

**REQUEST FOR PROPOSALS:
Northern Rockies Hiking & Motorized Trail Guide: Mild to Wild, 2nd Edition**

**Northern Rockies Regional Municipality
Bag Service 399
Fort Nelson, BC VOC 1R0**

**July 7, 2010
Close Date: July 31, 2010**

A. Overview of the Request For Proposals

The Northern Rockies Regional Municipality (NRRM) is distributing this Request For Proposals (RFP) to solicit creative proposals for the development of a second edition of "*The Northern Rockies Hiking & Motorized Trail Guide: From Mild to Wild!*". The Trail Guide should be designed to serve casual North Rockies Trail hikers, the long-distance backpackers, and those preferring motorized exploration. The Trail Guide should also provide comprehensive information that encourages trail use, supports trip planning, and communicates the overall nature of the Northern Rockies Trail experience. The NRRM anticipates that the Trail Guide will eventually become a key integrated, web-supported resource that enables widespread use of the Northern Rockies Trails and supports the expansion of the Tourism Industry in the area.

The total project budget for the Northern Rockies Trail Guide is \$63,010, to include the print of 2,000 copies.

B. The Northern Rockies Regional Municipality

The Northern Rockies Regional Municipality encompasses an area of land approximately 85,000 km², which accounts for about 10% of the Province of B.C. Intersecting this area is namely the Alaska Highway, significant for its historical value and for its role as the main thoroughfare connecting southern B.C. with the Yukon Territories and Alaska. In addition, the NRRM plays host to the Muskwa-Kechika Management Area (M-KMA), a designation given by the Province of B.C. in 1998, as a model for integrated land management with respect to wildlife, oil & gas, forestry, recreation, and Provincial parks. Among other industries, tourism is a major contributor to local economy, and a function of the NRRM's approaches to economic development. For more information on the NRRM and tourism within the region, please visit www.tourismnorthernrockies.ca, or www.northernrockies.ca.

C. Northern Rockies Trails

Within the NRRM & M-KMA, dozens of hiking or motorized trail systems exist. In the First Edition of the Guide, 29 are detailed however most are those accessed north of Fort Nelson. Some of the trails to the south, such as the Redfern Lake Trail, or northwest such as access to Maxhamish Lake, may be added if funds and justification exist. Trail heads are mainly accessible from the Alaska Highway, throughout the 330 kms between Fort Nelson and Smith River Falls. In total, the guide

depicts approximately 290 kms of hiking trails and approximately 250 kms of motorized trails. In the Trail Guide's first edition, routes were mapped using GPS technology, with topography maps generated from the data, editorial walking the reader through the trails, and some photographs to supplement.

D. Desired characteristics of the Guide Book

Rather than stipulating exact details and point by point criteria for the development and publication of the Trail Guide, the NRRM would like potential contractors to propose creative ideas and approaches that are consistent with the desired characteristics described below.

Reasons for publishing a Trail Guide 2nd Edition

1. Increase awareness of the Northern Rockies Trails
2. Increase use of the Northern Rockies Trails.
3. Provide comprehensive planning information for Northern Rockies trail users by creating an end-to-end list of trail features.
4. Increase awareness of and support for the NRRM.
5. Make available up-to-date maps of the region's trails
6. Provide an opportunity for local tourism related businesses, agencies, and other relevant publications to advertize in the guide.

Nature of the Trail Guide 2nd Edition

1. The Trail Guide should be recognized as exemplary and state of the art among the guide book genre.
2. The Trail Guide should model modern publication standards that factors in a need for a light weight, durable, and back-packable product.
3. The Trail Guide format should facilitate easy updating on a regular (maximum 5 year) basis.
4. The Trail Guide should be consistent in look and feel with existing Northern Rockies Tourism branding, including, but not limited to the 2010 Northern Rockies Travel Guide, and the Northern Rockies Tourism website.
5. The individual sections of the Trail Guide should be able to stand alone as individual publications available on the web for download and hyperlinks should work in the electronic editions.
6. Maps compatible with mobile devices and GPS should also be available as part of the online package.
7. Though advertizing is encouraged, not only to offset the cost of production but also to promote the local tourism sector, advertizing is not to occupy a disproportionate amount of space in the guide.
8. Each Trail should have a "Cover Page" that is suitable for use as a sign at the Trail Head, therefore providing consistency with the guide and the trail.

Audience and marketing

1. The Trail Guide should be designed to serve both the casual Northern Rockies Trail hiker, long-distance backpackers, and motorized explorer (i.e. ATV, or snowmobile).
2. The Trail Guide will be direct marketed via the NRRM Tourism website, the Fort Nelson Visitor Centre, and local retailers.
3. The most popular routes within the Trail Guide will be available free online through the NRRM Tourism website.

E. Product Development and Submission Details

1. Authors considering the submission of a Proposal are asked to submit a Letter of Intent via e-mail to Jaylene Arnold, Economic Development & Tourism Officer (jarnold@northernrockies.ca). Potential contractors submitting Letters of Intent will have access to a protected website containing trail data and other information pertinent to bidders. Proposals will not be accepted unless a Letter of Intent is on file. A Letter of Intent is simply intended to allow the NRRM to gather contact information from potential contractors for communication purposes and is not meant to be binding in any way.
2. NRRM will arrange a Bidders Project TeleConference or VideoConference on or about July 19, 2010 to allow all prospective project contractors to discuss the project and clarify potential ambiguities about the project definition. Only potential bidders with Letters of Intent on file will be invited to participate. All prospective contractors will be invited to submit questions in advance, as well as during the meeting, in order to make the TeleConference or VideoConference as productive as possible for everyone involved.
3. The product requested by this RFP is a print publication only, even though the NCTA may subsequently publish some or all of the work online. Source files will be required in addition to final print publication.
4. The contractor is encouraged to use existing data, including the complete Northern Rockies Hiking & Motorized Trail Guide First Edition (see list in Appendix A). In addition, the contractor is encouraged to provide trail data in a similar format as noted in Appendix B. Because original data for the Trail Guide First Edition was collected in 2004, there are variations in the completeness and accuracy of the data. Thus it will be necessary for the contractor to conduct research and surveys for updated data in order to create a thoroughly comprehensive guide to the Northern Rockies Trails. This data collection effort will be a significant and very important aspect of the Trail Guide project. **Existing data will only be available via protected website, accessible through the Letter of Intent process (prospective bidders will be given a password to access upon Letter of Intent submission).**
5. In general, the Trail Guide content should be organized linearly from Fort Nelson north and south, although the content should also facilitate trip planning and navigation for hikers traveling south from the Yukon Territories and north from Pink Mountain.
6. The contractor must submit at least one sample chapter to the NRRM for review at an appropriate time relatively early in the Trail Guide development process. Based on the review, the NRRM may recommend some adjustments in the project, authorize continuation of the project, or cancel the project.
7. The sample chapter and the final version of the Trail Guide in publishable form should be delivered to the NRRM using Adobe InDesign format or a reasonably comparable desktop publishing format agreed upon between the NRRM and the contractor when the contract is awarded.

F. Required components of the proposal

Every proposal submitted must include the following components:

1. A detailed overview of the process by which the Trail Guide project would be carried out, ranging from initial planning to final production.

2. A description of the overall proposed style (“look and feel”) of the Trail Guide.
3. A description of the general organization of the Trail Guide, including the Table of Contents, an introduction, some words on safety and wildlife, etc.
4. An example of the narrative, indicating the style and voice proposed.
5. An example of how and where materials from existing guides and resources (listed in Appendix A) would be used.
6. An example of how and where trail data (listed in Appendix B) would be used.
7. A description of the type and quantity of images and graphics that would be included in the Trail Guide, and at least three examples of where and how the items would be used.
8. A description of the level of mapping support or other assistance required from the NRRM staff, if any.
9. A project schedule/timeline that includes expected dates for key project waypoints such as the following:
 - a. Submission of sample chapter;
 - b. Completion of full first draft;
 - c. Submission of the final Trail Guide document in publishable form.
10. A description of any problems anticipated with the development of the Trail Guide and proposed solutions for each identified “problem,” as well as the possible impacts on schedule and cost of services.
11. A description of any proposed exceptions to the project requirements in the Request For Proposals, along with the basis for the proposed exceptions and the likely impact on the requirements.
12. A lump sum fee proposal covering all specified work and a fixed maximum sum for reimbursable expenses. (The proposal must provide sufficient information and documentation to permit NRRM staff to evaluate the basis and validity of the proposed fee.)
13. A description of at least one relevant project that the contractor has completed that verifies the contractor’s capacity and ability to complete the proposed Trail Guide project.
14. Names and contact information of at least three references who can attest to the contractor’s ability to complete the work proposed in the manner described in this RFP
15. Proposals must be submitted in electronic and printed form to Jaylene Arnold, Economic Development & Tourism Officer (jarnold@northernrockies.ca), by 4:30 p.m. on July 31, 2010.

G. RFP evaluation process and contract conditions

1. If the contractor is an organization, the contractor must designate one person as the single point of contact (the “Contractor’s Representative”) between the contractor and the NRRM. The Contractor’s Representative must be available to the NRRM for project status reviews as necessary.
2. The NRRM will evaluate proposals and will select a contractor on the basis of both the proposed price and product. The NRRM will also evaluate a contractor’s ability to provide the product proposed, and the general contractual terms that shall govern the relationship between the NRRM and the contractor. Other factors that may enter into the decision are the experience, expertise, and responsiveness of the specific individual(s) who would directly provide the product requested.
3. When the contract is awarded, the NRRM and the contractor will agree upon a payment schedule based on the stages of the project. The payment schedule will take into account

the amount of the fee to be paid to the contractor if the NRRM deems it necessary to cancel the project after the contractor submits a sample chapter.

4. This request for proposals in no way shall be construed to obligate the NRRM to enter into any contract with any vendor. The NRRM reserves the right to reject any and all proposals submitted in response to this RFP. The NRRM will not reimburse contractors for any costs incurred in the preparation of their proposals.
5. Payment of compensation under an accepted/awarded proposal constitutes NRRM purchase of all world rights to the contracted work, including for electronic publication.
6. The submission of a Letter of Intent, submission of a project Proposal, and any questions or concerns arising from this Request For Proposals or the subsequent contract award should be addressed to:

Jaylene Arnold, Economic Development & Tourism Officer
Northern Rockies Regional Municipality
Bag Service 399
Fort Nelson, B.C. VOC 1R0
Telephone: 250-774-2541 ext 2045
Fax: 250-774-6794
Email: jarnold@northernrockies.ca

All submissions must be made electronically.

This is a request for proposals and not a call for tenders or request for binding offers. No contractual obligations will arise between the Regional Municipality and any proponent until and unless the Regional Municipality and a proponent enter into a formal, written contract for the proponent to undertake the project contemplated by this RFP.

Except as expressly and specifically permitted in these instructions, no submitter shall have any claim for any compensation of any kind whatsoever, as a result of participating in the RFP and by submitting an RFP, each submitter shall be deemed to have agreed that it has no claim.

**Appendix A:
Existing Trail Data & Resources**

A. Details of the Trail Data

The following tables describe the information available for this project.

Table 1-1: Information Available

Item	Description
Current Mild to Wild Guide See Table 1-2 for details	85 page softcover book with 29 individual trails/routes complete with topographic maps.
NRRM mapping database	Includes some orthographic and topographic data for the immediate fort nelson area
BC Government topographic data	As much as we can provide through our contacts Should be able available from the Data Distribution Service. Go to GeoBC (http://geobc.gov.bc.ca/) and click on the download link. That gets you to the Data Distribution Service (https://apps.gov.bc.ca/pub/dwds/home.so). To check if a dataset exists, check the Data Discovery Service (https://apps.gov.bc.ca/pub/geometadata/home.do) Official Trails should be on the LRDW and short descriptions on the Ministry of Tourism Culture and the Arts website.
Trail information from local clubs	The NRRM will put the contractor in touch with local Clubs and Organizations including Search and Rescue, Snowmobile Club, and other individuals for information and volunteer-based mapping.
Northern Rockies Tourism Website	www.tourismnorthernrockies.ca
Northern Rockies 2010 Travel Guide	Editorial and some updated maps available (regional & townsite), for tourism purposes.

Table 1-2: First Edition Northern Rockies Trail Guide - Table of Contents

Item	Description
Introduction	3 paragraphs, page 1
Safety	3.5 pages, including bear safety, starting on page 1
Map Reading	1/2 page – will change depending on new format
Activity Symbols	Page 7: Activity Symbols are adequate
Difficulty Ratings	Page 8: Will change if necessary.

Item	Description
Regional Map	Page 9: Improvements required, source file available.
Hiking Trail Descriptions and Legend	Page 10: Improvements invited.
<ul style="list-style-type: none"> • Fort Nelson Area 	Fort Nelson Community Forest (now called the Demonstration Forest) and the Tsimeh Lakes Trails (may or may not be included, depending on current condition)
<ul style="list-style-type: none"> • Tetsa River Area 	3 trails
<ul style="list-style-type: none"> • Stone Mountain Area 	9 trails and a pull out section for the Wokkpush
<ul style="list-style-type: none"> • Muncho Lake Area 	6 trails
<ul style="list-style-type: none"> • Liard River Area 	2 trails
<ul style="list-style-type: none"> • Motorized Routes 	7 Trails – It is recommended that the RedFern Lake trail and Maxhamish Lake accessed be added to this section
<ul style="list-style-type: none"> • Acknowledgements 	1 page

**Appendix B:
Desired Attributes and Preferred Format of Data for Trail Guide 2nd Edition**

Section	Description
Length	Details the length of trail in kilometers and estimated duration of travel time return
Difficulty	Ranks level of difficulty with predetermined Difficulty Ratings. Also provides a brief description of the landscape for reference.
Location	Using Fort Nelson as the frame of reference provides the trailhead or entry point location from Alaska Highway using miles and kilometers.
Approach	Provides a detailed description of the access point/trailhead, as most locations are unmarked.
Trail Description	Detailed description/narrative of the trail along differing points as marked on the maps.
Special Notes	Details any notable points about the area, etc.

Below are Guides that the NRRM wishes the 2nd Edition Northern Rockies Trail Guide: Mild to Wild to emulate in various ways:

A. The Backroads Mapbook

<http://www.backroadmapbooks.com/main/index.html>

The quality of the Backroads Mapbook is very good, and the maps have gotten steadily better.

B. Hiking Jasper and Mount Robson, Rob Bryce

http://www.canrockbooks.com/?page=shop/flypage&product_id=931&CLSN_553=12748545985537d59cea6d4c44abee7b

The inclusion of detailed maps including GPS technology is precisely what the NRRM seeks in the development of the 2nd Edition Trail Guide. While packaging the publication with a DVD is not required, it could be a future expansion of the project given the collection and development of source data.

C. Anglers Atlas.com

The Anglers Atlas is an award winning website and its maps and descriptions are clean and easy to read. Style and design cues could be taken from it.