Request for Proposals –

Bird Friendly Iowa Communities Facilitator

Summary

Bird Friendly Iowa (BFI) is soliciting proposals from independent contractors interested in serving as the Bird Friendly Iowa Communities Facilitator. This person will serve as the primary representative and spokesperson for BFI, supported by and reporting to the BFI Steering Committee.

Background

Bird Friendly Iowa started in 2015 as a statewide bird habitat conservation and educational outreach program created by a partnership of Iowa conservation organizations. It is led by a steering committee with representatives from Iowa Audubon, Iowa Department of Natural Resources, Iowa Natural Heritage Foundation, Iowa Ornithologists’ Union, Iowa Wildlife Center, and Trees Forever.1

The steering committee developed the criteria for cities and counties, created the BFI website, published brochures and educational materials, provided community coaching, scored applications, and maintained outreach. As of early 2022, nine cities and seven counties have received Bird Friendly Iowa designation!

Managing the program now exceeds the capacity of the volunteer steering committee and a grant has been secured to engage an independent contractor to serve as the BFI Communities Facilitator (CF, or Consultant). The role of the CF will be to bring greater focus to outreach, education and promotion of the BFI program.

Responses to this RFP should address each of the following requirements.

Qualifications

1. Ability to work independently with broad direction from the BFI steering committee
2. Excellent written communication and verbal presentation skills
3. Understanding of current threats to bird populations and basic habitat requirements
4. Demonstrated enthusiasm for working with community leaders and for the Bird Friendly Iowa program
5. Demonstrated experience with community outreach and group facilitation
6. Demonstrated ability to meet timelines on projects and tasks
7. Access to the necessary equipment to conduct the work (vehicle, computer, Internet)

Expectations

1. Recruit communities and counties throughout the state to apply for Bird Friendly Iowa status through presentations and other means; give special emphasis to communities in counties with BFI designation and/or the 45 counties within the 24 Iowa Department of Natural Resources Bird Conservation Areas.
2. Provide necessary technical assistance to communities seeking BFI designation.
3. Guide community and county applicants through the BFI application process.
4. Maintain contact with and provide assistance to designated communities/counties to increase community outreach and bird-friendly activities and to ensure renewal in the BFI program.
5. Screen applications from new and renewing communities and provide recommendations for

1 Trees Forever provides administrative support to BFI and, as such, issuance of this RFP, the resulting contract and all compensation associated with it will be administered by Trees Forever.
approval/deny to BFI Steering Committee.

6. Coordinate recognition for communities meeting criteria, including local press releases, procurement of signs, flags, and certificates, and setting a time for recognition with local government officials.

7. Track number of new communities contacted (Goal: 100/year), new communities working toward BFI designation (Goal: 20/year), new communities approved for BFI recognition (Goal: 5 to 8/year).

8. Work with BFI Steering Committee to develop and implement a post-presentation survey of local leaders to measure effectiveness of the presentation and interest in pursuing BFI designation.

9. Respond to questions/comments via the Bird Friendly Iowa email account and phone.

10. Help maintain a program-specific social media presence--i.e., Twitter and Facebook.

11. Provide leadership in keeping content on the BFI website current.

Limitations
The contractor will be considered self-employed and as such is responsible for payment of all state and federal taxes on compensation provided. Trees Forever shall issue a 1099 to the contractor to document compensation with the IRS and the Iowa Department of Revenue.

Compensation
This position is half-time, or an average of 20 hours per week, with compensation not to exceed $35,000 during the contracted year. One-twelfth of the contract amount shall be invoiced each month to Trees Forever. Travel costs up to 9,000 miles per year, at .4625 per mile, shall be reimbursed by BFI. Workshop/conference registrations costs shall also be compensated, up to $1,000 and only as approved in advance by the BFI steering committee.

Contract Length
The contract will be effective for one year from the date of signature. BFI is responsible for contract evaluation, which will address strengths as well as new approaches to achieve success.

Confidentiality
As part of the responsibilities of this contract, Consultant shall keep all pertinent information obtained confidential to BFI. All files and notes in possession of Consultant are the property of BFI and will be returned to BFI if or when this agreement is terminated.

Hold Harmless
Consultant shall hold Bird Friendly Iowa and Trees Forever harmless from any costs for claims of any type resulting from acts, omissions, errors or negligence of the consultant. Consultant acknowledges he/she is not an employee of BFI or Trees Forever.

How to Apply
Proposals outlining qualifications and experience are due by 5:00 PM on Friday, February 11, 2022 and may be emailed to info@birdfriendlyiowa.org. Questions may be sent to the same email address.