

**REQUEST FOR PROPOSALS**  
**OREGON WATERSHED ENHANCEMENT BOARD (OWEB)**  
**EVALUATION OF ECOSYSTEM SERVICES' MARKETPLACE AND**  
**OPPORTUNITIES FOR VOLUNTARY RESTORATION PROJECTS**

**Proposal Opening Date: May 07, 2009**

**Proposal Due: May 14, 2009**

**Submit To: Greg B. Sieglitz**  
**Oregon Watershed Enhancement Board**  
**775 Summer Street NE, Suite 360**  
**Salem, Oregon 97301-1290**  
**(503) 986-0911**

**I. BACKGROUND**

**Who we are: OWEB administers a grant program**

The Oregon Watershed Enhancement Board (OWEB) is a state agency, directed by a 17 member policy board, that runs a grant program that supports voluntary efforts by Oregonians seeking to create and maintain healthy watersheds. OWEB funds projects such as:

- restoration projects (planting, culvert replacement, large wood placement, etc.)
- capacity building of local watershed-based citizen groups who perform the on-the-ground restoration work
- effectiveness monitoring
- education and outreach efforts that promote understanding and participation
- technical assistance

**Funded by: Lottery, Pacific Coastal Salmon Recovery Funds, Salmon License Plates**

In 1998, Oregon voters approved a ballot measure that set aside 15 percent of all lottery revenues for restoring Oregon's salmon, watersheds, and state parks. Under the program, half of the funds are used to enhance watersheds and salmon habitat. Other funding sources include half of Salmon License Plate revenues and federal Pacific Coastal Salmon Recovery Funds.

**Purpose of this Proposal**

OWEB's bread-and-butter has been its *capital* grant program. That program is responsible for some \$200 million in watershed improvement grants in the form of more than 2,500 on-the-ground restoration projects throughout the state of Oregon. While the watershed improvement and restoration projects strive for and continue to achieve watershed and site specific outcomes, the economies and marketplaces of ecosystem services are maturing. Many ecosystem marketplace concepts are in formative and developmental stages; others are reaching mainstream acceptance and application (e.g. carbon emissions crediting).

The Oregon Watershed Enhancement Board is interested in hiring one or more contractors to assist OWEB in researching and developing a better understanding of navigating the ecosystem marketplace challenges, opportunities to align OWEB programs and projects with the marketplace, developing applied models that outline how local entities could enter into the ecosystem services' marketplace for revenue generating purposes, and testing the models through pilot projects.

## **II. KEY PROJECT OBJECTIVES**

The key objectives of this project are:

1. Develop a description of the current ecosystem services and the potential markets in Oregon that might be closely aligned with OWEB projects;
2. Conduct an evaluation of the contributions that OWEB land acquisition and restoration projects can provide in the ecosystem services' marketplace
3. Create business application models that provide OWEB and its grantees an approach to participating in ecosystem service marketplace transactions

## **III. CONTRACTOR RESPONSIBILITIES**

### **Task 1.**

Quantify and evaluate the possible ecosystem services that could be delivered through watershed restoration activities.

### **Task 2.**

Develop models that are appropriate for a range of OWEB investment areas (focused on restoration) that build a framework for understanding the likely marketplace. Models should include GIS-based systems for scaling flexibility and analysis of alternatives.

### **Task 3.**

Calculate the values and potential revenue generated for different restoration practices and in multiple geographic areas.

### **Task 4.**

Test assumptions through pilot projects as appropriate.

### **Task 5.**

Summarize results in a final report

### **Deliverables:**

Final Report and presentation to the OWEB Board

### **Timeline:**

Evaluation of Projects	Summer 2009
Draft Report	November 16, 2009
OWEB Comments due	November 30, 2009
Final Report	December 16, 2009
Presentation	January 2010 Board Meeting TBA

#### IV. QUALIFICATIONS

- Must have expertise in ecosystem economics.
- Must have at least two years experience in evaluating or participation in the ecosystem services' marketplace.
- Must be familiar the OWEB grant and restoration program.
- Must be experienced in GIS mapping, data management, and modeling.
- Must be able to work with landowners, local watershed councils and soil and water conservation districts.
- Must have experience giving concise presentations.
- Must be able to meet all deadlines outlined in this RFP.

#### V. SELECTION PROCESS

##### A. Evaluation of Proposals

A committee of OWEB staff will evaluate proposals soon after the RFP due date. The evaluation process will determine whether a proposal meets the requirements of the RFP, and to what extent. The following process will be used:

1. Quality of Proposal (10%): The committee will evaluate proposals for clarity, completeness, and compliance with the requirements of the RFP. If the proposal is unclear, bidders may be asked to provide written clarification. Incomplete proposals will be rejected.
2. Experience with Ecosystem Services' Marketplace (35%): The committee will evaluate bidders' experience with successful ecosystem services market strategies and participation.
3. Experience with Ecosystem Services' Marketplace Modeling (25%) The committee will evaluate bidders' experience in assessing and modeling ecosystem services' marketplace.
4. Experience with Local Groups and OWEB programs (10%) The committee will evaluate the bidders experience working with Watershed Councils, Soil and Water Conservation Districts, landowners and other local groups and familiarity with OWEB and its programs.
5. Project Rate (10%): The committee will evaluate the proposed fee structure for competitiveness.
6. Presentation Experience (10%) The committee will evaluate bidders experience with performing concise presentations.

The evaluation committee will each independently score the proposals. OWEB staff will total the scores, and on that basis, rank the proposals.

##### B. Method of Award

Method of award will be to bidders determined to be in the best interest of OWEB. OWEB will notify all bidders of the evaluation committee's decision within two weeks of proposal due date.

## **VI. PROTESTS**

### **A. Protest of RFP Specifications**

Bidders who have questions or concerns about the RFP specifications may submit a letter to OWEB *before* the RFP closing date. Protests of technical or contractual requirements shall include the reason for protest and any proposed changes to the requirements.

### **B. Protest of the Evaluation/Contract Award Process**

Bidders who have questions or concerns about the evaluation/award process may submit a letter to OWEB, which must be received within seven days after the date of OWEB's decision letter. No protest of the selection will be considered after this time period.

## **VII. PROPOSAL PREPARATION AND SUBMISSION**

Submit an original typewritten copy of the proposal and one electronic copy to the address on the front page of this RFP. All envelopes should be clearly marked **OWEB Ecosystem Services Proposals**.

- A. A signed cover letter describing how the bidder meets the qualifications and has the capacity to carry out the required responsibilities;
- B. Names and phone numbers of three references who can provide details characterizing the bidder's services, expertise, and performance;
- C. Resumes outlining the qualifications of the bidder and all contractor staff who will be performing under the terms of this RFP; and
- D. A detailed fee structure, including an hourly rate (bidder may include this in the cover letter) by contractor staff position and a per site cost estimate.
- E. The proposal should clearly describe:
  - How you propose to meet the objectives of this project;
  - Methods for assessing and describing the ecosystem services' marketplace as it relates to OWEB funded projects;
  - Models to be used or created for building business applications connecting the ecosystem services' marketplace and OWEB projects
  - Experience in the ecosystem services' marketplace and;
  - Examples of related projects.

**Send a completed proposal to the contact and address on the front page of this RFP. Proposals must be received by OWEB on or before 5 p.m. Monday, May ??, 2009. No faxed or emailed proposals will be accepted.**

OWEB reserves the right to extend the contract for a period of one year.

OWEB has obligated an amount up to \$145,000.00 for this project.

OWEB reserves the right to accept or reject any or all proposals.  
This RFP does not obligate OWEB to issue a contract(s).

