

Release Date: August 20<sup>th</sup>, 2013

## Lake Champlain Basin Program Announcement

### Request for Proposals

#### *Economic Value of Surface Water Resources within the New York and Vermont Segments of the Lake Champlain Basin*

The Lake Champlain Basin Program (LCBP) is pleased to announce a Request for Proposals (RFP) for services to develop an evaluation of the economic value of surface water resources in the New York and Vermont segments of the Lake Champlain Basin. A basic input-output economic model will be developed, evaluating standard metrics associated with water resources in the Basin such as tourism and recreation, wages, water supply costs and real estate values. Intrinsic value and metrics also will be evaluated, including an assessment of ecosystem services that comprise four categories of benefits: provisioning, regulating, cultural, and supporting services. This project will support the goal of promoting healthy and diverse economic activity and sustainable development principles within the Lake Champlain Basin while improving water quality and conserving the natural and cultural heritage resources on which the regional economy is based, as outlined Chapter 10 of the LCBP's long-term management plan: *Opportunities for Action: An Evolving Plan for the Future of the Lake Champlain Basin*. This RFP is supported by US EPA funds provided to New England Interstate Water Pollution Control Commission (NEIWPCC) in partnership with LCBP.

Deliverables from this project will be a measure of the economic value of water quality within the Vermont and New York portions of the Lake Champlain Basin and outreach materials to convey this value to the public, achieved through a combination of a review of published literature, and valuation surveys of the public. The project will require a meta-analysis of ecosystem services in the Basin, following principles outlined by the Millennium Ecosystem Assessment (<http://www.unep.org/maweb/en/Multiscale.aspx>).

This Request for Proposals is available from the Lake Champlain Basin Program website. Look for the link on our homepage at [www.lcbp.org](http://www.lcbp.org). To receive a copy of the RFP via US Postal Service, contact the Lake Champlain Basin Program office at (802) 372-3213 or toll free at (800) 468-LCBP in New York and Vermont.

To facilitate the review process, applicants must submit proposals in both paper and electronic format. Please see the RFP and the attached proposal format information for complete details.

#### **DEADLINE NOTICE:**

Hardcopy (10 copies) and electronic versions (no facsimiles) of proposals must be RECEIVED by the Lake Champlain Basin Program office by 4:30 pm Eastern Daylight Savings Time (EDT) on:

**October 1<sup>st</sup>, 2013**

LATE OR INCOMPLETE PROPOSALS WILL NOT BE CONSIDERED.

The successful applicant will be notified by late November, 2013.

## Lake Champlain Basin Program Announcement

### Request for Proposals

#### *Economic Value of Surface Water Resources within the New York and Vermont Segments of the Lake Champlain Basin*

#### **I. Background**

The regional economy surrounding the Lake Champlain Basin is highly dependent on the availability of clean, safe water resources for many uses, including drinking water, swimming, boating, fishing, tourism, agriculture, and industrial and municipal uses. As conversations continue among legislators, public stakeholders, and resource managers about the direction and needs for prioritizing restoration and protection of Lake Champlain and its watershed, a common and emerging interest is the need for a better understanding of the economic value of clean water to the region. Numerous government agencies and watershed organizations have conducted studies and developed public education materials for their watersheds of interest demonstrating the economic value of clean water to their region. The deliverables for this Lake Champlain watershed-focused project will develop an economic analysis of the value of surface water resources basin-wide (New York and Vermont) based on surveys conducted of the public and analyses of ecosystem services within the Lake Champlain Basin that can serve as educational tools for resource managers to describe the value of protecting the Lake Champlain watershed to the stakeholder community and the general public.

The project will be structured around a conceptual framework published by the Millennium Ecosystem Assessment (<http://www.unep.org/maweb/en/Multiscale.aspx>), identifying and linking specific services found within the Lake Champlain watershed to the four categories of Ecosystem Services (Supporting, Provisioning, Regulating, and Cultural) identified by the Millennium Assessment project. Services within these four categories will be linked to human well-being within the region along with direct and indirect drivers of change, covering a range of water quality within the Lake Champlain watershed, including nutrient and sediment loading, toxic substances and pathogens, fish and wildlife health, aquatic invasive species, and climate change factors.

The primary deliverables from this project will be a measure of the economic value of water quality within the Vermont and New York portions of the Lake Champlain Basin and outreach materials to convey this value to the stakeholder community and the general public. The project will quantify the value of water quality in dollar terms, to effectively convey the economic importance of clean and safe water resources to residents, municipalities, legislators and to the Vermont and New York region of the Lake Champlain Basin.

#### **II. Project Tasks and Deliverables**

The Lake Champlain Basin Program (LCBP) seeks proposals for services to evaluate the economic value of surface water resources in the New York and Vermont segments of the Lake Champlain Basin. A basic input-output economic model will be applied, evaluating standard metrics associated with water resources in the Basin such as tourism, wages, water supply costs and real estate values. Intrinsic metrics also will be evaluated, including provisioning, regulating, cultural, or supporting ecosystem services.

Anticipated tasks include the following components:

1. Identification and parameterization of appropriate models or methodologies to accomplish the goals outlined in this RFP and Tasks #2 and #3 below;
2. Completion of data collection and analysis, including a combination of relevant published literature and the development and application of Lake Champlain watershed-specific public

surveys to populate the model or methodology identified in Task 1, above. Data generated for this project will provide estimates on the economic value of water quality in terms of:

- Types of uses of waters within the Vermont and New York portions of the Lake Champlain basin that influence the local and regional economies
  - Jobs created or eliminated
  - Impacts on existing businesses
  - Effects on retail and recreational sales
  - Impacts on income
  - Total spending and tax revenues
  - Real estate values
  - Total economic worth to the Vermont and New York portions of the Lake Champlain basin
3. Estimate the economic value of water quality in terms of:
- The value of services the ecosystem provides to the regional economy, including supporting, regulating, provisioning, and cultural services (see <http://www.unep.org/maweb/en/Multiscale.aspx> for definitions of these four categories of services)
  - The contingent value of the natural resource using a contingent valuation survey, a travel cost survey, or other means
4. Utilize the model to assess a suite of scenarios connecting the model drivers identified in Tasks 2 and 3, including procedures to evaluate the outcomes of actions to aid in decision-making processes.
5. Produce a final report that:
- Provides a measure of the economic value of water quality within the New York and Vermont regions of the Lake Champlain watershed
  - Contains stand-alone materials that can be circulated to the general public in both electronic and hardcopy mediums that clearly articulate the outcomes of the project.

### **III. Summary of Other Requirements for the Selected Proposal**

The selected contractor will be required to complete the following additional tasks:

1. Following initial notification of the award, a workplan must be approved by the LCBP before a contract agreement can be executed and the work begun. The workplan will detail the logistical elements of the project, including deliverables, project timeline, and budget. Information about the LCBP grant process, workplan development guidelines, and reporting requirements can be found on the LCBP website at: <http://www.lcbp.org/about-us/grants-rfps/grant-toolkit/>. Following workplan approval, the awardee will enter into a funding agreement with NEIWPCC. The project timeline should be scheduled with an expected start date no sooner than January 1, 2014.
2. Once the grant agreement has been executed, the contractor must develop a Quality Assurance Project Plan (QAPP) to be approved by the LCBP and the US EPA before the beginning of any data collection or secondary data analyses. More information about LCBP Quality Assurance Plans can be found at: <http://www.lcbp.org/about-us/grants-rfps/grant-toolkit/qapp/>. The project timeline should be scheduled with an expected QAPP approval date no sooner than March 1, 2014 (or 8 weeks following contract execution). No data may be collected or analyzed with LCBP funding prior to QAPP approval.

3. The successful applicant will prepare brief quarterly reports documenting progress on each objective and task in the project (see attached Proposal Format Requirements). A final report fully documenting the project's results will be required at project completion, no later than March 31<sup>st</sup>, 2015. Requests for a no-cost extension of final report delivery cannot be approved for this project.
4. When approved, the final report will be edited for content and style in consultation with the successful applicant and may be published as part of the Lake Champlain Basin Program's Technical Report Series, located here: <http://www.lcbp.org/media-center/publications-library/technical-reports/>.

#### **IV. Eligibility**

Eligible organizations include colleges, universities, nonprofit organizations, for-profit companies, and government agencies. The selected contractor will be responsible for the completion of all project tasks, though subcontracted work may be permitted by the LCBP Project Officer upon request. Individuals and representatives from organizations that participated in the development or review of this RFP and its contents are ineligible to apply.

#### **V. Proposal Evaluation and Selection Criteria**

Proposals will be judged according to the following criteria:

1. Demonstrated knowledge of ecosystem services concepts, particularly familiarity with the Millennium Ecosystem Assessment framework or similar frameworks;
2. Technical merit and feasibility of the proposed methods for garnering important public input to generate comprehensive public opinion surveys to inform the economic, intrinsic, and ecosystem services assessments,
3. Potential for the project to enhance the capabilities and infrastructure within the Lake Champlain Basin (proprietary products are not acceptable),
4. Appropriateness of budget and budget justification, describing how the funds awarded will be used to produce the set of deliverables described in Section II, above.

#### **VI. Available Funds and Match Requirements**

A total of not more than **\$73,500** is available for this project. No match is required.

#### **VII. Period of Performance**

Work is to be completed no later than **March 31<sup>st</sup>, 2015**.

#### **VIII. Schedule and Requirements for Proposal Submission**

1. Please follow the format outlined in the attached Technical Proposal Format Requirements.
2. Ten (10) paper copies of each proposal must be RECEIVED by the LCBP office by 4:00pm on **October 1<sup>st</sup>, 2013**. Please submit paper copies bound only with a single staple or binder clip.

3. *In addition*, an ELECTRONIC VERSION of the proposal, either on disk or via e-mail must be submitted in Microsoft Word or Word-compatible format. Letters of support may be provided in pdf format. Electronic versions also must be RECEIVED by 4:00pm on **October 1st, 2013**.

**IX. Contact Information**

Direct all proposals and other inquiries to:

Eric Howe

Technical Coordinator, Lake Champlain Basin Program

Environmental Analyst, NEIWPC

54 West Shore Road

Grand Isle, VT 05458

(802) 372-3213

[ehowe@lcbp.org](mailto:ehowe@lcbp.org)

## Technical Proposal Format Requirements

Proposals should adhere to the following format and should not exceed a 10 page maximum length (font size 12), NOT including budget information, references cited and investigator resumes.

**TITLE:** Concise and descriptive.

**POINT OF CONTACT:** Name, position, organization, address, telephone, fax and email of the person who will be the point of contact.

**AUTHORIZED REPRESENTATIVE:** Name, position, organization address, telephone, fax and email of the person who is authorized to sign the contract.

**ABSTRACT:** Brief description of proposed work.

**INTRODUCTION:** Overview of what the project is and what it will accomplish in relation to the RFP.

**OBJECTIVES AND TASKS:** List the project's objectives and describe in detail the tasks that will be performed relative to each objective, including methods and approaches.

**DELIVERABLES:** Detailed description of the planned products from each task of the project. Quarterly progress reports and a final report are required deliverables.

**SCHEDULE:** Timeline showing anticipated dates for completion of the major tasks and deliverables. Quarterly progress reports are due on the last day of December, March, June, and September. Work is to be completed within the specified performance period in the RFP.

**DETAILED BUDGET JUSTIFICATION:** Cost breakdown by major budget categories (i.e. personnel, equipment), linking costs to specific tasks/deliverables wherever possible. Breakdown should show costs to be covered by the LCBP award and other sources (if applicable), as well as any match amounts and totals. (1 page, not included in the 10 page maximum total for the proposal). Please note that LCBP requires that indirect or facilities and overhead costs be no more than 21% of total project costs (see <http://www.lcbp.org/wp-content/uploads/2012/09/2010-Indirect-Cost-Policy.pdf> for more information).

**TECHNICAL REFERENCES CITED:** List all references used for the proposal (not included in the 10 page maximum total for the proposal).

**CURRICULUM VITAE/RESUME OF PRINCIPAL INVESTIGATORS:** Include up to 3-5 references for prior work pertinent to the proposed project. Please limit to one page per investigator; not included in the 10 page maximum total for the proposal.