



Request for Proposals (RFP)

Santa Monica Dune Restoration Project – Design Services

Introduction

The Bay Foundation (TBF, “Client”) is a 501(c)(3) non-profit environmental group founded in 1990 to restore and enhance Santa Monica Bay through actions and partnerships that improve water quality, conserve and rehabilitate natural resources, and protect the Bay’s benefits and values. TBF’s purpose is to support the work of the Santa Monica Bay National Estuary Program (SMBNEP) and its Comprehensive Conservation and Management Plan. SMBNEP is one of 28 National Estuary Programs (NEPs) of the US Environmental Protection Agency (USEPA) tasked with local implementation of USEPA priorities through community-based resource management, funded in part by the Clean Water Act §320. For more information on TBF: www.santamonicabay.org.

Signage design services are needed for another Santa Monica Dune Restoration Project. The purpose of the project is to expand on the native dune restoration pilot project in the City of Santa Monica. The project will restore approximately five acres of beach and dune habitat to envelope the existing Snowy Plover enclosure, which is southeast of the pilot project (Map 1). This project is an alternative to traditional hardscaping, and will be a living shoreline with a diverse wildlife community. It is an alternate defense against sea level rise erosion.

Project Background

Los Angeles County beaches are some of the most recognizable and popular in the world, attracting more than 70 million visitors annually in recent years. As such, Southern California beach systems and associated wildlife are highly impacted by threats, including native species extirpation and extinction, erosion, non-natural sediment, pollution, and loss of natural dune contours from consistent grooming.

The purpose of this project is to protect a five-acre area from such human impacts, and add California native vegetation to enhance the biodiversity, ecosystem functioning and the beauty of native sand dunes. Most of the project area is currently bare sand, which provides little habitat value or beauty. Ultimately, the project will include a back dune area, near the bike path, and a foredune area adjacent to the shore. The native vegetation will not only trap and retain sand, but it will also draw people in, creating an opportunity for education.

The need to develop and implement strategies to increase resilience to sea level rise is vital to protect existing coastal resources and critical infrastructure. These dune features are a cost-effective buffer to storm surge and other threats, including sea level rise and erosion, which will increase the resilience of the beach system.

The restoration project will involve installation of symbolic fencing, the establishment of California native plant species, and installation of educational features like interpretive signage. TBF is partnering with City Santa Monica and LA County Department of Beaches and Harbors (LACDBH) to implement the project. The Trustees of the Refugio Oil Spill mitigation fund is funding this project through National Fish and Wildlife Foundation (NFWF) and National Oceanographic and Atmospheric Administration (NOAA). Additional information can be found on the [project webpage](#) and [our mission and history](#).

To restore and enhance Santa Monica Bay through actions and partnerships that improve water quality, conserve and rehabilitate natural resources, and protect the Bay’s benefits and values.

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Scope of Services

TBF is seeking to hire an individual or entity (“Consultant”) to provide professional services for signage design for the Santa Monica Dune Restoration Project in Santa Monica, CA. The contractor shall utilize the site information provided by the Client to develop interpretive sign designs. The consultant shall work with the Client to develop a preliminary conceptual design, including interpretive signage and artistic renderings, for the proposed project. The conceptual design should represent the vision and character of the project and show interpretive sign locations. Based on feedback from the Client, the Consultant shall prepare a final conceptual design for interpretive signage for the project. The goal of the products within this scope of services is to provide meaningful outreach tools for public use (e.g., project webpage, etc.).

Conceptual design shall include (at minimum):

- A site visit to collect and analyze information on existing Pilot Project, conditions and photographs;
- Review of existing documentation, plans, and existing site conditions;
- Identification of opportunities and constraints;
- Generation of up to five (5) draft interpretive signage designs
- Selection and review by the Client/Partners of three-four (3-4) final interpretive sign designs;
- Incorporation of comments and feedback into at least one round of review for all products by TBF and project partners (e.g., City of Santa Monica, LACDBH, NFWF/NOAA);
- Attendance at 1 kick-off meeting and up to two additional meetings with the Client to obtain feedback on materials and other project needs.

Final conceptual design deliverables shall include (at minimum):

- Three-Four (3-4) Interpretive Sign Designs

Proposal Submission Instructions

The proposal shall include the following combined into a single pdf:

1. **Cover Letter** – Include RFP project name and contractor information.
2. **Technical Approach** – Your proposed approach to the project and brief description of design ideas. Include a project timeline that corresponds to the timeline listed below.
3. **Background** – Briefly describe your background and qualifications, including resume(s) and electronic examples or links to similar work or products.
4. **Budget** – Provide detailed budget.
5. **References** – Provide contact information for two professional references.

Timeline

- Proposals must be received by **Wednesday, 15 November 2023**
- Selection will be made by **13 December 2023**
- Final deliverables shall be completed no later than **1 April 2023**

Please submit a complete proposal (details above) to Alexandra Tower (atower@santamonica.org) on or before **Wednesday, 15 November 2023**. TBF is an equal opportunity employer. Please note any small business or specialty certifications in your background information. Final proposals will be selected by a hiring committee.

The criteria and scoring system will be based on the following:

- 1) *Qualifications and Experience*. Scoring based on the likelihood that it will meet the requirements of the Scope of Project. (15 points).
- 2) *Technical Approach Evaluation*. Scoring based on a solid and convincing approach. (25 points).
- 3) *Budget*. Each proposal will be rated on its proposed cost-efficiency and fit to the grant task. (10 points).

Point of contact for clarification of the specifications contained in this RFP:

Alexandra Tower, Coastal Adaptation Program Director, The Bay Foundation

atower@santamonibay.org



Map 1. Santa Monica Dune Restoration expansion project site-scale map and project footprint (purple outline), with Parking lot 9-North access (star), and the existing Snowy Plover enclosure (dotted line). The Dune Restoration Pilot Project is just visible (far left).