
- Create Story Maps showcasing the vision of the Partnership's conservation goals and focus areas.

Project Management Team: North Carolina Wildlife Federation, North Carolina Wildlife Resources Commission, American Rivers, U.S. Fish and Wildlife Service, Southeast Aquatic Resources Partnership, Tennessee Department of Environmental Conservation, Tennessee Valley Authority

Primary Contact: Andrea Leslie, N.C. Wildlife Resources Commission,
andrea.leslie@ncwildlife.org

Background

The Native Fish Conservation Area (NFCA) concept is a new watershed-scale, non-regulatory

approach to long-term conservation and restoration of native fishes. In 2015, the Little Tennessee River basin was designated as the country's first NFCA, as it (1) hosts a rich assemblage of rare and common native aquatic species; (2) is a focus of multiple fish restoration efforts and (3) has a strong set of 25 partners from 3 states (including agencies, industry, and NGOs) involved in restoration, conservation, and education. The contractor is encouraged to leverage the existing skill sets of the partners to improve the project's deliverables. Some skill sets in the Partnership include: dam and culvert inventory and prioritization, data analysis, web map development, conservation planning and facilitation, collaboration, data management, education and outreach, assessment, on the ground implementation, and others. More information can be found on our website www.littlet.org.

Proposals must include:

- A. Description of Project Understanding and Approach (1 page)
- B. Technical Proposal that reflects Scope of Work (up to 5 pages)
- C. Cost estimate, itemized by task (1 page)
- D. Schedule for completion (1 page)
- E. Primary Contact including address/location, phone number, and email address (1 page)
- F. Qualifications Overview- similar conservation mapping projects from the past 5 years (1 page)
- G. Qualifications of key team members (1 page)

Selection Procedure:

Proposals will be evaluated on the following criteria:

- Experience with conservation mapping and database driven projects, and demonstration of successful projects;
- Understanding of the watershed planning and landscape scale conservation planning process;
- Demonstration of successful cooperation and communication with relevant local, state, and federal entities;
- Demonstration of ability to communicate, coordinate, and take feedback from laypersons and tech-savvy partnership staff;
- Quality of technical proposal that reflects scope of work;
- Cost-effectiveness of proposal;
- Clarity, quality, and presentation of proposal;

Questions: Primary contact will not respond to telephone questions about this RFP. Questions concerning this RFP must be received via email andrea.leslie@ncwildlife.org by 5:00 pm Eastern on November 21, 2016. Questions should have the subject line: "Little T RFP Question" to be considered. Respondents wishing to obtain a digest version of all questions and answers should send their email address to andrea.leslie@ncwildlife.org subject line: "Little T RFP Digest Request" by 5:00 pm Eastern on November 21, 2016. Primary contact shall distribute the Q&A Digest via email by 5:00 pm Eastern on November, 23, 2016.

All proposals must be submitted electronically (as PDFs) to Primary contact at andrea.leslie@ncwildlife.org by 5:00 pm Eastern on Monday, December 12th with the subject line: "Little T Proposal." The designated point of contact for each respondent will receive an email confirmation of receipt of their proposal. Any proposals received after this date and time will be rejected.

Timeline

Tuesday, November 8th	Request for Proposals released
Monday, November 21st	Deadline for questions
Wednesday, November 23 rd	Q&A Digest distributed via e-mail, as requested
Monday, December 12th	Due date for proposals
Thursday, December 22 nd	Final contractor selection

SCOPE OF WORK

The project management team has prepared this RFP for the purpose of soliciting proposals from qualified contractors to provide the deliverables requested in the following Scope of Work. The applicant shall provide detail on their approach, deliverables, costs and timeline for delivery associated with each of the following tasks. The following Scope of Work is provided as an outline and tasks are not necessarily listed in chronological order. Submitted proposals may vary from the following scope with a stated reason for the variation. **All tasks to be completed by October 2017.**

Task 1: Project Kickoff Meeting: Meeting with the Project Management Team to finalize project scope and direction and agree upon timeline and milestones for the project.

Task 2: Mapping System Platform: With Project Management Team gain access to an ESRI's ArcMap online account through a partner to host the web mapping system.

Task 3: Conservation Planning: With the Project Management Team and the support of the Partnership's facilitation, engage in a discussion to determine 1) the conservation targets, goals, and objectives for the mapping system and Story Maps and 2) identify geographic areas within the Little Tennessee River basin as conservation focus areas. This task will involve at least one in-person conservation planning meeting with the Partnership. It is critical to limit the scope of the mapping project to explicit conservation questions/goals/areas to avoid "map creep" and to ensure an end product that is useful and directive.

Task 4: Data Collection and Review: Review and collect relevant existing data and resource information on file with the NFCA partners and other private, federal, state and local agencies including reports, data, maps, aerial photographs, and information from prior studies to answer the conservation questions determined during Task 3. Some examples of potential data include the following: biological and habitat data, current and past conservation projects, threats & stressors, habitat assessments, climate change models, aquatic barrier inventories (dams and

culverts), stream reach segments, riparian buffer condition, etc. Data that is consistently updated is preferable to static data that will become outdated. Some data analysis may be required.

Task 5: Create Mapping System: The mapping system will guide the Partnership's conservation efforts and is intended mainly for internal technical use rather than a public facing tool.

Task 6: Create Story Maps: The Story Maps will more concisely tell the Partnership's conservation story and be used as a public engagement tool.

Task 7: Project meetings: The Project Management Team will require the hired contractor to provide regular updates to the project team. The contractor will also be required to organize, along with the Project Management Team, and participate in review meetings to discuss (at a minimum) the draft plans, data collection, preliminary and near-final web mapping system design, and Story Maps. Applicants should provide estimated costs incurred for both in-person and phone/web meetings.