



CARIBOO CHILCOTIN COAST TOURISM ASSOCIATION

REQUEST FOR PROPOSALS for a Cariboo Chilcotin Coast Regional Trails Strategy

February 2021

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

RFP Closing Date and time: 4:00 pm (PST), Monday, March 22, 2021

Anticipated Contract Award Date: Monday, March 31, 2021

Project Completion: Monday, December 27, 2021

The Cariboo Chilcotin Coast Tourism 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 Association reserves the right to accept the proposal which is deemed most advantageous.

1. Overview

1.1. Purpose

The Cariboo Chilcotin Coast Tourism Association (CCCTA) is requesting the submission of Proposals from qualified consultants (“Proponents”) with proven experience and expertise in regional trail strategy development, public consultation, data collection and analysis to lead the development of a comprehensive Regional Trail Strategy. The final Regional Trails Strategy will provide the Cariboo Chilcotin Coast (CCC) Region with a framework to guide strategic development of trails within the region for a period of ten years aligning with the [Regional and Planning Area Destination Development Strategies](#).

The Regional Trail Strategy will guide tourism investment, local governments, and stakeholder organizations to identify, develop and maintain a strategic network of non-motorized and motorized trails in the Cariboo Chilcotin Coast Region. The strategy will build on the GRT trails strategy, where the development opportunities and discussions are relevant to the Interlakes, the Chilcotin, Central Coast and the Cariboo Chilcotin Coast region as a whole.

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.

Stretching across central British Columbia from the Rocky and Cariboo Mountains west to the Great Bear Rainforest of the wild Pacific Coast is a “land without limits”. The Cariboo Chilcotin Coast region renowned for its natural beauty, history, culture, and boundless outdoor opportunities is comprised of three distinct regions each with their own individual personality. The serene, lush Cariboo where the Gold Rush is still very much alive, the free-spirited “wild west” appeal of the Chilcotin and the Coast, a wild landscape defined by seemingly countless fjords, islands and unique ancient cultures and forests of the Pacific Coast. This is a place where Indigenous culture and contemporary lifestyles exist harmoniously, and where ancient traditions and modern life have each carved out their place in a vast, dramatic environment. It is a region of British Columbia comprised of 117,000 km² of breathtaking beauty, ruggedness, incredible wildlife, and outdoor adventure opportunities that will ensure you are actively enjoying nature throughout this great land. Your imagination will run wild and your opportunity to explore is truly limitless.

The Cariboo Chilcotin Coast is a geographically distinct region that reflects and respects the unique heritage, people, and cultures found within it. Future growth of the visitor economy lies in ensuring the long-term sustainability of accessible backcountry adventures, front country resorts, outdoor activities, and cultural, heritage and Indigenous experiences, while preserving the natural assets and way of life valued by residents and travellers alike. Essential to the future of this region is quality transportation, which includes steady, predictable ferry services, road and communication upgrades on major highways, and affordable air access.

Four Regional Destination Development Goals are to:

1. Strategically grow the benefits from tourism while respecting the limited carrying capacity of the land and its cultural and heritage assets and striving to preserve the way of life valued by its residents.
2. Maintain an understanding of the customer, adapt to changing needs of the market, and develop experiences that will attract higher-yield travellers who value and appreciate what the area has to offer.
3. Demonstrate leadership through strategic, collaborative planning, development, and investment to achieve mutually beneficial tourism development outcomes for visitors, residents, and businesses.
4. Amplify awareness about the region by developing visitor experiences that showcase the region's unique assets, heritage, and cultures, attract more travellers, and increase the length of stay and spend throughout the year.

1.3. Trails Strategy Alignment

The consultant should identify opportunities to incorporate CCCTA priorities, the Ministry of Tourism, Arts, Culture and Sports Strategic Plan and the 10-Year Destination Development Strategies into the Regional Trails Strategy.

Destination Development Strategies

The Regional Trails Strategy must consider and align with the [ten-year Destination Development Strategies](#) for the region.

The Destination Development Strategies were formed through an iterative, consultative, and collaborative process, which started in 2016. This region includes three primary planning areas which are the Chilcotin Central Coast, the Gold Rush Trail and, Interlakes. The region is inclusive of Klemtu, Bella Bella and Wuikinuxv in the west, Lillooet and Yale in the south along with New Westminster on the Gold Rush Trail, Hartley Bay, Entiako and Finger-Tatuk Provincial Parks in the north and Wells Gray Park, Barriere and Clearwater in the east. The region also includes a vast array of over 50 First Nations.

Access the Destination Development Strategies here:

<https://industry.landwithoutlimits.com/services/destination-development/>

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

The Regional Trail Strategy will guide the development and management of trails within the Cariboo Chilcotin Coast Region. The Strategy will embrace the diversity of the users and will consider social, cultural, health, economic and environmental factors throughout the region. This Strategy 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

- 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.
- Draft a detailed project timeline and detailed work plan in collaboration with the CCCTA Project Manager
- Strike a taskforce with provincial government and First Nations to create a regional trails strategy to guide strategic investment.
- Provide written notes of all engagement meetings including attendance.
- Identify funding sources to guide strategic investment and implement Regional Trails Strategy
- Identify trails projects and actions that will assist stakeholders to further enhance community and tourism asset development.
- Submit draft regional trails strategy to CCCTA for comments and feedback. Incorporate comments into draft.
- Submit final comprehensive regional trails strategy to guide and prioritize strategic investment into the future. Final strategy should be a polished and professionally designed document including references and high-quality images.

2.2 Project Management

Provide project management services throughout all project phases in cooperation with the CCCTA 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 Regional Trails Strategy.

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 plan/strategy.
- Meet with the CCCTA 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:

- Destination Development Strategy and the Strategic Framework for Tourism
- Meet with the Cariboo Chilcotin Coast Tourism Association team to finalise scope, timeline, project milestones and engagement and communications plan.
- Finalise the scope of work, project milestones and develop a draft table of contents for the final Regional Trails Strategy document.

Phase 2- Research and Document Review

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

- Destination Development Strategies
- Gold Rush Trail Trail's Research and Future Opportunities
- Official community plans
- Provincial and federal land management plans
- Applicable legislation relation to trails
- Relevant First Nations land use plans and documents etc.
- Environmental stewardship for sensitive ecosystems and wildlife corridors
- Local recreational organization's trail documents and plans.
- Research of existing network of trails and associated uses in the region for the baseline study
- Explore opportunities and review existing trail connectivity with local trail systems, regional trails, and trail connectivity with Provincial and Federal Parks.
- Compile and develop a trail inventory of local and regional motorized and non-motorized trails. The inventory will include all formalized regional trails and inventory of commonly used trails.
- Identify benchmarking opportunities from other relevant trails strategies within BC and Canada.
- Identify gaps in data and information to information 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 Regional Trails Strategy elaborate and identify opportunities and deficiencies in trails development and tourism including:

- The selected consultant team will work with the CCCTA staff to facilitate the stakeholder engagement process.
- Strike a taskforce with provincial government and First Nations to create a regional trails strategy to guide strategic investment.
- Conduct and facilitate a thorough consultation 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: outdoor recreation groups, sport and community associations, not-for-profits, Indigenous communities, sector associations, tourism associations and provincial, federal, and local governments.

Phase 4 – Identification and Prioritization

- Connect trails inventory and needs assessment.
- Develop a list of current and future projects and options for trail construction 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 trails for marketing and development and any trails that should be decommissioned.
- Develop principles and criteria regarding social, environmental, cultural, and financial aspects of trails that will be used to objectively evaluate the long list of options in order to prioritize a short list of options for consideration over the long term.
- Identify legislative requirements and limitations, best practices, associated timelines, and financial analysis for identified projects.
- Identify any available grant opportunities for the development of trails in the region.

Phase 5 – Final Report (Executive Summary)

- Draft the Regional Trail Strategy Final Report that can be used as a stand-alone document that is public distribution.
- Submit draft regional trails strategy to CCCTA for comments and feedback. There will be a least two revisions. Consultant will need to incorporate comments into draft.
- Submit final comprehensive Regional Trails Strategy. The final strategy should be a polished and professionally designed document including references and high-quality images provided by the CCCTA.

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 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. Budget

The total maximum budget for this project is \$60,000.

5. Submission of Proposals

5.1 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

5.2 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

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

TIME: 4:00 PM PST

DATE: Monday, March 22, 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.