REQUEST FOR PROPOSAL

THE ASSOCIATION OF STATE FLOODPLAIN MANAGERS, INC. REQUESTS PROPOSALS FOR THE FOLLOWING PROGRAM:

NO ADVERSE IMPACT HOW-TO GUIDE FOR PLANNING

DATE OF ISSUANCE: MONDAY, AUGUST 26, 2013
PART ONE - GENERAL SPECIFICATIONS

A. INTRODUCTION

In furtherance of the Association of State Floodplain Managers (ASFPM’s) No Adverse Impact (NAI)™ initiative, the Association will be developing a series of No Adverse Impact (NAI) “How-To” Guides. These “How-To” Guides will be developed for each of the Building Blocks in the No Adverse Impact: A Toolkit for Common Sense Floodplain Management and include:

1. Mitigation (COMPLETED IN 2013)
2. Infrastructure (COMPLETED IN 2013)
4. Education and Outreach (2013-2014)
7. Emergency Services (2015-2016)
8. Legal (2015-2016)

ASFPM plans to develop the remaining five (5) NAI “How-To” Guides per year over the next three (3) years. In addition, ASFPM will develop a Legal “How-To” Guide.

The first two NAI “How-To” Guides were developed in 2012 – 2013 and include Mitigation and Infrastructure. This RFP is for the NAI “How-To” Guide – Planning.

NAI floodplain management is a managing principle developed by ASFPM to address the shortcomings of the typical local floodplain management program. Rather than depending on minimum requirements of federal or state programs, NAI includes tools for communities to provide increased protection for their citizens and to prevent increased flooding now and in the future. Additionally, NAI floodplain management is an approach that ensures the action of any community or property owner, public or private, does not adversely impact the property and rights of others. An adverse impact can be measured by an increase in flood stages, flood velocity, flows, the potential for erosion and sedimentation, degradation of water quality, degradation of riparian areas or increased costs of public services. NAI floodplain management extends beyond the floodplain to include managing development in the watershed where floodwaters originate. NAI does not mean no development. It means that any adverse impacts caused by a project are identified and must be mitigated before the development occurs.

For local governments, NAI floodplain management represents a more effective way to tackle flood problems. The concept offers communities a framework to plan for and design programs and standards that meet the community’s true needs, not just the requirements of a federal or state governmental agency. The NAI initiative empowers communities (and their citizens) to work with stakeholders and build a program that is effective in reducing and preventing flood problems. NAI is about communities being proactive – understanding potential impacts and implementing prevention and mitigation activities long before the impacts occur.

It is envisioned that the “How-To” Guides will be a companion to the NAI Toolkit and compliment the NAI Toolkit by utilizing concepts and examples from the Toolkit, and found elsewhere, and turning them into a “nuts and bolts” guide that local officials can easily understand and readily apply in their communities. In the Toolkit, a NAI approach is often identified and briefly explained; but from that literature, a reader may not be able to understand “how-to” implement such an approach in a community. For example, on Page 70, a NAI tool identified for infrastructure is a Greenway Plan. But the Toolkit doesn’t indicate how to develop a Greenway Plan nor does the
Toolkit have references for other tools developed to do this. The “How-To” Guide will dedicate several pages of text to explain each NAI approach in detail providing the reader a robust set of steps, references, and ideas that can be implemented.

The approach for developing the “How-To” Guides will be a collaborative partnership among the Contractor, the ASFPM Executive Office, and a volunteer workgroup led by ASFPM’s NAI Policy Committee. It is expected that the contractor will use the volunteer workgroup to provide feedback, original content (text, pictures, examples), while the contractor’s primarily responsibility will be to coordinate the overall effort (setting up conference calls, developing and maintaining a project timeline, coordinating with the ASFPM Executive Office and volunteer workgroup), serve as the “lead author” by synthesizing content from the volunteer workgroup, production of the final document, and also writing some original content consistent with the Storyboard Outline (Appendix A).

Because the Toolkit is almost a decade old, the contractor, working with a volunteer workgroup, will review the NAI Approaches in the Toolkit, review new approaches to be considered for NAI, and determine the top ones that will be profiled in the “How-To” Guide. These, in turn, will be considered for a future update of the NAI Toolkit.

B. APPLICATION PROCESS

Timeline

- RFP Available
  - August 26, 2013
- Deadline for Submission of Written Questions
  - September 9, 2013
- Response to Written Questions
  - September 13, 2013
- Deadline for Submission of Proposal
  - September 23, 2013

Submission of Written Questions

Any questions, explanations or other requests desired by the prospective applicants to this RFP must be submitted in writing to the attention of Drew Whitehair, CFM, Project Manager, ASFPM, 575 D’Onofrio Drive, Madison, Wisconsin 53719 (electronic facsimile for written questions will be accepted at 608-828-6319, or by email to sciserv@floods.org) no later than 3:00p.m. by September 2, 2013. Such correspondence must include the prospective applicant’s name, organization, phone number, facsimile number, e-mail address. Questions and their respective responses will be published on the ASFPM website: http://www.floods.org/n-rfp/

Proposal Submission

Organization must submit ONE (1) proposal document. All proposals must be submitted by 3:00p.m. CST September 23, 2013. Proposals must be submitted to the address or e-mail address listed below. If the U.S. Postal Service is used, proposals should be sent by certified mail, return receipt required, and the submitting applicant should retain a receipt showing a legible postmark date. If a commercial carrier is used, the submitting applicant should obtain and keep the receipt showing the legible shipping date. Proposals submitted electronically must be submitted in .PDF format. Proposals submitted via facsimile will not be accepted. It is the sole responsibility of the applicant to ensure that proposals are submitted and received on time. Proposals submitted after the deadline will not be reviewed nor considered for selection.
All proposals must be submitted to:

Association of State Floodplain Managers, Inc.  
ATTN: Drew Whitehair, CFM  
575 D’Onofrio Drive  
Madison, WI 53719

OR by submitting to:  
sciserv@floods.org

Acceptance of a proposal does not constitute a contract and does not obligate ASFPM to award funding.

C. GENERAL CONDITIONS & RESERVATIONS

Proposal Conditions

1. All costs of proposal preparation shall be borne by the applicant’s organization. ASFPM shall not, in any event, be liable for any pre-contractual expenses incurred by the bidder in the preparation and/or submission of the proposal. The applicant shall not include any such expense as part of the budget in the proposal.

2. No changes or additions are allowed after the proposal deadline.

3. Any addendums or additions to this proposal shall be communicated to prospective applicants through ASFPM’s website: http://www.floods.org/n-rfp/

Applicants are responsible for checking the above referenced website periodically for issuance of any addendums, to view questions and answers, and to receive updated information concerning this RFP submission.

ASFPM General Reservations

1. ASFPM reserves the right to extend the RFP submission deadline should such action be in the best interest of ASFPM. Proposers have the right to revise their proposals in the event that the deadline is extended.

2. ASFPM reserves the right to withdraw this RFP at any time without prior notice. Further, ASFPM makes no representation that any contract will be awarded to any applicant responding to this RFP.

3. ASFPM may, at its sole and absolute discretion, reject any and all, or parts of any and all, applications; or waive any irregularities in this RFP or in the applications received as a result of the RFP. Also, determination of the criteria and process whereby applications are evaluated, the decision as to who shall receive a contract award, or whether or not an award shall ever be made as a result of this RFP, shall be at the sole and absolute discretion of ASFPM.

4. ASFPM reserves the right to request additional information/documentation as it deems necessary and within a timeframe as established by ASFPM.

5. ASFPM reserves the right to change internal processes and procedures outlined in this RFP at any time and at the sole discretion of ASFPM as it deems necessary to improve the delivery of services.

D. COST

The cost to develop and produce this NAI “How-To” Guide will be a fixed price (not-to-exceed amount) of $10,000.00.
PART TWO – CONTRACTOR QUALIFICATIONS, PROJECT SCOPE AND TIMELINE

Contractor Qualifications

✔ The contractor shall be familiar with ASFPM’s NAI initiative and have experience in developing similar type materials aimed at local officials.
✔ Preference will be given to ASFPM members (individual and/or corporate), Certified Floodplain Managers, NAI Committee Members, or those who have demonstrated a proven track record of working with, developing, or presenting NAI in the past.
✔ The contractor shall be familiar using professional digital publishing software: Adobe InDesign.

Project Scope and Timeline

ASFPM will engage a contractor to complete the following criteria:

1. By no later than 14 days post contract signing, the contractor will participate in a project kick-off conference call with the volunteer workgroup (hereinafter referred to as the Guide Writing Team) and ASFPM Executive Office (EO). The kickoff call should include a project timeline and assignment of responsibilities as established by the Guide Writing Team. Note: The ASFPM NAI Policy Committee Co-Chairs, in conjunction with the ASFPM EO, shall identify members of the Guide Writing Team to work with the contractor.

2. The contractor shall participate in any and all coordination calls as arranged by the NAI Policy Committee Co-Chairs and ASFPM to discuss development and updates to the project.

3. By no later than January 1, 2014, the first draft of the Guide will be presented to the contractor by the Guide Writing Team. By no later than February 1, 2014, the contractor shall complete the first draft of the NAI “How-To” Guide and deliver to ASFPM.

4. By no later than February 15, 2014, the second draft of the Guide will be presented to the contractor by the Guide Writing Team. The contractor will also start work on the Guide Fact Sheet. By no later than March 15, 2014, the contractor shall complete the second draft of the NAI “How-To” Guide. In addition, the contractor will complete the first draft(s) of the References Section and the Guide Fact Sheet.

5. By no later than April 1, 2014, the third and final draft of the Guide, revised References Section and Guide Fact Sheet will be presented to the contractor by the Guide Writing Team. By no later than May 1, 2014, the contractor shall complete the third and final draft of the NAI “How-To” Guide as well as completion of the References Section and Guide Fact Sheet.

PART THREE – DETAILED SPECIFICATIONS

Proposal Contents

All proposals must include all supporting documents as set forth in this RFP. Proposal requirements are as follows:

1. A cover letter with an expression-of-interest and the contractor qualifications (as described in PART TWO of this RFP).
2. Briefly describe your organization’s project management approach and include proposed team facilitation methods for accomplishing the scope-of-work (as described in PART TWO of this RFP).

3. Describe your organization’s technical capacity for producing electronic documents using professional digital publishing software.

4. Identification of the Principal-In-Charge and list any other staff assigned to the project.

5. Provide up to three similar projects your organization has undertaken and the extent to which your organization achieved results.

6. Contact information for a reference per the similar projects mentioned.

7. An address, telephone number, and e-mail address where contractor can be reached.

Other Information

1. The contractor shall provide support in the creation/development of graphics, charts, figures, etc. to be incorporated into the Guide, as appropriate.

2. The contractor shall provide proper credits/citations/permissions for all pictures, figures, etc. For all sourced materials, the contractor shall provide permission from the original source or demonstrate proof that it is in the public domain.

3. The contractor will agree to release the rights to the final material (the “How-To Guide”) in order for ASFPM to retain the copyright ownership of all such materials.

4. The contractor and advisors will be recognized in the final published document.

PART FOUR – EVALUATION

Evaluation Process

1. Each proposal will be evaluated on its own merits for content, responsiveness, conciseness, clarity, and relevance, consistent with the proposed scope-of-work outlined in PART TWO – SCOPE-OF-WORK and for its adherence to the instructions in this RFP.

2. ASFPM will make the final decision to enter into contract with one or more qualified organizations.
APPENDIX A

Storyboard Outline

1. Fact Sheet (one to two pages) as part of the document that is geared to the elected officials and community leaders outlining why the community should be implementing the How-To building block (pictures, nice formatting).

2. Section Structure
   a. Introductory section (what is NAI, tie to resilience, references to other materials). Explain “basic, better, NAI” format in intro. This section is the sell. Disclaimers that these need to be tailored to community needs or may not work.
   b. Detailed section on building block itself – detailed argument for doing NAI approach vs. something else. Testimonial(s) on “what went wrong/problems.”
   c. How-To Tools (at least 5 tools profiled / max 3 pages per tool).
   d. For more information

3. Target length between 20 and 30 pages.
4. Include plenty of current and identifiable pictures and illustrations where possible.
5. Section that either profiles or gives community information on those who have implemented these tools, including web links.
6. Include text /flyout boxes in text.
7. Include flow charts, process charts or similar graphics where they would be useful in explaining a concept.
8. One page listing websites where tools, web-references, can be found.
9. The NAI “How-To” Guides are intended for widespread dissemination and should be able to be easily printed out for anybody who wants information. Primarily made for electronic and print-on-demand dissemination.