



**STRATEGIC CONSERVATION TRAINING
FOR COASTAL MAINE LAND TRUSTS
TRAINING AND TECHNICAL ASSISTANCE SUPPORT**

**REQUEST FOR PROPOSALS
FEBRUARY 22, 2007**

PURPOSE

The Land Trust Alliance (the Alliance) working with the Maine Coast Protection Initiative (MCPI) requests support to implement a series of strategic conservation trainings and provide follow-up technical assistance for coastal Maine Land Trusts. Strategic Conservation is a process that identifies, prioritizes, pursues, and protects those specific tracts of land that most effectively achieve the land trust's mission. The trainings and assistance will provide land trusts with the reasons why strategic conservation is vital for successful land trusts and present a synopsis of the process used in crafting and implementing strategic conservation plans. Learners taking the training on behalf of land trusts will be expected to pursue the development of a new or updated strategic conservation action plan upon completion of the initial training. As a result of the trainings and technical assistance between 15 and 20 coastal Maine land trusts will have updated or new strategic conservation action plans.

We anticipate retaining one to three consultants to implement this project.

AUDIENCE

Several likely audiences for the Strategic Conservation Training have been identified:

1. Board members and staff of all volunteer or minimally staffed land trusts along coastal Maine that want to improve or establish a plan to achieve their conservation vision;
2. Staff of municipalities or larger multi-staffed land trusts who want to work in collaboration with smaller land trusts to establish a shared conservation vision and implementation plan;
3. Land trusts that have received capacity building grants from the Maine Coast Protection Initiative and are required to complete or update their strategic conservation plan;

The training will be based on the new “Strategic Conservation Planning for Coastal Maine Land Trusts” Student and Instructor Guides.¹ The training is introductory and we expect learners to approach the training with minimal experience and understanding of the subject.

THE TRAINING

Three all day (6 hour) trainings will be delivered in April 2007 by one or more trainers based on the new 190 page “Strategic Conservation Planning for Coastal Maine Land Trusts” Student and Instructor Guides. The training provides learners the encouragement and motivation to pursue strategic conservation and includes an overview of the process and tools available to accelerate the development and implementation of a strategic conservation action plan.

The Student Guide is written for learners new to the subject or those wanting a refresher on key topics. When the learner leaves the training, s/he should be able to:

1. Describe what strategic land conservation is.
2. Explain why strategic land conservation is important for individual land trusts, how it could be used to foster collaboration and what it means to the land conservation movement as a whole.
3. Describe the value and importance of establishing and implementing a strategic land conservation plan to their land trust organization.
4. Analyze the nature of the threat to the landscape in their service area.
5. Explain what the components of a successful strategic land conservation effort are and what an organization needs in place before it can undertake such an effort (e.g. agreed upon mission and goals, land protection criteria, other?)
6. Explain the role of the land trust’s mission in guiding strategic land conservation.
7. Explain the role of land protection criteria in developing a strategic land conservation plan.
8. Explain the steps involved in a strategic land conservation process including land prioritization, action planning, implementation and review.
9. Explain the different methods available for identifying land protection priorities, their costs and benefits, and how to determine the method most appropriate for an individual land trust.
10. Understand how to use existing planning work (state, federal, local) and regulations in planning their strategic goals.
11. Identify the resources needed for a land trust to successfully complete a strategic land conservation planning process.
12. Explain what the possible final products of a strategic land conservation planning process could be and how success regarding its implementation can be measured.
13. Understand the need for incorporating measures of success and the need for periodic evaluation of the plan and core components such as land protection criteria.
14. For coastal land trusts – to explain what the unique challenges are about coastal conservation and what that means to how a strategic land conservation plan is developed and implemented.

¹ Amundsen III, Ole, “Strategic Conservation Planning for Coastal Maine Land Trusts”, Land Trust Alliance, 2007

It is recognized learners background and experience may vary and the trainer should use their own best judgment to gauge the experience and knowledge level of their audience and adjust their presentation accordingly.

In addition to the Student Guide a 40 page Instructor Guide together with several Power Point® slides will be made available to the trainer to provide insights and guidance on how to potentially deliver the materials. Some instructors may find the Power Point® slides useful in presenting the material; others may not. In either case, you should review the slides when organizing your approach to presenting the material.

The Instructor Guide addresses the issues in the same order as the Student Guide. However, the Power Point® slides provided address issues in a slightly different order, recognizing that the in-class training is a different learning environment than a self-study approach. Due to the amount of material covered in the Student Guide the trainer is not expected to provide a page by page training of the Student Guide. The value of the in-class training is to orient learners to the material in the Student Guide, provide a general overview of the topics and discuss in-depth only those topics of critical importance. Throughout the training you may refer learners to their Student Guides for more detailed information or reference materials. The Student Guide is reference materials for the training that learners can return to for a more comprehensive reading at a later time.

Trainers are encouraged to draw from their own experiences and bring in examples, exercises, sample documents and other resources. Instructors may edit the PowerPoint presentation to meet the learning needs of their audience and the time constraints of the training event. In general the goal is to try to make the course relevant to the audience by enhancing what is provided in the guides with items specific to the region where the course is taught and include examples appropriate for different types, sizes or ages of land trusts. Any changes or additions must be consistent with best practices as presented in *Land Trust Standards and Practices* and be marked as supplements to the course.

TECHNICAL ASSISTANCE SUPPORT

The Alliance and MCPI do not expect to make experts of learners after this introductory training. Some learners will be able to implement the practice after taking the training, but many learners will require more training or professional assistance. The trainer(s) will provide limited phone and email technical support to those land trusts that take the full training with the intention that those land trusts are moving towards completion of a new or updated strategic conservation action plan. It is anticipated 80 hours of consultant time will be allocated over a six month period to support the technical assistance needs of the land trusts.

FOLLOW-UP WORKSHOPS

Three follow-up half-day workshops will be led by the trainer(s) in December of 2007 to provide a motivation for land trusts to make progress on completing or updating their strategic conservation action plans. In the workshops learners will reconvene to discuss their progress on their conservation action plans and conduct peer reviews of one another's completed strategic conservation plans. The trainer(s) are expected to help catalyze further regional discussion,

collaboration and coordination as participants learn about and discuss the plans of neighboring land trusts.

TRAINING AND TECHNICAL ASSISTANCE DELIVERABLES AND SCHEDULE

1. Trainings - Three Full Day, 6 Hour Trainings are to be delivered between April 1 and April 30th 2007. The trainings will be offered to coastal Maine land trusts in three diverse geographic locations along the Maine Coast: south coast; mid-coast; and, Downeast. The trainer(s) will offer an opportunity for the learners to provide a written evaluation of the trainings. The trainers will complete a written summary of the evaluation findings and deliver with copies of the original evaluations to the Alliance and MCPI.

Note: While the overall goal of the trainings and technical assistance is to have between 15 and 20 coastal Maine land trusts with new or updated strategic conservation action plans, it is not a specific deliverable for the trainer(s). For the initial trainings outreach, promotion and logistical arrangements (e.g. reserving a location, food, etc.) will be done by the Alliance and MCPI.

2. Technical Assistance - 80 hours of technical assistance support will be provided in total to the combined land trusts that have completed the full day training. It is anticipated between 20 and 30 land trusts will participate in the three trainings. This support will be between April 15th – November 30th. A summary report of technical assistance delivered will be provided by the trainer(s) to the Alliance and MCPI.
3. Follow-Up Workshops - Three follow-up half-day workshops organized, led and completed by the trainer(s) in December of 2007. The trainer(s) will summarize the outcomes of the workshops and provide a report including any follow-up actions that need to occur to ensure the land trust's completion of the strategic conservation action plans. Note: The Alliance and MCPI will manage location reservations and any refreshments. The trainer(s) will be responsible for coordinating the promotion and invitations for these workshops.

COURSE TRAINER CRITERIA

A land trust professional experienced in the process of developing and implementing a strategic conservation action plan, including:

- Developing and applying project selection criteria that are consistent with the land trust's mission
- Understanding the types and quality of data available for coastal Maine, that can be used to inform the analysis of a land trust's service area and specifically the development of conservation focus areas
- Knowledge and experience with the various types of methodologies and technologies available for the development of land conservation focus areas.
- Knowledge of and experience with Standard 8 from *Land Trust Standards and Practices*, most importantly practice 8a and 8b.

- Successful experience in delivering all-day trainings. Evaluations from training participants helpful.
- Experience in developing strategic conservation action plans.

COMPENSATION

Total compensation for fees and expenses combined not to exceed \$10,000 for entire project.

PROPOSAL FORMAT

1. Your proposal must provide details of your statement of qualifications based on the course trainer criteria described above. Be sure to provide the necessary written materials to support the criteria, including any evaluations of previous trainings given.
2. Provide a proposed strategy as to how to maximize the effectiveness of the technical assistance portion of the project.
3. Provide any other materials or justification why you feel you are most qualified to write this curriculum.
4. Provide requested fee for completion of project.

SUBMISSION DEADLINE

Proposals must be received via email or regular mail by March 15, 2007.

PLEASE SUBMIT PROPOSAL TO:

Land Trust Alliance

Attn: Kevin Case

P.O. Box 1797

7 West Street

Litchfield, CT 06759

Tel: (860)361-9310 Fax: (860)361-9431 Email: kcase@lta.org

AWARD DATE:

March 23, 2007