

NS Trails Federation

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Request for Proposals: Development of a Provincial Trail Etiquette Campaign

Nova Scotia is home to over 10,000kms of trails to explore. Our trails offer exciting outdoor experiences for everyone from hikers, bikers, motorized vehicles, horses, skiers, pets and more. To ensure that trails remain enjoyable and safe for all, it is important that we all understand how to share the trails responsibly.

The Nova Scotia Trails Federation (NS Trails) is seeking proposals from qualified individuals or companies to provide communications services related to developing a provincial Trail Etiquette Campaign. The goal of the campaign is to educate and inspire trail users toward respectful, safe, and sustainable trail-use behaviour and practices. This project is a direct action item in the Shared Strategy for Trails in Nova Scotia which outlines a series of goals and actions to advance our provincial trails sector.

The chosen candidate will be expected to develop a variety of options for a provincial campaign. They will suggest messaging, mediums, timelines, costs, partners, audiences, and options for measuring impact. **This is an exciting opportunity to bring a unique creative approach to a project that will promote the value and beauty of our trails, our communities, and our vision to see trails enjoyed by all!**

If the proposed work fits your skills and interests, please send us a proposal as outlined below. Feel free to check out more information about our work at www.nstrails.com.

Submissions will be accepted until **January 15, 2022**.

Project Scope:

This Request For Proposals (RFP) is focused on developing a campaign strategy that will help us reach a wide audience through a variety of mediums. It is not intended to include delivering the strategy. The selected applicant will work closely with NS Trails and the provincial Trails Strategy Coordinating Group (TSCG) to assess the intent of the campaign and to present a variety of approaches for its delivery. The delivery plan will position the campaign as a provincial priority, identify key stakeholders, and include an implementation plan and timeline.

Please note that NS Trails and the TSCG have already hosted a series of town halls with our partners and stakeholders to develop some initial messaging. For a brief introduction to our recently developed trail etiquette principles and rules visit: www.nstrails.com/trail-use-101.

Key Deliverables:

A comprehensive written strategy that includes:

- Campaign messaging and implementation options,
- Strategies to reach a wide and inclusive audience through a variety of mediums
- Costing options for eventual delivery of a campaign
- Supporting information to help make good decisions for campaign delivery
- Indicators to use for measuring impact

Desired Qualifications:

- Demonstrated experience in communications and/or marketing, including:
 - Developing communications messaging, options, and costing
 - Understanding effective mediums to reach a broad audience
 - Developing timelines and indicators
 - Group and stakeholder facilitation
 - Working with government, nonprofits and volunteer groups
 - Experience with trails, physical activity, recreation and/or health promotion projects will be considered an asset

Anticipated Schedule:

The following is a draft timeline for tasks and deliverables for this contract. The due date schedule is presented for guidance and consideration and may be subject to change.

Deadline for proposal submissions:	January 15, 2022
Acquire applicant and contract start up:	January 2022
Develop Trail Etiquette Campaign:	Jan - March/April 2022
Submission of the final strategy:	March/April 2022

Application Requirements:

The application must include the following:

- Applicant contact details
- A brief summary of your understanding of the project's objectives and scope
- A brief description of the project approach and workplan
- An overview of your qualifications
- A description of experiences with similar projects
- A proposed budget for the work, ranging \$25,000-30,000
- Three project references for work done that is similar in nature to the requirements defined in this project (please provide a contact name, phone and email)

Heather Stilwell, Managing Director of NS Trails, will be the prime point of contact for the RFP process. The successful candidate will work with Heather, the TSCG, and other stakeholders to develop the campaign.

Application submissions must be sent by email to Heather at heather@nstrails.com by **5:00 pm (AST) on January 15, 2022.**

The Legals:

NS Trails reserves the right to:

- Reject any or all proposals.
- Not compensate for the costs in developing the proposal.
- Cancel the RFP at any time.
- Ask additional questions of the application to help with proposal clarity.
- Retain all materials, intellectual and work products as the property of NS Trails and the TSCG.