

# Kootenay Conservation Program Review – Request for Proposals

*June 26, 2020 - FINAL*

---

## Background

Kootenay Conservation Program (KCP), initially the East Kootenay Conservation Program (EKCP), formed in 2002 with the mandate to ‘coordinate and facilitate conservation efforts on private land and to generate the support and resources needed to maintain this effort’. In 2016, KCP worked closely with partner organizations to update our strategic priorities (available here: <https://kootenayconservation.ca/about-us/our-mandate/>).

Since 2016, KCP has expanded programming to include new initiatives while continuing to fulfil a comprehensive suite of core activities. However, since the KCP budget for core activities has not increased significantly during this time there is a challenge each year in balancing the work plan to accommodate both ongoing core and new activities. This program review is being undertaken to provide recommendations on how to prioritize amongst our initiatives to get the biggest conservation gain from current resources.

KCP has been described by some partners as “the glue”, i.e., we play an essential role in maintaining a collaborative, conservation community of practitioners in the Kootenays. Measuring the success of KCP has traditionally been difficult given that our primary purpose is to provide a variety of strategies, tools and resources to empower the organizations that make up our partnership, who are ultimately making conservation happen on the ground. Some measurable conservation outcomes are clear (e.g. the number of hectares of land conserved by land trusts that we work in partnership with and the on the ground outcomes from a large Kootenay Connect grant that we are currently coordinating). However, other activities such as fall gatherings, field tours, and webinars, have more difficult benefits to measure. We hear from partners that they form valuable social and professional connections at these events, share knowledge and skills, and increases a sense of conservation community. To support KCP in its strategic and operational planning we would like to establish measurable outcomes for these types of activities in order to integrate them into a broader evaluation of our overall program accomplishments and success.

## Objectives

Kootenay Conservation Program is therefore undertaking an external program review with the following objectives:

- 1) To ascertain program **strengths, challenges and successes**.

- a. What do partner organizations see as the benefits of KCP? What KCP programs or services are most important to them? What program changes would they like to see KCP address? What are the biological, social and economic dimensions of their benefits from KCP? What are the regional impacts of KCP (e.g. collective capacity)? Would conservation in our region be different without KCP? If so, how? [*confidential interviews? What floats to the top?*]
- 2) Evaluate current KCP activities/actions against existing **strategic priorities**.
- a. Are we making progress? What can stay, go or is missing? How do we prioritize amongst actions? [*analysis of KCP programs, where we spend time and money?*]
- 3) Define **measurable outcomes** (metrics) for tracking and assessing progress against strategic priorities.
- a. What are the key metrics we should be tracking to report on all strategic priorities? How do we measure them? How do we build these metrics into KCP program activities? How do we measure what happened *after* networking or capacity building?

## Key Tasks

Working closely with the KCP Program Manager, the Proponent will:

- Assess current KCP program's strengths, challenges, gaps, and opportunities within each program area (Securement, Stewardship, Capacity-Building, Serving as a Network).
- Assess KCP Partners' satisfaction with the program (e.g. online survey and/or in-depth interviews) to ascertain:
  - How are organizations involved with KCP?
  - How are the various initiatives, programs and services, both new and old, performing? What is working and not working? How well does KCP stay abreast of emerging issues on behalf of the partnership?
  - What is the overall impression of KCP from the various partner organizations?
  - What benefits does KCP bring to the partners, funders, and other stakeholders?
- Assess program budgets by category over the past 10 years to assess if spending has reflected priorities?
- Provide recommendations for improving KCP's program (including initiatives to continue, expand, start or stop).
- Develop a suite of metrics (measurable outcomes) for evaluating KCPs programs and successes in each program area.

- Provide recommendations on how to incorporate baseline data and measurable outcome tracking into the program activities.
- Provide recommendations for methodology and effective questions in Annual Partner survey.

## Timeline

- Proposals due August 4, 2020. Proponent selected by August 21, 2020.
- Finalize approach and expected deliverables by September 18, 2020
- Draft program review will be due no later than January 15, 2021.
- Final report will be due March 1, 2021.

## Proposals

- **Proposals due by 4:30 pm PDT on August 4, 2020.**
- The maximum amount available for this contract is **\$10,000 inclusive of GST.**
- Proposals must include a detailed response to the following:
  - **Methodology:** outline of how the consultant would achieve the key tasks outlined;
  - **Experience:** a brief summary of prior experience in conducting program reviews;
  - **Project Understanding:** demonstrated understanding of the services being sought under this RFP;
  - **Kootenay Region Experience and Understanding:** demonstrated experience working in, and understanding of, the Kootenay Region;
  - **Conservation Partnership Experience:** demonstrated experience working on, and understanding of, conservation partnerships;
  - **Fee schedule and budget allocation:** project budget by key task and activity including consultancy day rate and expenses
  - **Short description and resumes of Key Personnel:** who will be working on this project, their roles and responsibilities and experience
  - **References** (names and contact information) for at least three previous clients for previous similar research
- Proposals must be submitted as a single PDF attachment to [manager@kootenayconservation.ca](mailto:manager@kootenayconservation.ca).
- The proponent is responsible for insuring that a confirmation of receipt has been received.