



Request for Proposal

Colorado Regional Outdoor Stewardship Training Assessment

Organizational Background

Volunteers for Outdoor Colorado (VOC) is the state's oldest and largest outdoor stewardship organization, working to connect people to Colorado's outdoors in ways that inspire them to become caretakers of the state's natural resources. This has been especially important over the last few years as Colorado has experienced growing recreation demand, increasing natural disasters such as floods and fires, and limited land management agency budgets to address critical backlogged maintenance. As a result, Colorado's stewardship needs are at near-crisis levels.

VOC plays a leading role in addressing these challenges. First and foremost, we engage the public in active hands-on stewardship projects where they contribute personally to the maintenance of Colorado's lands and watersheds. VOC's "Boots-on-the-Ground" programs annually involve up to 5,000 adult, youth, and corporate volunteers on 90+ projects. Since 1984, we have engaged over 125,000 volunteers for a donated labor value of nearly \$25 million to the state of Colorado. Secondly, VOC's "Stepping Up Stewardship" program, including a comprehensive online Toolkit and the Outdoor Stewardship Institute (OSI) training program, share proven and effective practices in volunteer management, project development, technical execution and leadership skills to enable others to launch, expand, or enhance their outdoor stewardship programs. Each year, OSI trains 300+ people through online and in-person trainings, while more than 950 Toolkit guides and resources have been downloaded from the Stepping Up Stewardship website since its launch in September 2018. Finally, through our "Naturally United" program, VOC plays a lead role in working with funders, land managers, outdoor stewardship organizations, policy makers, members of the outdoor recreation industry, and the public to create and advocate for an ethic of stewardship that can be embraced by all stakeholders.

Project Overview

VOC is launching a pilot program to take an in-depth look at training designed to strengthen volunteer stewardship within two of the four Colorado Parks & Wildlife (CPW) regions. The pilot program is funded by the Colorado State Trails Program expressly to increase the quality and quantity of trails-related training for volunteers by maximizing the effectiveness of outdoor stewardship organizations (OSOs) and agencies to work collaboratively on identifying regional stewardship priorities. Customized volunteer training for individual volunteers and OSO and agency staff will be developed through VOC's Outdoor Stewardship Institute (<https://www.voc.org/osi>) based on determination of regional stewardship priorities.

Working in consultation with Fletcher Jacobs, State Trails Program Manager, and CPW Regional Trail Coordinators (RTCs), VOC will work directly with CPW's Southwest and Southeast Regions, both of which have expressed enthusiasm for the project and have identified initial ways in



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which they envision benefiting from the anticipated pilot program's outcomes. VOC is currently accepting proposals to enlist contracted professional services to perform the initial assessment within each of the two regions that will then determine the required next steps of this pilot project.

Anticipated professional service activities include data collection through remote gatherings, one-on-one and group interviews, and electronic survey(s) to ascertain aspects of regional capacities that lend themselves to sustained volunteer investments within OSO and agency programs. The assessments are also intended to illuminate how OSOs and agencies might work more effectively together to increase the quality and quantity of training for outdoor stewardship volunteers, and where improvements and enhancements in infrastructure and expertise of OSOs and agencies can result in increased volunteer participation on regional trail-related projects.

Deliverables

With support from VOC staff, the chosen contractor will develop a project timeline and detailed plan for undertaking the two regional assessments. The contractor is expected to create, at a minimum, one electronic survey instrument; a detailed spreadsheet with comprehensive local participant contact information for each region (VOC will provide an initial list of contacts for each region); plan and host two regional gatherings via ZOOM or other virtual platform to gather group feedback; and conduct at least 15 one-on-one interviews between the two regions. The plan and timeline must be approved by VOC staff in advance of commencing the project's direct outreach to each region.

The contractor will also provide a written final report by February 15th, 2021 with data-driven recommendations for what specific volunteer stewardship capacity efforts are needed to address each region's stewardship priorities, inclusive of prospective relevant and/or required trainings and workshops to meet those priority needs.

Budget

The project has a budget between \$5,700 and \$6,500. Priority will be given to proposals that contain a thorough budget and justification of costs within this allocation.

Criteria for Selection

- Ability to meet stated goals for project
- Demonstrated previous experience and success in gap/capacity analysis
- Previous client reviews that reflect expertise and professionalism
- Understanding of outdoor trail recreation trends preferred
- Ability to be creative and innovative when solving problems

Timeline & Deliverables

- Proposals due Nov. 20th, 2020 by 5pm Mountain Time
- Interviews with top candidates – week of Nov 30, 2020



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- Final decision communicated by Dec 4, 2020
- Work begins – Dec. 7th, 2020
- Final report due Feb 15th, 2021

Proposal Guidelines

Please respond to the following in your proposal:

Qualifications

Please address within your response your current staffing and quality assurance standards, and how you differentiate yourself from competitors. Please describe a project that you believe is similar in scope and functionality. How did you work with the client to address scope, needs, and expectations?

Project Proposal

Please describe your ability to meet project goals as outlined in this request for proposal, including a budget overview.

References

Please provide up to three references of similar projects, preferably with links to your final product.

Please contact Dan Williams at dan@voc.org or 303-715-1010 ext. 117 with any questions. Proposals should be submitted by 5pm on Nov. 20th to Dan Williams at dan@voc.org