



**Texas Trees Foundation
for
South Dallas Greening Initiative**

**Request for Proposals for
Geospatial Planting Plan**

RFP Release Date:

Wednesday, August 7, 2024

PROPOSALS DUE:

**Sunday, September 8, 2024
11:59 pm Central Daylight Time**



**Texas Trees Foundation
3000 Pegasus Park Drive
Suite 740 Dallas, TX 75229
REQUEST FOR PROPOSAL (RFP)**

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Section 1 Request for Proposal

The Texas Trees Foundation (TTF) is requesting proposals from qualified consultants to create a data-based geospatial planting report, strategy, and an interactive dashboard, as specified in this Request for Proposal (RFP). The required services and performance conditions are described in the Scope of Work. Consultants are encouraged to suggest additions or modifications to the scope that will enhance or clarify the work, and these suggestions should be incorporated in the proposal. If the consultant hires a subcontractor for in-person public engagement, the subcontractor must be approved by TTF.

Section 2 Background

Texas Trees Foundation, a 501(c)(3), is dedicated to connecting people with trees with the goal of improving human health and wellbeing. For over 40 years, Texas Trees Foundation (TTF) has had a longstanding commitment to trees and people, especially the benefits of trees to people. Additionally, this organization implements research-based greening in hopes to educate and mobilize the public to increase stewardship of the urban forest. Texas Trees collaborates with urban planners, landscape architects, developers, corporations, and municipalities to improve the overall quality of life in urban communities.

Over the last ten years TTF has produced reports that highlight current urban forest health ([2015 State of the Urban Forest](#), [2021 Dallas Urban Forest Master Plan](#)) and environmental conditions ([2017 Urban Heat Island Management Study](#)) within Dallas. The goal of these reports is to help inform research-based planting plans, such as our [2022 Dallas Tree Equity Planting Map](#), which focuses on planting trees strategically to maximize tree benefits to improve human health.

The South Dallas Greening Initiative (SDGI) is a community-driven, urban forestry-based, transformation surrounding South Dallas (including Mill City, Wheatley Place, Queen City, and surrounding neighborhoods) that will improve human health by expanding tree canopy, increasing green space, and providing accessible urban forestry education and career training opportunities. The SDGI is funded through a grant received from the USDA Forest Service as part of the Inflation Reduction Act for Urban and Community Forestry. Over the next five years, upwards of 3,000 trees will be planted in vacant lots, rights-of-ways, schools, and partner-owned land in South Dallas neighborhoods such as Mill City, Wheatley Place, Queen City, Jubilee, Dolphin Heights, Bertrand, and South Blvd/Park Row.

The project area was selected by analyzing TTF's 2022 [Tree Equity Planting Map](#). This map is a prioritization tool that shows areas within Dallas that are in the greatest need for increased tree canopy to help combat urban heat, poor air quality, and improve human health. This map shows the South Dallas area and surrounding neighborhoods as "urgent" and "emergent" high-priority planting areas. This data was used in combination with community-based needs identified by our organization to solidify the selection process of the Fair Park and surrounding neighborhoods in South Dallas.

The SDGI is unique to TTF in that it aligns all of TTF’s programs in one geographic area to move the needle on human health. This will include community engagement and education, [Cool Schools program](#), [Green Jobs Workforce program](#), and priority tree plantings. It is worth noting that populations in our project area in South Dallas have on average 20+ years shorter life expectancy when compared to neighborhoods immediately North. This is due to multiple issues that lie within the intersection of social and environmental factors- which we’re hoping to address through the South Dallas Greening Initiative. We see that trees have enormous potential to help cool our city, provide clean air, and improve community member’s overall mental and physical health but having a true impact on community member health is going to take focused and intense greening efforts that the SDGI will deliver.

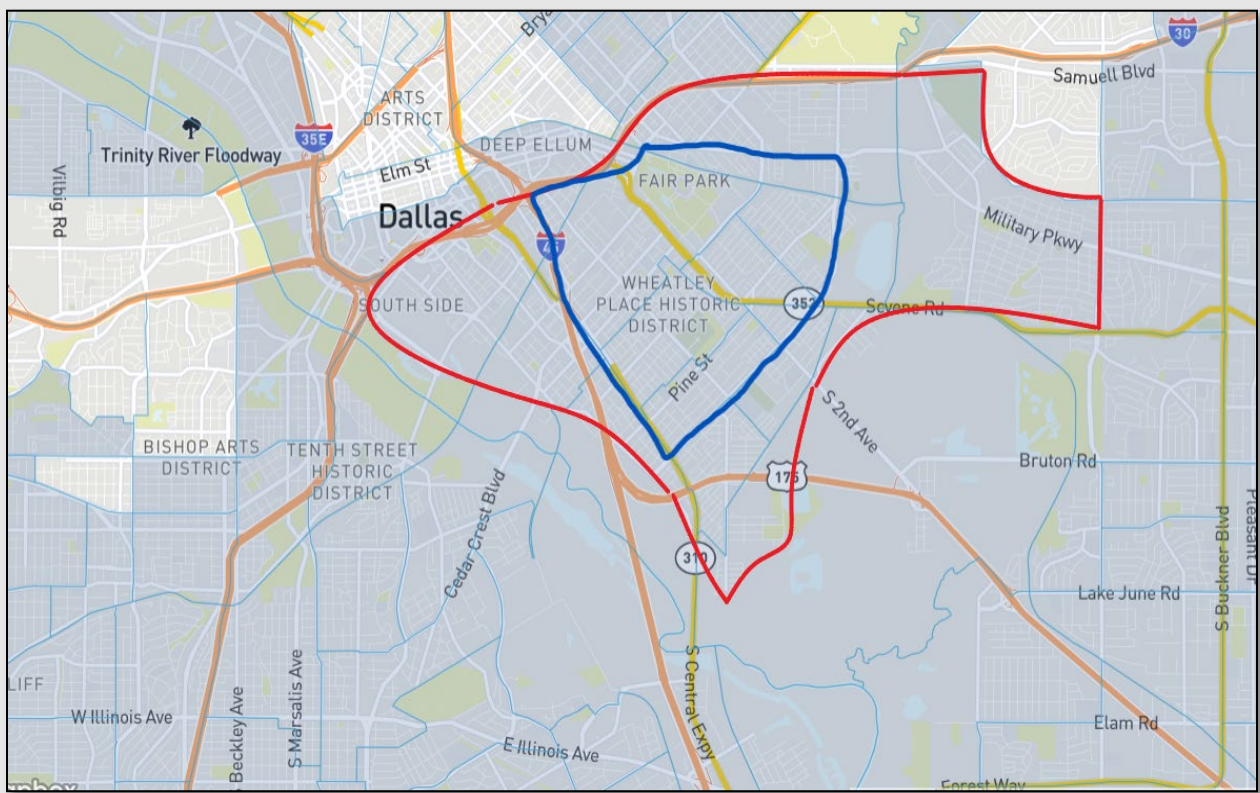


Figure 1 Blue outline indicates Core Project Area, which will be the focus of our greening efforts, and red outline indicates Community Partnership Areas, which we will expand into for additional greening efforts and educational opportunities.

Section 3 Project Purpose

Understanding the best locations to plant trees in South Dallas is vital to the success of the South Dallas Greening Initiative. TTF is currently engaged in a variety of activities to determine these locations, including an inventory of many of the existing trees in the Core Project Area and community engagement efforts to assess community needs and desires. **The purpose of this project is to leverage data analysis to select the most impactful planting locations for this 5-year initiative.**



The approach will include data analysis, planting strategy, and an interactive dashboard. The data analysis should use information collected through community engagement and combine it with data on the City of Dallas' existing tree canopy coverage, along with other socioeconomic and property data, to create a report comprised of maps prioritizing planting areas. The final product of these efforts should include a report that includes a planting strategy for the remaining 4.5 years of the grant that identifies planting locations throughout the project area. Additionally, the consultant will also create an interactive dashboard for use by TTF staff to easily navigate the existing data within these areas and to help facilitate their work.

Section 4 Scope of Work

This project will start with the **1) data analysis**, which will include analyzing data at the census block and/or parcel level to refine our existing planting priority areas and identify potential planting sites. The contractor will work closely with the TTF Community Greening Manager to identify these areas and create maps that incorporate existing tree canopy data; TTF inventory data; TTF's urban heat management study; community input identified through TTF community engagement efforts; and any other relevant factors such as socioeconomic data, property ownership, city infrastructure data, and beyond.

Once the data analysis is complete and TTF feedback is received, the contractor should create a **2) planting strategy** for the remaining 4.5 years of the grant to help identify ~2,000 high impact tree planting locations. Finally, the contractor should produce the **3) report and interactive dashboard** for TTF staff to easily analyze the maps created and utilize the planting strategy while creating future tree planting plans. The report should summarize methods and findings from the data analysis, include relevant maps, and describe the planting strategy.

The scope of work should include three sections: 1) Data analysis, 2) Strategy, and 3) Report. Each section should include details on how the consultant will meet the following deliverables, along with cost per section.

Deliverables for each section include:

1. Data Analysis
 - Attend a kick-off meeting with TTF staff to discuss project goals and existing data sources. Work with TTF staff to help select criteria to include in the data analysis.
 - Conduct geospatial analysis to identify key planting priority areas within the SDGI project area that showcase where tree planting will have the maximum impact on improving human health (heat reduction, improved air quality, increased greenspace access, etc.).



- Provide input on best methods for community engagement feedback to be incorporated into the data analysis and/or strategy phase to help further refine planting priorities.
- Upon completion of the data analysis, meet with TTF staff to review findings and additional needs before moving into the strategy and report.
- When available, incorporate upcoming development and future site plans to help avoid incompatible recommended planting sites.

2. Strategy

- The strategy should include a road map or recommendations for identifying specific high impact sites and a process to identify others. This should include a system that prioritizes tree planting efforts for sites at parcel-level.
 - The strategy should take into consideration any factors which would prevent the feasibility of planting in a given area, including – but not limited to – existing utility corridors, site control, etc.
- With the Community Greening Manager’s direction, prepare a generalized planting and program plan for the remaining 4 years of the South Dallas Greening Initiative. This should include creating a list and ranking high-impact tree planting sites within South Dallas. More specifically, the report should recommend where to plant 2,000 trees within the project area based on criteria determined by the consultant and Community Greening Manager.

3. Report/Interactive Dashboard

- Summarize methods and findings from data analysis and strategy into a PDF document. This should include relevant maps and priority planting sites.
- Create an interactive dashboard that allows TTF staff to easily navigate different data layers and analysis results. This dashboard should allow TTF staff to observe parcel-level data including average surface temperature, existing canopy coverage, parcel ownership, and any other factors determined by the Community Greening Manager.
 - Provide one training session for TTF staff on how to successfully navigate the dashboard.
- Present final report to TTF staff by January 31st, 2024.

Progress Reporting and Updates

- Meet with the Community Greening Manager and/or Program Coordinator manager bi-monthly for progress updates and check in.
- Once a month, provide a brief report that includes an update of the previous month’s activities.



- Report provided in PDF format and should include a summary of previous month's activities such as data analyzed, maps created, etc.
- Report is due by the 5th of each month.

Section 5 Contents of Proposal

Proposals should be submitted in PDF format and not-to-exceed 6 pages. Proposals must include the following information:

- General description of the firm, and the credentials and background of the team members who will be responsible for the project.
- Summary of consultant's experience using data to create detailed reports and interactive dashboards, and two (2) referrals and contact information from previous clients.
- Consultant's recommended Project Schedule/Timeline, not to exceed 6 months from Project Launch for completion of final report.
- Description of consultant's approach to managing the project. Description should include all tasks listed in the Scope of Work. The consultant should list additional steps, tasks or information the consultant feels would improve the quality of the community engagement launch.
- Cost proposal by task and total cost.
- MWBE Certification, if applicable.

Section 6 General Requirements and Submittal Instructions

The selected consultant must meet the following requirements:

- Consultant should possess all applicable licenses and certifications required by the State of Texas and shall also maintain all other business and professional licenses that may be required by Federal, State and Local Codes.
- Provide a W-9.
- Selected Consultant, their employees and subcontractors must pass a background check and maintain acceptable status whenever requested by TTF.
- Must satisfy all requirements pertinent to insurance, including a Certificate of Insurance.

To be considered, respondents shall submit their proposals electronically by sending one complete PDF file by email or other electronic transmission service accessible by email (such as Dropbox, Google Drive, etc.) no later than **11:59 pm Central Daylight Time on Sunday, September 8, 2024**, to:

Emily Plauche, TTF Community Greening Manager
emilyp@texastrees.org



An email response will confirm receipt for all electronic submissions successfully received. The cost for preparing a proposal in response to the RFP is the responsibility of the Consultant.

Any questions or concerns regarding this RFP shall be directed to:

Texas Trees Foundation
Emily Plauche, Community Greening Manager
3000 Pegasus Park Drive, Suite 740
Dallas, TX 75247
Office: 214-953-1184
Cell: 469-865-5694
emilyp@texastrees.org

Section 7 Selection Process

TTF will select Consultant based on the proposal submitted and presentation to TTF staff. TTF may also make the selection of the Consultant based on negotiation with one or more of the respondents. In conducting such negotiations, TTF will avoid disclosing the content of competing proposals. TTF reserves the right to award multiple contracts for various portions of the requirements to different consultants including, but not limited to, the creation of data-based reports and interactive dashboards.

After submission of a proposal but before final selection of the Consultant is made, TTF may permit a respondent to revise its proposal to obtain the respondent's best and final offer or to provide clarification as requested by TTF.

TTF will review all submitted proposals to determine those consultants that best meet the requirements of this RFP and the evaluation criteria listed below:

#	Evaluation Criteria	Weight
1	Demonstrated ability to complete scope of work	30
2	Technical expert in geospatial analysis, mapping, and the ability to synthesize results/strategy into a report	25
3	Qualifications and experience as it relates to the scope of work in the RFP	20
4	Reasonableness of proposed cost	15
5	Minority-and/or woman owned business enterprise	10



	Total Points Possible	100
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All proposals submitted shall be valid for a minimum period of one-hundred and twenty (120) calendar days following the last date established for proposal submission. Proposals may be withdrawn on written request from the consultant at the address shown in this solicitation prior to the last date for proposal submission. Negligence on the part of the consultant in preparing the proposal confers no right of withdrawal after the time set for proposal submission.

It is the intent of TTF to enter and execute a contract for services with the selected consultant no later than sixty (60) days of the last date established for proposal submission. TTF reserves the right to reject any and all proposals. The final selection will not necessarily be based on the lowest bid, but rather the best value.

Section 8 Acceptance or Rejection and Negotiation of Proposal

TTF reserves the right to accept or reject any or all proposals or select more than one firm to complete this work. After selection by TTF, the contents of the submitted proposal will become a contractual obligation. Failure to agree to include the proposal as part of the contractual agreement will result in cancellation of the award. TTF reserves the right to negotiate a modification to, or accept any part of the proposal, and will not be obligated in any way to accept those parts that do not meet the approval of TTF. Terms and conditions of the contract will be subject to the approval of TTF legal counsel. The proposal, draft report, and final report shall become the property of TTF.

Section 10 Questions

Questions regarding this RFP should be submitted in writing and directed to Emily Plauche, TTF Community Greening Manager via e-mail at emilyp@texastrees.org no later than **September 5, 2024, by 5:00 pm CDT.** As necessary, responses to questions will be issued via an addendum to all prospective bidders. TTF reserves the right to reject any and all proposals. TTF looks forward to your response to this Request for Proposals and appreciates your interest.

Section 11 Reservations



Additional information regarding RFP submittal, content, processes, and procedures are listed below:

- 1) All proposals will become the property of TTF and will not be returned to Consultants.
- 2) TTF reserves the right to reject any and all proposals, whether minimum qualifications are met, and to modify, postpone, or cancel this Request for Proposal, in whole or in part, or decide to award a contract to perform only some of the services outlined in this Request For Proposal, without liability, obligation, or commitment to any party, Consultant, or organization.
- 3) In addition, TTF reserves the right to request and obtain additional information from any candidate submitting a proposal, and to negotiate the final scope of services with the selected consultant. TTF is not liable for any costs incurred by consultants prior to issuance of an agreement, contract, or purchase order. Costs of developing the proposals, oral presentations or any other such expenses incurred by the consultant in responding to the RFP are entirely the responsibility of the consultant and shall not be reimbursed in any manner by TTF. No materials or labor will be furnished by TTF.
- 4) TTF reserves the right to waive or permit cure of minor informalities and/or insignificant mistakes such as matters of form rather than substance and to conduct discussions and negotiations with any qualified respondent in any manner deemed necessary by TTF to serve its best interests. TTF also reserves the right, based on its sole judgment and discretion, to award a contract based upon the written proposals it receives without conducting discussions, interviews, or negotiations.
- 5) If, in the opinion of TTF, a proposal contains false or misleading statements or references, it may be rejected.
- 6) TTF reserves the right to obtain written clarification of any point in a Consultant's proposal or to obtain additional information necessary to properly evaluate a particular proposal. Failure of a Consultant to respond to such a request for additional information or clarification may result in rejection of the Consultant's proposal.
- 7) Failure to comply with these instructions, and the other specific provisions of the RFP, may result in the Consultant's proposal not being reviewed.
- 8) TTF reserves the right, without qualification, to select a Consultant for further discussions based solely on the content of the RFPs and relevant information obtained from others concerning the respondent's respective records of past performance.
- 9) The consultant's proposal shall not be made contingent upon uncertain events, which shall not have occurred until after the RFP is completed.
- 10) If it becomes necessary to revise any part of this RFP due to inquiries raised, an email notifying an addendum, supplement or amendment to this RFP will be provided to Consultants who received an original invitation to bid via email OR responded to us with their contact information as described on the cover letter of this RFP. Changes to the RFP shall be accomplished by an amended page or pages.



Equal Opportunity Statement

TTF is an equal opportunity employer. Employment at TTF is based solely on a person's merit and qualifications directly related to professional competence. TTF does not discriminate against any employee or applicant because of race, creed, color, religion, gender, sexual orientation, gender identify/expression, national origin, disability, age, genetic information, veteran status, marital status, pregnancy or related conditions (including breastfeeding), or any other basis protected by law.

Closing Date and Time

All proposals must be received by Sunday, September 8, 2024 at 11:59 PM

It is your responsibility to make sure that you submit a response by the date and time indicated above. Late or incomplete RFP's will not be considered. If only one proposal is received in response to the RFP, the TTF may either make an award or, if time permits, re-solicit for the purpose of obtaining additional proposals.

END of Request for Proposals