

Collaborative Environmental Planning Initiative (CEPI)

REQUEST FOR PROPOSALS (RFP)

PROJECT TITLE: Growing the Sportfishing Industry in Bras d'Or Lakes

PROPOSAL DUE DATE: May 21, 2021

E-mailed bids will be accepted.

CONSULTANT ELIGIBILITY: This procurement is open to those consultants that satisfy the minimum qualifications stated herein and that are available for work in CANADA.

CONTENTS OF THE REQUEST FOR PROPOSALS:

1. Introduction
2. General Information for Consultants
3. Proposal Contents
4. Evaluation and Award

1. INTRODUCTION

1.1. BACKGROUND AND PURPOSE

The Collaborative Environmental Planning Initiative hereafter called "CEPI," is initiating this Request for Proposals (RFP) to solicit proposals from firms interested in participating in a project to assess opportunities to further develop the sportfishing industry in the Bras d'Or Lakes and watershed.

The Collaborative Environmental Planning Initiative (CEPI) comprises a group of partners committed to the preservation and sustainable development of the ecosystem of the Bras d'Or Lakes and watershed. CEPI includes members from the five Mi'kmaq bands in Unama'ki, representatives of the Federal, Provincial, and municipal governments, and includes partnerships with other indigenous organizations and academia. One of the priority initiatives for sustainable development within the Bras d'Or Lakes ecosystem is a healthy and sustainable sportfishery. When compared other provinces and territories, Nova Scotia's aging population and relatively low recruitment to recreational/sportfishing has increased the need to develop and promote sportfishing, drawing on both local participants as well as those from abroad. CEPI has identified potential areas for growth and promotion, but a more thorough examination of these opportunities is necessary.

1.2. Project Scope and Timeframes

The purpose of this study is to assess opportunities to further develop the sportfishing industry in the Bras d'Or Lakes and watershed. Deliverables will include 1) an assessment of the current marine and freshwater sportfish resource in the Bras d'Or Lakes, 2) a review of non-resident angler preferences and behaviours from Canada, the United States and Europe, and how these relate to the current sportfishing resource in the Bras d'Or Lakes, 3) a list of recommendations/considerations that may increase future participation in sportfishing and the marketability of sportfishing in the Bras d'Or Lakes. A preliminary virtual meeting will occur with the successful proponent shortly after the contract has been awarded to clarify the project tasks and deliverables. A detailed outline of the report will be provided by the proponent on an agreed date shortly after the preliminary meeting.

1.3 Project Tasks and Deliverables

To complete this project successfully, a variety of methods and approaches are required including:

Report and document review:

- A review of current sportfishing preferences [e.g.: target species, fishing equipment (bait, lures, fly fishing, etc.), ecological integrity (sustainability), and trends (e.g.: increased fly fishing participation, catch and release, etc.) across Nova Scotia, Canada and the United States will be completed. An economic assessment, drawing from sportfishing publications, among others, will help put the Bras d'Or Lakes sportfishery in context, lending an important lens to the economic benefits of the sportfishing industry in Cape Breton. This review will also provide insight into preferences and behavior of resident and non-resident anglers. When measured against existing resources, this review will identify areas to develop in order to have a sportfishery of greater economic value.
 - A review of the sportfish guiding and angler outfitting industry in Cape Breton including training and certification requirements, services offered by guides and outfitters. Compare this to North American destinations where the guiding and outfitting industry is well established. Examine the resources these guides/outfitters have available, and if these would apply/be beneficial to the Cape Breton guiding/outfitting industry. Make recommendations for more effective marketing to increase the use of guides and outfitters.
 - Review of methods for the effective promotion of the sportfishery such as print, television, social media, influencers, trades shows, etc. What methods are most productive for recruiting non-resident anglers? How can we increase participation of anglers from out of province? What species are present that can be marketed as a "destination fishery"? Evaluate opportunities to combine fishing with other activities such as kayaking, hiking, golf, Mi'kmaq cultural experiences
-

etc. to offer combined outdoor experiences in Nova Scotia. What “unique” opportunities that are available elsewhere could be adapted to work in Unama’ki?

- Review infrastructure requirements for sportfishing including public access to fishing destinations, boat launch ramps and trailer parking availability, ATV access to waters. Identify deficiencies in these requirements and propose solutions including funding opportunities.

Stakeholder consultations/interviews:

- Interviewing representatives from recognized angling groups will be a crucial information source for this study. A mix of in-person and telephone interviews should be utilized. A list of suggested stakeholders and interest groups will be provided by the Inland Fisheries Division of the Nova Scotia Department of Fisheries & Aquaculture.
- Interview representatives from within government resource departments such as: Department of Fisheries and Aquaculture, Department of Lands & Forestry, Nova Scotia Tourism and Fisheries & Oceans Canada. Interview representatives of the Unama’ki Institute of Natural Resources to gain insight into Mi’kmaq perspectives and traditional ecological knowledge.

SWOT Analysis:

- The project will include a SWOT analysis for the industry to identify the strengths, weaknesses, opportunities and threats for the sport fishery in the Bras d’Or Lakes.

Other Consultant / Department Responsibilities:

- A detailed report containing the components of the analysis and recommendations. The report should follow the outline listed in section 1.2
- Executive summary
- PowerPoint presentation delivered to CEPI Management Committee.
- Project updates should be available as requested.
- CEPI will be prepared to provide assistance whenever possible. Internal reports, industry and government contacts will be provided. Staff will be available for interviews and will provide access to databases.
- All project deliverables are to be presented to the CEPI Management Committee or their designated representatives for review, approval and acceptance (see section 2. General Information for Consultants, below).
- All deliverables are to be submitted in electronic format. The document should be in a format that will be usable in part or entirely for future publications. Graphically presented material should have raw data provided for future work.
- All work products are the property of CEPI.

1.4 Evaluation Criteria

Vendor Responses will be evaluated using the approach below:

- o Technical competence (approach) 10 pts – demonstrate industry knowledge and ability to draw conclusions from analysis.
 - o Proven performance/experience 15 pts – provide examples of similar work that is relevant to this project.
 - o References 5 pts – please provide two references of similar work.
 - o Price 20 pts
 - o Timeframe 10 pts – demonstrate that you have experience and confidence that project deadlines can be met.
 - o Resource Management 15 pts – demonstrate a sound understanding of the sportfishing industry in Nova Scotia: the challenges and opportunities.
 - o Management of Project Risk 10 pts – demonstrate that project leader can identify contingencies and has experience managing similar projects under similar time constraints.
 - o Sustainability 5 pts – demonstrate environmental and social sustainability through policy and/or action and societal values.
 - o Knowledge Transfer 10 pts – demonstrate the ability to communicate with and obtain knowledge from indigenous and industry leaders and incorporate into the analysis and recommendations.
-

2. GENERAL INFORMATION FOR CONSULTANTS

All communication between the Consultant and the CEPI upon release of this RFP shall be with the CEPI Coordinator as follows:

Name	Stan Johnson
E-Mail Address	Stan.johnson@brasdorcepi.ca
Mailing Address	4102 Shore Rd Eskasoni, NS B1W 1C2
Physical Address for Delivery	4102 Shore Rd Eskasoni, NS B1W 1C2
Phone Number	(902) 549-2304

Any other communication will be considered unofficial and non-binding on the CEPI.

2.1. ESTIMATED SCHEDULE OF PROCUREMENT ACTIVITIES

Request for Proposals Issued	April 30
Request for Proposals Closed	May 21
Announce "Apparent Successful Contractor" and send notification via e-mail to unsuccessful proposers	May 28
Project Start	June 4
Mid-Point status update virtual meeting	July 2
Draft Report	July 30
Draft report review	August 6
Final Report	August 20

The CEPI reserves the right to revise the above schedule.

2.2 SUBMISSION OF PROPOSALS

Consultants are required to submit two (2) electronic copies of their proposal. The proposal, whether emailed, mailed or hand delivered, must arrive at the CEPI no later than 5 pm Atlantic Time on **May 21, 2021**.

Consultants mailing proposals should allow normal mail delivery time to ensure timely receipt of their proposals. Consultants assume the risk for the method of delivery chosen. The CEPI assumes no responsibility for delays caused by any delivery service.

Consultants emailing proposals must be submitted electronically as an attachment to an e-mail to Stan Johnson, CEPI Coordinator, at the e-mail address listed in Section 2. Attachments to e-mail

shall be in Microsoft Word format or PDF. The CEPI does not assume responsibility for problems with Consultant's e-mail. If the CEPI's email is not working, appropriate allowances will be made.

Late proposals will not be accepted and will be automatically disqualified from further consideration. All proposals and any accompanying documentation become the property of the CEPI and will not be returned.

Consultants should allow sufficient time to ensure timely receipt of the proposal. Late proposals will not be accepted and will be automatically disqualified from further consideration.

2.3 PROPRIETARY INFORMATION/PUBLIC DISCLOSURE

Proposals submitted in response to this competitive procurement shall become the property of the CEPI.

2.4 REVISIONS TO THE RFP

In the event it becomes necessary to revise any part of this RFP, addenda will be provided via e-mail to all individuals who have made the CEPI Coordinator aware of their interest. If you downloaded this RFP from the CEPI website located at www.brasdorcepi.ca, you are responsible for sending your name, e-mail address, and telephone number to the CEPI Coordinator in order for your organization to receive any RFP addenda.

The CEPI also reserves the right to cancel or to reissue the RFP in whole or in part, prior to execution of a contract.

2.5 RESPONSIVENESS

All proposals will be reviewed by the CEPI Coordinator to determine compliance with administrative requirements and instructions specified in this RFP. The Consultant is specifically notified that failure to comply with any part of the RFP may result in rejection of the proposal as non-responsive.

The CEPI also reserves the right at its sole discretion to waive minor administrative irregularities.

2.6 MOST FAVORABLE TERMS

The CEPI reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be submitted initially on the most favorable terms which the Consultant can propose. There will be no best and final offer procedure. The CEPI does reserve the right to contact a Consultant for clarification of its proposal.

The Apparent Successful Contractor should be prepared to accept this RFP for incorporation into a contract resulting from this RFP. Contract negotiations may incorporate some or all of the Consultant's proposal. It is understood that the proposal will become a part of the official procurement file on this matter without obligation to the CEPI.

2.7 COSTS TO PROPOSE

The CEPI will not be liable for any costs incurred by the Consultant in preparation of a proposal submitted in response to this RFP, in conduct of a presentation, or any other activities related to responding to this RFP

2.8 NO OBLIGATION TO CONTRACT

This RFP does not obligate CEPI to contract for services specified herein.

2.9 REJECTION OF PROPOSALS

The CEPI reserves the right at its sole discretion to reject any and all proposals received without penalty and not to issue a contract as a result of this RFP.

2.10 COMMITMENT OF FUNDS

The CEPI Management Committee or their delegate is the only individual who may legally commit the CEPI to the expenditures of funds for a contract resulting from this RFP. No cost chargeable to the proposed contract may be incurred before receipt of a fully executed contract.

3. PROPOSAL CONTENTS

The Proposal must contain a comprehensive description of services including the following elements:

- A. Project Approach/Methodology** – Include a complete description of the Consultant's proposed approach and methodology for the project. This section should convey Consultant's understanding of the proposed project.
 - B. Work Plan** - Include all project requirements and the proposed tasks, services, activities, etc. necessary to accomplish the scope of the project defined in this RFP. This section of the proposal must contain sufficient detail to convey to members of the evaluation team the Consultant's knowledge of the subjects and skills necessary to successfully complete the project. Include any required involvement of CEPI staff.
 - C. Project Schedule** - Include a project schedule indicating when the elements of the work will be completed. Project schedule must ensure that any deliverables requested are met.
 - D. Outcomes and Performance Measurement** – Describe the impacts/outcomes the Consultants propose to achieve as a result of the delivery of these services including how these outcomes would be monitored, measured and reported to CEPI.
 - E. Risks** - The Consultant must identify potential risks that are considered significant to the success of the project. Include how the Consultant would propose to effectively monitor and manage these risks, including reporting of risks to the CEPI.
 - F. Deliverables** – Fully describe deliverables to be submitted under the proposed contract. Deliverables must support the requirements set forth in Section 1.2, Objectives and Scope of Work.
 - G. Project Management**
 - 1. **Project Team Structure/Internal Controls** - Provide a description of the proposed project team structure including any subcontractors.
 - 2. **Staff Qualifications/Experience** - Identify staff, including subcontractors, who will be assigned to the potential contract, indicating the responsibilities and qualifications of such personnel. Provide resumes for the named staff, which include information on the individual's particular skills related to this project, education, experience, significant accomplishments and any other pertinent information. The Consultant must commit that staff identified in its proposal will actually perform the assigned work. Any staff substitution must have the prior approval of the CEPI.
 - H. Experience of the Consultant**
-

1. Indicate the experience the Consultant and any subcontractors have in the following areas associated with
 - a. Significant experience in governance structure development for similar business entities (cooperatives, social enterprise, Indigenous business);
 - b. Experience working with Indigenous communities, governance, businesses and entrepreneurs.
2. Indicate other relevant experience that indicates the qualifications of the Consultant, and any subcontractors, for the performance of the potential contract.
3. Include a list of contracts the Consultant has had during the last five years that relate to the Consultant's ability to perform the services needed under this RFP. List contract period of performance, contact persons, telephone numbers, and fax numbers/e-mail addresses.

I. References

List names, addresses, telephone numbers, and fax numbers/e-mail addresses of three (3) business references for the Consultant and three (3) business references for the lead staff person for whom work has been accomplished and briefly describe the type of service provided. Do not include current CEPI staff as references. By submitting a proposal in response to this Work Request, the vendor and team members grant permission to CEPI to contact these references and others, who from CEPI 's perspective, may have pertinent information. CEPI may or may not, at CEPI's discretion, contact references. The CEPI may evaluate references at the CEPI 's discretion.

J. Identification of Costs

Identify all costs in CND dollars including expenses to be charged for performing the services necessary to accomplish the objectives of the contract. The Consultant is to submit a fully detailed budget including staff costs and any expenses necessary to accomplish the tasks and to produce the deliverables under the contract, as well as a proposed payment schedule.

4. EVALUATION AND CONTRACT AWARD

4.1. EVALUATION PROCEDURE

Responsive proposals will be evaluated strictly in accordance with the requirements stated in this solicitation and any addenda issued. The evaluation of proposals shall be accomplished by an evaluation team(s), to be designated by the CEPI, which will determine the ranking of the proposals.

4.2. NOTIFICATION TO PROPOSERS

The CEPI will notify the Apparently Successful Contractor of their selection in writing upon completion of the evaluation process. Individuals or firms whose proposals were not selected for further negotiation or award will be notified separately by e-mail.
