Private Landowner Reforestation Support & Outreach Network Development

Consultant Scope of Work

Spring-Summer 2025

Overview & Purpose

American Forests is a US-based non-profit organization that designs, fundraises for, and implements reforestation projects across the US, and occasionally in other countries. To complement its work on supporting Tribal and private landowners with access to market opportunities for reforestation, American Forests is seeking contractor support to develop a robust database of entities and programs that provide technical and financial assistance to private forest landowners in California, Colorado, Hawaii, Idaho, Montana, New Mexico, Oregon, Utah, and Washington.

Through a $12 million award from the Forest Service, American Forests is in the process of developing a new program designed to help Tribal Nations and underserved landowners access technical and financial assistance to support resilient reforestation. The new program, which sits under American Forests' Resilient Forests Program division, aims to make resilient reforestation more affordable and accessible for landowners by helping them participate in emerging nature and carbon markets that offer sources of revenue for restoring healthy, resilient forests. We aim to provide landowners with essential information about post-fire reforestation practices, region-specific resources and program offerings, and help facilitate connections between qualified reforestation experts (consulting foresters, resource conservation districts, agency partners, etc.) and landowners in need of technical support.

We are seeking a qualified contractor to develop essential deliverables associated with the following three workstreams:

(1) Landowner Reforestation Support Database Development
   a. Create and maintain a database that will enable landowners to easily access technical and financial resources specific to their geographic area. This tool will be a public-facing database to provide landowners with the information needed in post-fire recovery and reforestation.

(2) Landowner & Landowner Support Entity Outreach Event Database
   a. Create and maintain databases focused on promoting outreach events targeted at historically underserved communities. These resources will facilitate access to educational opportunities related to wildfire preparedness, reforestation strategies, and post-fire support services.

(3) Landowner Outreach and Education Materials Development
   a. Develop educational materials to help landowners impacted by wildfire understand and navigate the technical and financial assistance programs available to them.

Please note that this work would support a federal grant and will be subject to federal procurement standards per Uniform Guidance 2 CFR 200.318.

Requested Deliverables

(1) Landowner Reforestation Support Database Development
- Create a database in excel that contains the following information for the following states: California, Colorado, Hawaii, Idaho, Montana, New Mexico, Oregon, Utah, and Washington.

    o <u>Landowner Support Entities</u> that serve private forest landowners and Tribal Nations such as resource conservation districts, state agencies, NGOs, collaboratives, extension agencies, private sector companies, to include:
    - Entity name, website, key contact information (address, phone, email, etc.), primary forestry contacts, locations, geographic area served, forester capacity, experience with reforestation, project size capability, brief (1-2 sentence) entity description
    o <u>Programs</u>: programs that support private forest landowners and Tribal Nations with technical and/or financial resources, to include:
    - Program name, website, geography, funding source, eligibility requirements, management/program requirements, funding availability per landowner/acre, relevant timelines (sign-up deadlines, funding sunset), brief (1-2 sentence) program description

(2) Landowner & Landowner Support Entity Outreach Event Database
- Create a database in excel that contains the following information for the following states: California, Colorado, Hawaii, Idaho, Montana, New Mexico, Oregon, Utah, and Washington.
    o <u>Forest landowner-facing events</u>: events that directly interface with forest landowners including, but not limited to, symposiums, summits, workshops, conferences, gatherings, collaboratives, convenings, etc.
    - Event name, event website, date, location, registration fees, registration date, contact, organizing entity/organization, organizing entity website, target audience, geography served, booth opportunities, speaking opportunities, annual/bi-annual recurrence, brief 1-2 sentence event description
    o <u>Landowner Support Entity-facing events</u>: events that directly interface with those entities listed in task 1 (above) with primary audience of agencies, extension, Tribal Nations, natural resources groups, NGOs, resource conservation districts, and those entities that serve landowners: [forest landowners including, but not limited to, symposiums, summits, workshops, conferences, gatherings, collaboratives, convenings, etc.]
    - Event name, event website, date, location, registration fees, registration date, contact, organizing entity/organization, organizing entity website, target audience, geography served, booth opportunities, speaking opportunities, annual/bi-annual recurrence, brief 1-2 sentence event description

(3) Landowner Outreach and Education Materials Development
- Develop language, messaging, and landowner communication pertinent to reforestation. Example materials include:

i. One and Two-Pagers
ii. PowerPoint decks
iii. Blog posts
iv. Flyers

- Design above referenced materials in Canva to meet American Forests public communication policies.

Application Materials Requested

If interested in this project, please provide your resume and a cover letter with your planned approach and experience in creating and maintaining databases and generating outreach materials. Please also include your capacity for this project and potential timelines. This is a request for proposals only and quotations furnished are not offers. This request does not commit American Forests to pay any costs incurred in the preparation or submission of the quotation or to contract for supplies or services.

Compensation and Contract Duration

Compensation for this position is $25-30 per hour, commensurate on experience. The scope of work is to be completed within 640 working hours by August 31st, 2025. There may be an opportunity to extend the contract, including additional projects based on funding availability and the selected candidate's interest.

Application Submission Deadline

Please submit all required application materials to Frank Curtin, Director of Private Lands Reforestation: fcurtin@americanforests.org by May 16th – submissions will be reviewed on a rolling basis.

Candidate selection process

The candidate will be selected on the basis of the following factors:

1. Relevant past performance
2. Timing of delivery
3. Proposed approach