



**Texas Trees Foundation
for
Urban Forestry Training Program**

**Request for Proposals for Program Design and
Community Engagement Services**

RFP Release Date:

Monday, July 28, 2025

PROPOSALS DUE:

**Monday, August 11, 2025
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

Texas Trees Foundation (TTF) is seeking a consultant to support the advancement of its Urban Forestry Training Program (UFTP) through focused community engagement and intentional program design refinement. The selected consultant will collaborate closely with TTF staff to strengthen community relationships, gather insights from key stakeholders, and help refine program components to ensure long-term relevance and impact.

For this project, “community” are individuals that have experienced or are experiencing systemic barriers to training completion, securing employment or career progression and:

- have industry experiences such as professionals in irrigation, forestry, and landscaping disciplines;
- are potential program participants, including those currently enrolled in educational programs (e.g., high school or community college); or
- are at the beginning of their training and employment journey.

This engagement will surface immediate and actionable strategies that reflect both workforce trends and community needs.

The Scope of Work outlines anticipated responsibilities and deliverables. Consultants are encouraged to suggest additions or modifications to the scope that will enhance or clarify the work, and these suggestions should be incorporated into the proposal. If the consultant hires subcontractors as subject matter experts, the subcontractor must be approved by TTF.

Section 2 Background

TTF, formerly the Dallas Parks Foundation, was established as a 501 (c)(3) in 1982 as a resource to support the City of Dallas parks system. In 2004, the Foundation was renamed the Texas Trees Foundation to expand the area of focus from Dallas to the North Texas Region to better address environmental challenges. TTF has leveraged relationships with private and public partners to acquire land for parks and trails, and to plant thousands of trees at parks, schools, and other locations throughout North Texas. TTF also provides urban forestry consulting services to cities, educational institutions, and other entities.

The Urban Forestry Training Program (UFTP) is a 12-week workforce development initiative designed to prepare young adults for careers in arboriculture, urban forestry, and related green industries. The program combines classroom instruction, hands-on field training, professional development, and industry-recognized certifications. Trainees receive wages, personalized career coaching, and job placement assistance.

The program was developed in response to two critical needs: the growing demand for a skilled green workforce and the shortage of accessible training opportunities in Dallas that prepare young adults for living-wage, green-collar careers. The program equips participants with the



technical and interpersonal skills required for long-term success in the tree care and environmental services sector, while also contributing to the city's broader goals for economic mobility and sustainability.

Section 3 Project Purpose

Over an 8-week engagement beginning in late June, the selected consultant will work closely with the Urban Forestry Training Program (UFTP) Director and Program Coordinator to identify opportunities for improvement across key program elements. This may include clarifying program goals and expectations, developing community engagement strategies, and refining curriculum and training methodologies. An important focus area is enhancing the program's curriculum by integrating complementary disciplines such as irrigation, landscape management and plant and tree disease management in response to employer needs. Consultants with relevant expertise or industry connections in these disciplines will be especially valuable in helping design this component to ensure program relevance and participant skill development.

Section 4 Scope of Work

This initiative is central to TTF's mission of creating a more equitable green workforce pipeline and ensuring the long-term success of program participants. The consultant will work closely with TTF staff and community stakeholders to gather input, review program components, and provide actionable recommendations that strengthen engagement, improve training relevance, and ensure participant-centered design. The work is expected to occur over an 8-week period and results in both immediate enhancements and frameworks for continuous improvement.

Deliverables for each section include:

1. Community Engagement for Participant-Center Program Design

- Identify and outreach to members of the defined community.
- Design and facilitate inclusive input activities (e.g., focus groups, listening sessions) with the defined community populations.
- Establish a communication protocol and plan to establish an ongoing and continuous two-way communication between the defined community and TTF.

2. Mid-Program Review, Evaluation & Responsive Design Recommendations

- Conduct a midpoint audit and evaluation of the training program, curriculum and instructional methods to assess early outcomes and implementation of fidelity.
- Provide real-time, actionable recommendations for adjustments to delivery, curriculum, and participant-centered improvements rooted in inclusive, trauma-informed, and culturally responsive practices.
- Program design recommendation that considers barriers to entry (e.g., literacy, transportation, childcare, work schedules) and incorporates trauma-informed, asset-based, inclusive and justice-minded approaches to removing those barriers.



- Recommend ways to enhance training structure (e.g., basic/intermediate/advanced tiers, flexible learning pathways, work-based components) based on participant needs and evolving workforce trends.
- Provide alternate training models leveraging subject matter expertise from industry leaders in adjacent disciplines like irrigation, landscape management and plant and tree disease management.

3. Evaluation & Continuous Improvement Framework

- Provide recommendations for a sustainable improvement cycle that is community informed.

Section 5 Contents of Proposal

Proposals should be submitted in PDF format and not-to-exceed 3 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 conducting community engagement, program design, evaluation and reviews and two (2) referrals and contact information from previous relevant clients.
- Consultant's recommended Project Schedule/Timeline, not to exceed 8 weeks 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.

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. See Exhibit A.

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 Tuesday June 24, 2025**, to:

Sarai Del Toro
Texas Trees Foundation
Program Coordinator
sarai@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
Sarai Del Toro, Program Coordinator
3000 Pegasus Park Drive, Suite 740
Dallas, TX 75247
Office: 214-953-1184
Cell: 469-678-7768
sarai@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 contents 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, community engagement.

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	Experience in program design, program evaluation and curriculum development	25
2	Subject-matter expertise or demonstrated access to relevant expertise.	25



3	Cultural competence and experience working with historically underserved, including first-hand knowledge of the lived experiences of the community population, and existing trusted relationships with the identified community.	25
4	Reasonableness of proposed cost	15
5	Previous relevant experience.	10
	Total Points Possible	100

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 9 Questions

Questions regarding this RFP should be submitted in writing and directed to Sarai Del Toro, TTF Program Coordinator via e-mail at sarai@texastrees.org no later than **August 8, 2025**, 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 10 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 Friday, August 11th, 2025 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



EXHIBIT A

Insurance Requirements

Employers' liability Insurance for damages because of bodily injury, occupational sickness or disease, or death of the Subcontractor's employees. Such insurance shall be written limits of \$500,000 each accident/\$500,000 disease policy limits and \$500,000 per disease per each employee.

Commercial General Liability Insurance written on an "occurrence" basis for damages because of bodily injury, property damage, personal and advertising injury arising out of the Subcontractor's work and shall include coverage for:

- All operations and premises of the Subcontractor;
- All products and completed operations of the Subcontractor;
- All liability and/or responsibility assumed by the Subcontractor in Indemnity section of this Agreement.
- The Beneficiary and the Foundation as an additional insured;
- Defense expenses paid in addition to the policy limits;

Commercial General Liability insurance purchased by the Subcontractor shall provide the following minimum limits of liability and all coverages shall be maintained during and for at least three years after final completion of the Subcontractor's work and at all times thereafter when Subcontractor may be erecting, removing or replacing defective work or performing additional work and shall at all times include coverage for the Beneficiary and Foundation as additional insured as required above:

- \$1,000,000 Each Occurrence Limit;
- \$1,000,000 Personal & Advertising Injury - Per Person or Organization Limit
- \$2,000,000 General Aggregate Limit
- \$2,000,000 Products-Completed Operations Aggregate Limit

Umbrella Liability Insurance for damages because of bodily injury, property damage, personal and advertising injury with, at minimum, the same terms and conditions as the Employers' Liability, Commercial General Liability, and Automobile Liability insurance required by this Agreement and arising out of the Subcontractor's work.



Umbrella Liability insurance shall include the Beneficiary, the Foundation, their respective officers and employees, as additional insureds. Umbrella Liability insurance shall be written as excess of Subcontractor's Employers' Liability, Commercial General Liability and Automobile Liability Insurance ("underlying policies") and also shall be written to drop down and provide primary insurance, including coverage for defense, for the Subcontractor in the event that an aggregate limit in the underlying policies has been exhausted.

Such insurance purchased by the Subcontractor shall provide the following minimum limits of liability and shall be maintained during and for at least three years after final completion of the Subcontract Work and at all times thereafter when Subcontractor may be erecting, removing or replacing defective work or performing additional work and shall at all times include coverage for the Beneficiary and Foundation as additional insured as required above:

\$1,000,000 Each Occurrence

\$1,000,000 General Aggregate Limit

\$1,000,000 Products-Completed Operations Aggregate Limit

Certificates of Insurance Certificates of insurance and supporting additional insured endorsements acceptable to the Foundation, including any additional coverages and/or amounts of coverage specified in Agreement, shall be filed with the Foundation prior to the first event hosted by the Subcontractor. These certificates by this Section shall contain a provision that coverages afforded under the policies will not be canceled until **at least 30 days' prior written notice** has been given to the Foundation. If any of the foregoing insurance coverages are required to remain in force after final completion of the Subcontract, additional certificates evidencing continuation of such coverage shall be submitted to the Foundation annually. The additional insureds shall be designated on said certificate and shall include confirmation that the coverage for the additional insureds is on a primary and non-contributory basis as required. Attached hereto is a sample certificate.

Receipt of copies of insurance policies or certificates of insurance does not waive the Foundation's right to enforce any terms of this Agreement.

Subcontractor shall require all its subcontractors to provide the same insurance as required of the Subcontractor, including adding the Beneficiary and the Foundation as additional insureds where required. As to the insurance required of the Subcontractor's subcontractor, the Subcontractor agrees to obtain from their subcontractor's insurance Foundation (or authorized agent) certificates of insurance as evidence of the required insurance, including the provision on the certificate of insurance that all policies will not be canceled until at least 30 days' prior written notice has been given to the Foundation. Such certificates of insurance shall be filed with and acceptable to the Foundation prior to the execution of this Subcontract.



Failure of Subcontractor to provide the insurance set forth in this Section or any proof of insurance as herein described may, at the option of the Foundation, result in the Subcontractor being terminated for cause, or in lieu of such action the Foundation at its option shall have the right to maintain all said insurance for and in the name of the Subcontractor and Subcontractor agrees to pay for the cost thereof and Foundation may deduct such cost from monies otherwise due the Subcontractor.