



Request for Proposal:

Economic Impact Study of Greater Madison Lakes

Clean Lakes Alliance

Date of Issuance: September 12, 2022

Proposals Due: October 31, 2022

Clean Lakes Alliance

Economic Impact Study of Greater Madison Lakes

Clean Lakes Alliance is pleased to announce a Request for Proposals (RFP) for services to develop an assessment of the economic value of lakes in the Yahara River Watershed to Greater Madison. The assessment will evaluate the total economic value associated with the lakes in the watershed related to tourism and recreation, special events (Wisconsin Ironman Triathlon, CrossFit Games, etc.), impact on businesses, impact on real estate values, and quality of life. This project will support Clean Lakes Alliance's goal of advocating for the need for the continued efforts to improve lake water quality and lake protection efforts in the Yahara River Watershed to support healthy and diverse economic activity in Greater Madison.

Expected project deliverables include measures and supporting evidence of the Yahara lakes' (Mendota, Monona, Wingra, Waubesa, and Kegonsa) economic value, and a final report documenting assessment methods, findings, and conclusions. It is anticipated this study will be achieved through a combination of a review of published literature and valuation surveys of the public, local businesses, and elected officials.

The project will assess the value of the lakes based on quantitative and qualitative factors, including an evaluation of their total economic impacts to surrounding communities. The project will also effectively convey the importance of clean and healthy lakes to residents, municipalities, legislators, and business.

This RFP is available on the Clean Lakes Alliance website. Look for the link on our website at cleanlakesalliance.org, under the *Our Work* tab.

To facilitate the review process, applicants must submit proposals in electronic format. Please see the RFP and the attached proposal format information for complete details.

DEADLINE NOTICE:

Electronic versions (no facsimiles) of proposals must be RECEIVED by email by the Clean Lakes Alliance office by 4:30 PM Central Daylight Time (CDT) on: **October 31, 2022**

LATE OR INCOMPLETE PROPOSALS WILL NOT BE CONSIDERED.

All applicants will be notified of the status of their proposal by Clean Lakes Alliance by 4:30 PM Central Standard Time (CST) on: **Friday, January 6, 2023**

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Request for Proposals

Economic Impact Study of Greater Madison Lakes

I. Background

Clean Lakes Alliance is a nonprofit organization devoted to improving the water quality of the lakes, streams, and wetlands of the Yahara River Watershed.

We are a unique partnership of diverse stakeholders who are building on and expanding upon decades of ongoing efforts to preserve and restore our waters.

Our goal is to raise community awareness of the issues facing the watershed, advocate for the welfare of our lakes, and help procure the necessary funding to clean and protect these waterways.

We work closely with state, county and local government agencies, waterway user groups, lakefront property owners, and community nonprofits to serve as both a positive voice for the promotion of our cherished lakes and a fundraising vehicle for achieving these ends.

Our Vision

We see a future in which everyone realizes that our lakes are the center of our community. **Healthy Lakes. Healthy Community.**

Our Mission

Clean Lakes Alliance strives to continue building a community of people, businesses, organizations, and government agencies dedicated to improving and protecting water quality in the Yahara River Watershed and its lakes.

The regional economy of Greater Madison is highly dependent on the availability of clean, safe lakes for many uses, including swimming, boating, fishing, tourism, agriculture, industrial and municipal uses, in addition to significant special events such as the Ironman Wisconsin Triathlon and CrossFit Games. While significant efforts have been made to improve the water quality of the Yahara River Watershed, the lakes continue to experience challenges to water quality, especially during the summer months, which can affect the use and enjoyment of the lakes and how they impact surrounding communities. Clean Lakes Alliance seeks to conduct this economic impact study to support its efforts to work with

local elected officials, legislators, public stakeholders, and resource managers about the direction and needs for prioritizing restoration and protection of the lakes of the Yahara River Watershed. An emerging interest is the need for a better understanding of the economic value of the lakes and lake water quality to the region and to increase the efforts and pace of progress to improve the water quality of the lakes. The primary deliverables for this project will be to assess the economic value of the lakes.

The project will assess the value of the lakes based on quantitative and qualitative factors, including an evaluation of their total economic impact to surrounding communities. The project will also effectively convey the importance of clean healthy lakes to residents, municipalities, legislators, and businesses.

II. Project Tasks and Deliverables

Clean Lakes Alliance is issuing this “Request for Proposals” (RFP) to evaluate the economic value and impact of the Yahara Chain of Lakes to Greater Madison. The study will evaluate metrics associated with water resources in the area such as tourism, recreation, impacts on businesses, special events, real estate values, and general quality of life.

Anticipated tasks include the following components:

1. Identification and parameterization of appropriate models or methodologies to accomplish the goals of Clean Lakes Alliance as outlined in this RFP.
2. Completion of data collection and analysis, including a combination of relevant published literature and the development and application of Yahara River Watershed lake-specific public surveys to populate the model or methodology identified in Task 1, above. Data generated for this project will provide estimates on the economic value of lakes and may include the following:
 - Types of lake uses within Greater Madison that influence the local and regional economies
 - Impacts on existing local businesses including:
 - i. on-lake/in-lake businesses
 - ii. lake dependent businesses
 - iii. off-lake businesses
 - Effects on retail and recreational sales
 - Impact on recreational uses include fishing, boating, and swimming
 - Impact of special events including Ironman Wisconsin Triathlon, CrossFit Games, etc.
 - Impacts on local tax-base
 - Real estate values
 - Total economic worth to Greater Madison

- Overall quality of life
3. Produce a final report that:
 - Provides a measure of the economic value of lakes in Greater Madison of the Yahara River Watershed
 - Contains stand-alone information that can be used to produce education materials that can be circulated to the general public that clearly articulates the outcomes of the project.

III. Summary of Other Requirements for the Selected Proposal

The selected contractor will be required to complete the following additional tasks:

1. The successful applicant will prepare brief monthly reports documenting progress on each objective and task in the project (see attached Proposal Format Requirements).
2. Coordinate, work with, and work under the direction of Clean Lakes Alliance for the completion of the work described within the RFP.
3. A final report fully documenting the project's methods, findings, and conclusions will be required at project completion.
4. An Executive Summary for immediate release to Clean Lakes Alliance stakeholders, media, and other interested parties.

IV. Eligibility

Eligible organizations include, but is not limited to, colleges, universities, nonprofit organizations, for-profit companies, consultant firms, and government agencies. The selected contractor will be responsible for the completion of all project tasks, though subcontracted work may be permitted by Clean Lakes Alliance upon request.

V. Proposal Evaluation and Selection Criteria

Proposals will be judged according to the following criteria:

1. Experience using natural resource economic valuation metrics and assessment models.
2. Technical merit and feasibility of the proposed methods for garnering important public input to generate comprehensive surveys to inform the economic and intrinsic value assessments.
3. Potential for the project to enhance the capabilities of Clean Lakes Alliance to advocate for the value of lakes within the Yahara River Watershed.

4. Appropriateness of budget and budget justification, describing how the budget will be used to produce the set of deliverables described in Section II, above.

VI. Period of Performance

The project completion date will be negotiated between Clean Lakes Alliance and the selected entity and will be based on the schedule and timeframe submitted in the proposal.

VIII. Schedule and Requirements for Proposal Submission

1. Please follow the format outlined in the attached Technical Proposal Format Requirements.
2. Written questions following the release of the RFP must be received by 4:00 PM CDT on **Monday, September 26, 2022**. You can submit up to five questions by using this the following form (<https://forms.gle/jCRzpQzVCQ3Hqq9z5>). To submit more than five questions, submit additional forms as needed.
3. Written responses will be provided to all entities potentially submitting a proposal by 4:00 PM CDT **Friday, September 30, 2022**. We will try to respond to questions within 48 hours of being submitted, however some responses may take longer than others. To see a list of questions that have already been submitted, and their answers, please use the following link: [Clean Lakes Alliance | RFP Q&A](#)
4. Proposals are to be submitted electronically via e-mail and must be RECEIVED by 4:30 PM CDT on **Monday, October 31, 2022**.
5. Clean Lakes Alliance will notify the selected entity to conduct the study no later than 4:30 PM CST on **Friday, January 6, 2023**.

IX. Contact Information

Direct all proposals and other inquiries to:

Clean Lakes Alliance
150 East Gilman St.
Suite 2600
Madison, WI 53703
Email: Jason.james@cleanlakesalliance.org
Phone: 608-255-1000

Technical Proposal Format Requirements

Proposals should adhere to the following format and should not exceed a 10-page maximum length (font size 12), NOT including budget information, references cited, and investigator resumes.

COVER LETTER: Introduction to firm and/or team.

GENERAL FIRM/TEAM INFORMATION: List office location, Firm/Team members, history of firm, etc.

POINT OF CONTACT: Name, position, organization, address, telephone, fax, and email of the person who will be the point of contact.

DESCRIBE THE PROJECT UNDERSTANDING AND APPROACH: Give a brief description of the issues you believe significant to this project; any unique options to be pursued for this project; and describe your approach to this project.

KEY PERSONNEL: Provide information about the personnel and their qualifications.

PROJECT EXAMPLES: Provide past project examples with similar scope.

SCHEDULE: Timeline showing anticipated dates for completion of the major tasks and deliverables. Work is to be completed within the specified performance period in the RFP.

DETAILED BUDGET: Provide current hourly rates for all project personnel and proposed budget for each phase of this project must be submitted in a spreadsheet format in a separate attachment. The fee structure relates to the total fee for this project as described by the consultant/contractor.

CURRICULUM VITAE/RESUME OF PRINCIPAL STAFF: Please limit to one page per staff; not included in the 10-page maximum total for the proposal.