

**Lake Tahoe Stewardship Council**  
**REQUEST FOR CONTRACTOR SERVICES**  
Destination Stewardship Plan Implementation

- Announcement:** June 26, 2023
- Project Description:** The Lake Tahoe Stewardship Council (Council) is seeking a qualified contractor to oversee Council operations and implementation of the Lake Tahoe Destination Stewardship Plan.
- Evaluation:** Proposals will be evaluated according to the criteria in this document.
- Deadline:** July 17, 2023 – Bidder Questions Due  
July 30, 2023 5pm PST – Deadline for Proposal Submissions
- Questions:** All questions should be submitted by email to:  
[stewardshiptahoe@gmail.com](mailto:stewardshiptahoe@gmail.com)

## INTRODUCTION

The Lake Tahoe Destination Stewardship Council is seeking proposals and qualifications statements from consultants and/or firms who have the talent, skills, and abilities to lead the coordinated implementation of the Lake Tahoe Destination Stewardship Plan and serve as a support role and convener of the multi-sector Council and interested community stakeholders.

The Destination Stewardship Council is a network of entities working together to further responsible recreation strategies and practices at Lake Tahoe and Truckee. Local, state, and federal government agencies, destination marketing and management organizations, private entities, and the Washoe Tribe Economic Development Corporation came together through the Destination Stewardship planning process to develop a roadmap towards a more sustainable outdoor recreation and tourism future for Tahoe. This position would serve as a backbone to convene various partners and help to implement that plan.

More information and the Destination Stewardship Plan can be found at [www.stewardshiptahoe.org](http://www.stewardshiptahoe.org).

### Project Tasks and Deliverables

#### Task 1 – Stewardship Council Management

- Work collaboratively with the Destination Stewardship Council to implement the Lake Tahoe Destination Stewardship Plan.
- Develop a governance and membership structure for the Council.
- Develop and manage a specific work plan(s) as needed to implement the plan and oversee the execution of those plans.
- Identify new opportunities, assess performance of programs, and develop long-term strategic plans for current and future programs.
- Convene the Council on a regular basis and other action groups as assigned and provide direction on plan implementation for those entities.
- Develop, manage, and report on performance metrics for the implementation and accountability of the Lake Tahoe Destination Stewardship Plan.
- Conduct briefings and public presentations to the Council, funders, legislators, policy makers, and community members.
- Recruit additional interested stakeholders that could further the implementation of the Lake Tahoe Destination Stewardship Plan.

#### Task 2 – Action Team Engagement

- Coordinate and manage action teams, to be developed by the Council.
- Track progress toward implementation of key actions by the action teams.
- Support planning, implementation, and outreach for destination stewardship actions in Tahoe recreation corridors plans, including but not limited to state Route 89 and 28.
- Engage with other relevant stakeholder groups and plans such as the Lake Tahoe Environmental Improvement Program and Tahoe Prosperity Center's Envision Tahoe Plan.

- Coordinate and interface with broader regional partnerships including, but not limited to, the Truckee Destination Stewardship Plan and the Tahoe Prosperity Center’s Envision Tahoe Playbook.

#### Task 3 – Communications and Outreach

- Develop, execute, and evaluate a strategic communication plan in collaboration with the Council to build awareness and support of the Lake Tahoe Destination Stewardship Plan at local, regional, state, and national levels.
- Cultivate and maintain productive working relationships with partner agencies and other public and private organizations with a vested interest in outdoor recreation and tourism in Tahoe.
- Work collaboratively with the Council and/or communication staff within partner organizations to prepare media and other public materials related to the Lake Tahoe Destination Stewardship Plan, the Council, and related implementation work.
- Maintain a website of the Lake Tahoe Destination Stewardship Plan and report on implementation progress.

#### Task 4 – Funding

- Identify and develop additional strategies as needed to secure funding for priority projects, programs, and Council operations.

### Timeline

This project is for an initial 24-month term.

### Budget

The budget for this project is **\$95,000 – \$115,000** per year.

### Minimum Proposal Contents

All proposal responses should address the following matters:

1. Definition of the Project: Indicate your understanding of the Project objectives. Max page limit: 2.
2. Project approach: Describe how the Project will be managed, implemented, and evaluated to accomplish the objectives and requirements outlined in this request. Max page limit: 5.
3. Qualifications and Experience: Provide a summary of qualifications related to scope of work including experience with destination management, collaborative council building, implementing communications plans. Max page limit: 3.
4. Schedule and Cost: The initial term of this contract shall be for 24 months. Provide an itemized cost estimate based on the Tasks described in Scope of Work section. Please provide a “Not to Exceed” cap. Max page limit: 4
5. References: Provide a minimum of three (3) references relevant to the scope of work. Provide a contact person, telephone number, and email address for each reference customer. Max page limit: 1

## Bid Submittal Process

Upon release, all communications concerning this proposal request should be directed to [stewardshiptahoe@gmail.com](mailto:stewardshiptahoe@gmail.com). All written questions and requests for clarification must be received by the deadline on the RFP schedule listed below. Email shall have the subject stating: **“RFP INQUIRY – LTDSP Implementation.”** Responses will be posted to the website [www.stewardshiptahoe.org](http://www.stewardshiptahoe.org) in accordance with the schedule listed below.

### **REQUEST FOR PROPOSAL SCHEDULE:**

The Council anticipates the following schedule, which is subject to change:

Date of Announcement:	June 21, 2023
Proposing Firms’ Questions Due:	July 17, 2023
Questions and Answers posted to <a href="http://www.stewardshiptahoe.org">www.stewardshiptahoe.org</a>	July 18, 2023
Deadline for Proposal Submissions:	July 30 5pm PST, 2023
Sealed Proposals Opened:	July 31, 2023
Selection of Consultants for Interviews (if necessary):	August 4, 2023
Consultant Interviews (if necessary):	August 7-August 18, 2023
Anticipated Award of Contract:	August 18, 2023
Commencement of Work:	August 31, 2023

Proposals must be submitted electronically to [stewardshiptahoe@gmail.com](mailto:stewardshiptahoe@gmail.com). Electronic submittals and supporting documentation (Microsoft Word or PDF) must be emailed with the subject line **“DO NOT OPEN – LTDSP Implementation”** to [stewardshiptahoe@gmail.com](mailto:stewardshiptahoe@gmail.com)

Address electronic proposals to: [stewardshiptahoe@gmail.com](mailto:stewardshiptahoe@gmail.com)

Subject Line: **“DO NOT OPEN – LTDSP Implementation”**

Any late proposals will not be accepted.

## Selection Process

After the deadline date, the Council shall review and evaluate all proposals for responsiveness to the RFP in order to determine whether the Proposer possesses the professional qualifications necessary for the satisfactory performance of the services required. The Council shall also investigate qualifications of all Proposers to whom the award is contemplated, and the Council may request clarifications of proposals directly from one or more Proposers.

The Council may schedule interviews based on the number and quality of bids received. The Council reserves the right to select a bidder without conducting interviews.

## Contract Terms

This contract will be executed by the Tahoe Fund on behalf of the Council.