

REQUEST FOR PROPOSALS

Compendium of Initiatives on Monarch Conservation

for the project:

**Engaging Farms and Other Landowners to Support Monarch Butterfly
and Pollinator Conservation**



Commission for Environmental Cooperation

2015

I. Overview

The Commission for Environmental Cooperation (CEC) is requesting proposals from prospective consultants related to the compilation of country-specific information on best practices, incentive programs, and tools that will help private landowners adopt conservation practices and restore and maintain habitat for the monarch butterfly. Specifically, the consultant would be expected to: compile, develop and translate, where needed, monarch habitat restoration and management-related information for Canada, Mexico, and the United States into a report, including annotated bibliographies for all information sources.

The CEC is an intergovernmental organization created by Canada, the United States and Mexico under the North American Agreement on Environmental Cooperation (NAAEC). The CEC was established to address regional environmental concerns, help prevent potential trade and environmental conflicts, and promote the effective enforcement of environmental law. The Agreement complements the environmental provisions of the North American Free Trade Agreement (NAFTA).

The CEC's Council, its governing body, approved the project entitled *Engaging Farmers and Other Landowners to Support Monarch Butterfly and Pollinator Conservation* as part of the Operational Plan for 2015–2016, with the purpose of creating a compendium of information for farmers, other landowners, and land managers as well as lasting partnerships at the regional, national, and continental scales to ensure that monarch-friendly practices are adopted and landscapes are managed over the long term.

For a complete description of the project, including tasks and related budget, please visit the CEC website at: <www.cec.org/Page.asp?PageID=122&ContentID=25917>.

II. Terms of Reference

A. Overview and Scope

The overarching goal of this project is to promote the restoration and enhancement of monarch habitat in key breeding grounds and migration corridors in Canada, Mexico, and the United States. Much of the breeding habitat that has been lost to monarchs is in agricultural areas; therefore, this project reaches out to agricultural communities, organizations, and agencies in order to share information about the importance of monarch and pollinator conservation and promote understanding about the vital role played by private landowners in areas currently dominated by agriculture.

B. Description of Services

The consultant shall coordinate with the CEC's designated contacts to accomplish the following:

Prepare material for an online digital repository, including: 1) beneficial management practices for restoring and maintaining monarch habitat, 2) country-specific information on incentive programs and initiatives for private landowners who promote the adoption of monarch conservation actions, and 3) existing monarch conservation pilot projects and actions at the state/provincial, regional, national and continental scales.

Within the timeframe, and based on an agreed mock-up:

1. Identify as many beneficial management practices as possible for restoring, enhancing, and maintaining monarch habitat, and develop the content for an online digital repository, including, for each management practice identified as beneficial for monarch conservation:
 - a. Type of publication (as applicable)
 - b. Source
 - c. Country
 - d. Region (as applicable)
 - e. Language(s) of publication (as applicable)
 - f. Reference and/or link (if online)
 - g. Key words
 - h. Brief description of each publication on beneficial management practice (approximately 300 words each)
2. Identify as many as possible country-specific conservation incentive programs, initiatives, and opportunities for private landowners to restore, enhance, and maintain habitat that may be beneficial for monarch conservation, and develop the content for an online digital repository, including, for each identified, country-specific incentive program/opportunity:
 - a. Title of incentive program, initiative or opportunity
 - b. Agency/organization administering the incentive program, initiative or opportunity
 - c. Years of implementation
 - d. Amount of the incentive
 - e. Related institutional objectives or targets
 - f. Source
 - g. Country
 - h. Region (as applicable)
 - i. Language(s) of publication (as applicable)
 - j. Reference and/or link (if online)
 - k. Contact person or office (as applicable)
 - l. Key words
 - m. Brief description of each program or initiative (approximately 300 words each)
3. Identify as many existing pilot projects and actions that contribute directly or indirectly to the conservation of monarch butterfly as possible and develop the content for an online digital repository, including, for each existing pilot project or action:
 - a. Title of pilot project or action
 - b. Agency/organization responsible for pilot project or action
 - c. Source
 - d. Country
 - e. Region (as applicable)
 - f. Language(s) of publication (as applicable)
 - g. Reference and/or link (if online)
 - h. Key words
 - i. Brief description of each pilot project or action (approximately 300 words each)

A preliminary selection of beneficial management practices, incentive programs/opportunities, and pilot projects/actions, and/or agencies/ organizations/ sources of related information will be provided to the consultant by the CEC (Annex 1).

Deliverables

1. A progress report that includes the methods used to collect information and identify programs, list of persons and institutions contacted, compilation to-date of beneficial management practices, incentive programs, initiatives and opportunities, and pilot projects/actions, including related key words.
2. A final report, including:
 - A list of monarch conservation beneficial management practices, incentive programs, initiatives, opportunities, pilot projects, and actions and related keywords;
 - An analysis and recommendations on incentive programs, initiatives, opportunities, pilot projects and actions that have the greatest potential to be replicated;
 - An exhaustive list of people and agencies contacted, with identified programs and a short list of the most appropriate partners and relevant actors that should participate in the next steps of this project;
 - A map identifying the location of each beneficial management practice, incentive program, initiative, opportunity and pilot project;
 - Annotated bibliographies and relevant documents for all identified beneficial management practices related to monarch conservation;
 - Annotated bibliographies and relevant documents for all identified incentive programs, initiatives and opportunities that promote or impact the adoption of monarch conservation actions; and
 - Annotated bibliographies and relevant documents for all pilot projects and actions that support the conservation and sustainable management of Monarch habitat identified.

C. Periodic Reporting Requirements

15 January 2016	Submission of progress report (as described under Deliverables 1)
15 February 2016	Submission of draft final report (as described under Deliverables 2)
25 March 2016	Final report, integrating CEC feedback on complete draft

Throughout the project, the consultant will work in close collaboration with the CEC, the project's Steering Committee, and experts to gather information to support delivery of the work. The consultant may consult directly with government officials and other experts, as needed. However, the consultant shall report only to, and receive direction only from, the CEC Program Manager (or designate).

The consultant will work in his or her own offices.

D. Quality of Deliverables

The consultant is responsible for providing deliverables of **publishable quality** (i.e., copy-edited prior to submission) in English, Spanish or French and, when applicable, for the technical editing of the materials. The consultant will submit to the CEC Secretariat all written material (including complete drafts and final reports) in Microsoft Word, following the format of the CEC's *Report Template* and adhering to the precepts of the *Guidelines for CEC Documents and Information Products*, as supplemented by the CEC's English, Spanish and French style guide (available at: <www.cec.org/Page.asp?PageID=924&ContentID=2697&AA_SiteLanguageID=1> for the English, <http://www.cec.org/Page.asp?PageID=924&ContentID=2697&AA_SiteLanguageID=3> for the Spanish and <www.cec.org/Page.asp?PageID=924&ContentID=2697&AA_SiteLanguageID=2> for the French). Supporting documents for tables, figures and maps will be submitted with the report in their original file format (e.g., Excel or ArcGIS). Note that all amounts shall be presented in metric units. The CEC Secretariat will be responsible, when applicable, for translation, printing, publication and distribution of products from this activity.

Upon delivery by the consultant of a final version of the report or other written materials under the project, the CEC reserves the right to a 15-business day period to review the document(s), notify the consultant of any potential issues or errors, and return the document(s) to the consultant for appropriate corrections, at no extra cost. In all cases, contract payments will be withheld if products submitted to the CEC fail to fulfill the quality and formatting requirements specified above. In the event that the consultant neglects to make the required corrections or if, following corrections, a deliverable remains unsatisfactory, the document shall be edited or revised by a third party designated by the Secretariat, the cost of which shall be deducted from the consultant's fees at a rate of C\$60 per hour.

E. Plagiarism

Plagiarism is the act of conveying someone else's original expression or creative ideas as one's own and can be a violation of copyright law. Neither intentional nor unintentional plagiarism is acceptable to the CEC. The consultant must follow good scholarly methodology in preparing reports and deliverables under the contract, including systematic referencing in footnotes or in-sentence references, for any secondary sources, quotations, data, etc., that do not originate with the author. Sources for tables and figures reproduced from other literature must be given in a "Source" attribution immediately below the table or figure. Failure to properly reference the source of such borrowed material constitutes plagiarism and will be considered a breach of contract. For further information, see *Guidelines for CEC Documents and Information Products*, <www.cec.org/Storage.asp?StorageID=11565>. In addition, for every written deliverable submitted, the Consultant must use iThenticate software, or an equivalent software approved by the Commission, to validate the written product in question and must forward the plagiarism review results to the CEC at the time of document submission. Contract payments will be retained if products do not fulfil these requirements.

III. Requirements and Proposal Evaluation

A. Mandatory Requirements

To be eligible for further consideration, all consultants must fulfill the following basic requirements.

1. In-country Ability

The consultant, as well as all their personnel and subconsultants, must reside and be authorized to work legally in Canada, Mexico, or the United States of America. If travel is required, the consultant must possess valid documentation to travel within these countries.

2. Key Personnel

For the purposes of this RFP, the term "consultant" may refer to either a group or company or a single individual.

If a proposal is submitted by a consortium of individuals or institutions, a "lead" consultant should be designated to take responsibility for ensuring overall coordination, the coherence of activity outputs, and the integration of information and ideas.

3. Qualifications Required

The consultant must possess:

- Competence and experience in conducting literature searches, compiling, organizing and disseminating web-based information, and excellent writing skills.
- Experience working with governmental agencies is desirable.
- (S)he must also demonstrate knowledge of and/or involvement in monarch conservation initiatives on agricultural landscapes and the monarch conservation community in North America.
- Ability to communicate effectively in written and spoken English and Spanish.

4. Proposal Submission

It is the intention of the CEC Secretariat to include the **Terms of Reference (Section II)** of this document) in the contract negotiated with the successful applicant. Therefore, prospective consultants should refer to these for more detailed information on the project and the services to be provided. Prospective consultants are requested not to reiterate the Terms of Reference in their submissions, but are invited to suggest modifications to enhance the proposal.

Proposals must include the following:

- A brief statement of interest and intent. This statement should be based upon and serve to demonstrate the consultant's experience and subject knowledge. The statement should address desired results; guidelines (parameters within which results are to be accomplished); resources (human, financial, technical, or organizational support available to help accomplish the results); and other aspects deemed applicable by the consultant. The purpose of this statement is to demonstrate not only the consultant's general and specific familiarity with the subject area, but also to highlight writing skills;
- A general work plan for carrying out this project;
- Proposed methodology;
- Suggested modifications to the Terms of Reference, and the reasons for such modifications;
- Resumes of the key personnel involved in the project;
- Detailed cost breakdown, including number of person/days of key and other personnel, direct and indirect costs, travel costs and applicable taxes;
- Description of relevant experience and any other relevant information;
- Two samples of previous work;
- Two letters of recommendation from previous assignments; and

- References must be presented upon request.

B. Other Information to be Provided

Potential consultants are encouraged to submit any additional information that they believe will assist the CEC Secretariat in the evaluation of their proposal. However, the proposal should not exceed six (6) pages, exclusive of applicant resumes, samples of previous work or corporate brochures.

C. Type of Contract to be Used for These Services

The CEC Secretariat intends to use its milestone-based contract for these services. A sample is available upon request. If the contract is negotiated with a consortium, the CEC will offer the consultants the option to have separate contracts between each consultant and the CEC.

All work within the contract must be completed by 25 March 2016.

D. Selection Procedure

The consultant deemed best qualified will be selected on the basis of a competitive process, in accordance with sections 2.5-2.7 of the *CEC Consultant Services Procurement Manual*, available at

www.cec.org/Page.asp?PageID=122&ContentID=1239&SiteNodeID=217&BL_ExpandID=&AA_SiteLanguageID=1.

Proposals that the CEC Secretariat determines to be complete will be evaluated according to the procedure described below. Prospective consultants who submit proposals determined by the CEC Secretariat to be incomplete will be so notified in writing.

Each complete proposal that is submitted will be evaluated by the CEC Secretariat according to the following criteria, with a point rating assigned for each:

Evaluation Criteria	Maximum Point Rating
Understanding of project requirements, adequacy of work plan	20
Suitability of the proposed approach	20
Consultant's experience and qualifications and competency of key personnel	40
Consultant's ability to analytically approach the subject, and writing ability	10
Adequacy of budget	10
<i>Total</i>	<i>100</i>

A minimum score of 80 will be required for the prospective consultant's proposal to be eligible for further consideration. Prospective consultants whose proposals score less than 80 will be so notified in writing, together with the reasons for the score. Cost efficiency will be taken into account in the evaluation.

Proposals in response to this request will be evaluated by the CEC Program Manager and designated technical reviewers, who will form an Evaluation Committee. Each member of the Evaluation Committee will receive a copy of the proposals and will be asked to rate each proposal using the evaluation criteria and its maximum point ratings given above.

The CEC Program Manager will arrange for a conference call/meeting among the members of the Evaluation Committee to discuss the ratings, arrive at final scores, and, subsequently, a ranking of all proposals. The strengths and weaknesses of each proposal, in terms of the evaluation criteria, will be noted and summarized. Once the selection has been made, each prospective consultant will be provided with their score—if requested—along with their comparative ranking. However, neither the evaluations nor the scores of other bidders will be provided.

E. Estimated Level of Resources Required

The budget for this activity will not exceed C\$60,000 (Canadian dollars), including professional fees and expenses. Reimbursable expenses are detailed in the CEC standard contract, available upon request; in addition, the cost of using iThenticate software to detect plagiarism (US\$50) should also be considered.

If a currency other than Canadian dollars is used, the consultant should indicate the total cost of the professional services in Canadian dollars as well as the currency of choice, for comparison purposes.

F. Basis of Payment Required

The consultant will be paid in the following manner:

- Upon signature of the contract and invoice
- Upon receipt and approval of final deliverables and invoice

Payment shall be made only for *bona fide* consultant fees and legitimate expenses incurred in accordance with the contract for professional services, and only upon receipt and documented acceptance by the Secretariat of statement(s) of account/invoice(s) from the consultant. Settlement of invoices that are acceptable for payment will normally be made 30 days from the date of receipt by the Commission.

G. Financial and Other Confidential Information

For this proposal, the CEC Secretariat will not require the submission of any confidential information nor will the CEC Secretariat require information regarding insurance, bonding financial status, or company ownership.

H. Conflict of Interest

“Conflict of interest” means, but is not limited to, a situation where a consultant’s personal interest is sufficiently connected with professional duties under the contract, such that it results in a reasonable apprehension that said personal interest may influence the exercise of professional responsibilities under the contract. For example, a direct conflict of interest exists when the consultant is also a CEC government official, or is related to or closely affiliated with a CEC government official, CEC staff member or third party involved with the performance of the services.

The consultant will inform the CEC Secretariat of any circumstance that existed prior to the execution of this contract, or that could manifest during the performance of this contract, which could constitute a conflict of interest. The consultant will complete and sign, on behalf of all his or her personnel, the attached *Declaration of Acceptance and Impartiality and Independence* (see Annex 2). The Consultant will also take note of the *CEC Consultant Services Procurement Manual*, available at

www.cec.org/Page.asp?PageID=122&ContentID=1239&SiteNodeID=217&BL_ExpandID=&AA_SiteLanguageID=1>.

I. Deadlines for Proposal Submission and Decision

The proposal, including all relevant attachments, must be received by the CEC Secretariat offices by **17:00 EST on 20 November 2015**. Proposals submitted after this deadline will not be considered.

Proposals must be submitted via e-mail to lrobidoux@cec.org. Proposal format may be in Microsoft Word or Adobe PDF format. Once the proposal has been submitted electronically, the CEC will confirm receipt within three business days. If receipt is not confirmed by e-mail within this time, **applicants must contact the CEC**. The contact person is:

Lucie Robidoux
Program Manager, Ecosystems and Sustainable Communities
Commission for Environmental Cooperation
393, rue St-Jacques Ouest, bureau 200
Montreal, QC, Canada H2Y 1N9
Tel: 514-350-4300; Fax: 514-350-4314

The CEC Secretariat intends to select the consultant within five (5) working days following the proposal submission deadline.

ANNEX 1. Preliminary selection of beneficial management practices, incentive programs/ opportunities and pilot projects/ actions, and/or agencies/ organizations/ sources of related information to consider (this list is for reference purposes; additional sources, programs and incentives should be identified)

- Monarch Butterfly Conservation Fund; <http://www.nfwf.org/monarch/Pages/home.aspx>
- Monarch Joint venture; <http://www.monarchjointventure.org/>
- The Monarch Program; <http://www.monarchprogram.org/>
- Make Way for Monarchs; <http://makewayformonarchs.org/i/>
- IUCN Butterfly Specialist Group; <http://www.butterflyspecialistgroup.org/about/about-the-iucn-bsg/>
- USDA NRCS <http://www.nrcs.usda.gov/wps/portal/nrcs/site/mo/home/>
- U.S. Geological Survey (USGS); <http://www.usgs.gov/>
- Missouri Department of Conservation; http://mdc.mo.gov/discover-nature/_eld-guide/monarch/
- US Fish and Wildlife Service (fws.gov)
<http://www.fws.gov/midwest/partners/getinvolved.html>
<http://www.fws.gov/midwest/news/monarchfund.html>
- Fondo para la Conservación de la Mariposa Monarca;
http://www.wwf.org.mx/que_hacemos/mariposa_monarca/fondo_para_la_conservacion/
- Fundación Carlos Slim; <http://www.fundacioncarloslim.org/medio-ambiente/>
- Comisión Nacional de Áreas Naturales Protegidas (CONANP); Reserva de la Biosfera Mariposa Monarca; <http://mariposamonarca.semarnat.gob.mx/>
- Comisión Nacional para el Conocimiento y Uso de la Biodiversidad (CONABIO); Soy Monarca; <http://www.soymonarca.mx/index.html>
- Other relevant sources, including but not limited to: Monarch Butterfly Conservation Strategy and Action Plan, Conservation and Management of Monarch Butterflies: A Strategic Framework.

ANNEX 2.

CONSULTANT'S DECLARATION OF ACCEPTANCE AND IMPARTIALITY AND INDEPENDENCE FOR CONTRACT

I, the undersigned,

Last Name: _____ First Name: _____

ACCEPTANCE

☐

hereby declare that I accept to serve as consultant in the subject contract.

IMPARTIALITY AND INDEPENDENCE

(If you accept to serve as a consultant, please check one of the two following boxes. The choice of which box to check will be determined after you have taken into account, inter alia, whether there exists any past or present relationship, direct or indirect, with any of the Parties to the North American Agreement on Environmental Cooperation ("NAAEC") or their Commission for Environmental Cooperation ("CEC") representatives, Secretariat staff, and/or third parties involved in the performance of this contract, whether financial, professional, familial, or of another kind and whether the nature of any such relationship is such that disclosure is called for pursuant to the criteria set out below. Any doubt should be resolved in favor of disclosure.)

☐

I am impartial and independent with respect to the NAAEC Parties and their CEC representatives, CEC Secretariat staff, and third parties involved in the performance of this contract, and intend to remain so; to the best of my knowledge, there are no facts or circumstances, past or present that need be disclosed because they are likely to give rise to justifiable doubts as to my impartiality or independence, and that may constitute a conflict of interest.

OR

☐

I am impartial and independent with respect to the NAAEC Parties and their CEC representatives, Secretariat staff, and/or third parties involved in the performance of this contract, and intend to remain so; **however**, I wish to call your attention to the following facts or circumstances which I hereafter disclose because they might be of such a nature as to give rise to justifiable doubts as to my impartiality or independence, and that may constitute a conflict of interest. Where facts or circumstances exist that might give rise to the latter such doubts, I may set out measures I intend to take to mitigate or eliminate any doubts regarding my impartiality and independence, and/or a possible conflict of interest. (Use separate sheet and attach.)

Date: _____

Signature: _____