



CARIBOO CHILCOTIN COAST TOURISM MARKETING ASSOCIATION

REQUEST FOR PROPOSALS for a Gold Rush Trail Planning for Rest stops,  
Washrooms and Visitor Amenities Implementation Plan

February 2021

Deadline for Inquiries: 4:00 pm (PST), Monday, March 1, 2021

RFP Closing Date and time: 4:00 pm (PST), Monday, March 8, 2021

Anticipated Contract Award Date: Friday, March 12, 2021

Project Completion: Monday, March 31, 2021

The Cariboo Chilcotin Coast Tourism Marketing Association reserves the right to accept or reject any or all proposals and to waive any informality in the proposals received, in each case without giving any notice. The Cariboo Chilcotin Coast Tourism Marketing Association reserves the right to accept the proposal which is deemed most advantageous.

# 1. Overview

## 1.1. Purpose

The Cariboo Chilcotin Coast Tourism Marketing Association (CCCTMA) is requesting the submission of Proposals from qualified consultants (“Proponents”) with proven experience and expertise in consultation to set priorities for new and existing Rest Stops, Washrooms and Visitor Amenities along Highways 1 & 97 (Gold Rush Trail). The Rest stops, Washrooms and Visitor Amenities plan will provide the Cariboo Chilcotin Coast (CCC) Region with a priority list of existing rest stops needing an upgrade and new rest stops that need to be constructed, washrooms, garbage receptacles, view points and amenities (e-charging stations) along Highways 1 & 97 along the Gold Rush Trail aligning with the [Gold Rush Trail Destination Development Strategy](#).

The Rest Stops, Washrooms and Visitor Amenities plan will identify and prioritize new investments needed, existing sites needing upgrades and rank the priority of existing upgrades and new sites.

## 1.2. Background

Cariboo Chilcotin Coast Tourism is a non-profit, stakeholder-based Regional Destination Management Organization that leads tourism in development and marketing in conjunction with the Ministry of Tourism, Arts, Culture and Sport, Destination British Columbia, Destination Canada, and industry partners in the Cariboo Chilcotin Coast Region to help foster responsible growth of tourism and empowering a resilient visitor economy. Under this umbrella, the Cariboo Chilcotin Coast Tourism Association leads Development and Sustainability, while Cariboo Chilcotin Coast Tourism Marketing Association leads Consumer Marketing.

The Gold Rush Trail (GRT) is a 750 km corridor following the Fraser River and Fraser Canyon traditional Indigenous trading routes, utilized during the fur trade, and expanded through the gold rushes of 1858–1862. The GRT includes all stakeholders, communities, and businesses, from New Westminster to Barkerville. As the only major, stand-alone, branded touring corridor in BC that is intimately tied to the confederation of British Columbia and the development that followed the Cariboo Gold Rush, this corridor delivers unique experiences that enhance products/experiences offered in adjacent communities and regions rather than compete with them. It was identified in the Destination Development stakeholder engagement sessions that preserving the way of life in communities and tourism at all costs is not desired along the corridor; rather a community centric and sustainable approach is essential for future growth.

The Gold Rush Trail brand and management falls under the larger umbrella of the Cariboo Chilcotin Coast Tourism Marketing Association (CCCTMA), a not-for-profit organization, dedicated to supporting tourism and promoting our diverse region and distinct landscapes. The Gold Rush Trail Brand is managed by a committee representing Indigenous and non-Indigenous communities from New Westminster to Barkerville who share a common vision in promoting tourism and visitation to this critical, largely undiscovered, corridor in BC. The Gold Rush Trail committee brings together Regional Tourism Destination Management Organizations, Indigenous Tourism BC, Destination BC, cultural and heritage sites, elected officials, community associations, businesses, and others.

Four destination development goals were identified to support the vision for this planning area: 1. Demonstrate leadership through strategic, collaborative planning, development, and investment in touring routes. 2. Amplify awareness of the GRT along the entire corridor amongst visitors, businesses, and residents alike. 3. Incrementally grow the benefits from tourism while respecting the limited

carrying capacity of the land, people, cultural, and heritage assets. 4. Maintain a keen awareness and understanding of the customer, adapt to the changing needs of the market, and develop experiences that enhance the visitor journey to attract more travellers, increase length of stay and spend throughout the year.

### 1.3. Plan Alignment

The consultant should identify opportunities to incorporate CCCTMA priorities, the Ministry of Tourism, Arts, Culture and Sports Strategic Plan and the 10-Year Destination Development Strategies into the Gold Rush Trail Planning for Rest Stops, Washrooms and Visitor Amenities.

#### **Destination Development Strategies**

The Gold Rush Trail Plan for Rest stops, Washrooms and Visitor Amenities must consider and align with the Gold Rush Trail [ten-year Destination Development Strategy](#)

This Destination Development Strategy is the final report resulting from an 18-month, iterative process of gathering, synthesizing, and validating information with stakeholders about the current status of tourism along the Gold Rush Trail (GRT) tourism area of British Columbia. This strategy synthesizes primary and secondary research gathered from multiple stakeholder conversations, documents, plans, studies, and input from the project working group.

[https://industry.landwithoutlimits.com/resources/uploads/2019/08/Gold-Rush-Trail-Destination-Development-Strategy\\_Final.pdf](https://industry.landwithoutlimits.com/resources/uploads/2019/08/Gold-Rush-Trail-Destination-Development-Strategy_Final.pdf)

#### **Strategic Framework for Tourism in BC: Welcoming Visitors - Benefiting Locals - Working Together**

The Regional Trails Strategy should take into consideration and align with the 2019-2021 [Strategic Framework for Tourism in BC](#), which sets out a clear vision for a prosperous and sustainable tourism sector, in a way that distributes benefits to people throughout the province.

## 2. Scope of Project and Deliverables

Through desktop research and a Gold Rush Trail engagement process, the consultant will be expected to deliver a detailed report and plan of priority locations for Rest stops, Washrooms and Visitor Amenities along the Gold Rush Trail. This plan will guide development and investment for new and existing Rest Stops, Washrooms and Visitor Amenities along highways 1 & 97 along the Gold Rush Trail Corridor. The Plan will embrace the diversity of the users and will consider social, cultural, health, economic and environmental factors along the corridor. This Plan will help strengthen the area wide collaboration and partnerships within the region by providing a plan that brings stakeholder interests together to work towards a common goal. The scope of the work includes, but is not limited to, the following components to achieve the desired outcomes and deliverables for the project.

## 2.1 Key Deliverables

- Identify and prioritize new investments needed and older infrastructure that needs upgrading through consultation.
- Conduct a thorough public outreach/communication and engagement plan at key stages in the process that ensures ample opportunities for public, stakeholder and Indigenous input.

## 2.2 Project Management

The Consultant must provide project management services throughout all project phases in cooperation with the CCCTA Destination Development Project Manager.

Items required during the performance of the work include the following, at a minimum:

- The Consultant shall manage the project schedule, resources, and budget very closely through all phases of this Work.
- To facilitate Project Management, the Consultant shall identify specific milestones, generate action plans, set completion dates of the various milestones, track the progress of each task, and indicate how budget control is to be exercised.
- Deliverable: The Consultant shall provide written and verbal reports on the project progress.
- The Consultant should provide all of the equipment/software to support the completion of the Consultation process to come up with a list of priority locations.

## 2.3 Communications

Project communications will be a key component in the success of the project and will carry through all project phases. The CCCTA will support with communications and planning.

At minimum, the CCCTA expects the following:

- Create a communication and engagement plan.
- Meet with the CCCTA Destination Development Project Manager and CEO as required in a timely manner to review project objectives and to gather information at project milestones.
- Provide written notes of all meetings and attendance lists to the CCCTA.
- Support with all communication out to stakeholders and/or the public but the delivery/implementation will be the responsibility of the CCCTA team.

Other communication activity details anticipated for a successful project outcome are to be included in the Proposal.

## 2.4 Project Phases

### **Phase 1- Project Planning**

General review of existing documents to information planning including, but not limited to:

- Gold Rush Trail Destination Development Strategy and the Strategic Framework for Tourism
- Meet with the Cariboo Chilcotin Coast Tourism Marketing Association team to finalise scope, timeline, project milestones and engagement and communications plan.
- Finalise the plan and next steps.

### **Phase 2- Research and Document Review**

Review the existing foundation including a substantial list of existing plans, initiatives, strategies, guidelines, and resources including:

- Gold Rush Trail Destination Development Strategy
- Inventory from TRAN of existing stops and available amenities
- Inventory of e-charging stations from BC Hydro and TRAN
- Fraser Canyon Strategy
- Identify gaps in data and information to inform final engagement plan and primary data collection.

### **Phase 3- Community/Stakeholder Consultation and Engagement**

Develop, present, receive feedback and validate information that will inform the Priority Location Plan elaborate and identify opportunities and deficiencies in tourism amenities including:

- The selected consultant will work with the CCCTMA staff to coordination and execute the stakeholder engagement process.
- Conduct and facilitate an extensive process (within guidelines associated with COVID measures) that will include: Public engagement through various forums and online platforms and consultation that may involve travelling to (when appropriate) and facilitating an appropriate number of meetings in various locations throughout the region.
- Engage with local, regional, and provincial stakeholders such as: TRAN, local governments, BC Hydro

### **Phase 4 – Identification and Prioritization**

- Develop a list of current and future projects and options existing upgrades and new infrastructure for rest stops, washrooms, view points, garbage receptacles and e-charging stations and development that will benefit the strategic growth of tourism in the Cariboo Chilcotin Coast Region. Projects should include major construction or acquisitions and should consider needs, locations, schedules, and financial strategies. All potential projects or upgrades must include general cost estimates.
- Identify priority sites for existing upgrades or new infrastructure.
- Identify legislative requirements and limitations, best practices, associated timelines, and financial analysis for identified projects.
- Identify any available grant opportunities for the development of rest stops, washrooms, and e-charging stations

### **Phase 5 – Final Report (Executive Summary)**

- Draft the Priority Location Plan that can be used as a stand-alone document that may be for public distribution.

- Submit draft priority location plan to CCCTMA for comments and feedback. There will be a least two revisions. Consultant will need to incorporate comments into draft.
- Submit final comprehensive Priority Locations Plan. The final plan should be a polished and professionally designed document including references and high-quality images provided by the CCCTMA.

### 3. Timeline

The Proposal shall contain a work schedule showing the major activities or tasks, order, and interdependence of the various milestones, sub-tasks, and deliverable for each of the required tasks, including any proposed meetings.

The Cariboo Chilcotin Coast Tourism Marketing Association has established the following preliminary baseline schedule for the project.

Task Completion Date Award to Consultant March 2021

First Draft August 2021

Presentation to Board October 2021

Final Plan December 2021

### 4. Submission of Proposals

#### 4.1 Submission Format

All Proposals should contain sufficient information to demonstrate to the Cariboo Chilcotin Coast that the Proponent is qualified to provide the specified series within the identified timeline at the most suitable cost.

All Proposals will include at minimum, the following:

- An Executive Summary of the Proponent's company and the key personnel assigned to the project.
- The methodology that describes the key elements of the Proponents approach to completing the Regional Trail Strategy.
- A proposed work plan and schedule in response to the Terms of Reference and the Draft Communication Plan.
- A detailed budget breakdown of the fees including all expenses and taxes related to the delivery of the Scope of Work.
- References for which the Proponent has provided similar services over the past five (5) years. Reference contact information must be included.
- Any additional information about experience and capacity which may be informative and beneficial to the project.

Proponents should demonstrate familiarity with the following documents:

Regional and Planning Area Destination Development Strategies

Strategic Framework for Tourism in BC: Welcoming Visitors - Benefiting Locals - Working Together

#### 4.2 Submission of Proposals

Proposals will be accepted by email.

Proposals, including the name and address of the Proponent and the RFP program title should be emailed to the following:

Jolene Lammers

[jolene@landwithoutlimits.com](mailto:jolene@landwithoutlimits.com)

Proposals must be received on or before the Closing Time of:

TIME: 4:00 PM PST

DATE: Monday, March 8, 2021

It is the Proponent's sole responsibility to ensure its Proposal is received at the email set out above by the deadline. Proposals received after the Closing Time will not be accepted or considered.