

**Request for Proposals**  
to develop and conduct a  
Creel Survey  
of the Squamish River Watershed  
Recreational Fishery

A component of the  
*Squamish River Watershed Salmon Recovery Plan*  
And the companion document:  
*Salmon Assessment Framework for the Squamish Watershed*

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**Proposal deadline: April 30, 2007; 5:00 pm Local Time**

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A joint venture of the  
Squamish River Watershed Society &  
Pacific Salmon Foundation  
with partnerships from Squamish Nation, Fisheries and Oceans Canada,  
Ministry of Environment, District of Squamish, CN Rail, North Vancouver Outdoor School  
Box 1791, Squamish, BC, V8B 0B3  
[www.squamishstreams.com](http://www.squamishstreams.com); [www.psf.ca](http://www.psf.ca).



1. Send **two** complete copies of each proposal.  
Interested proponents are advised to return the enclosed **RFP ACKNOWLEDGEMENT** immediately to ensure that they receive any further information regarding this Request for Proposals (RFP) that may be required.
2. Contact Person for all **inquiries**:  
Edith B. Tobe, RPBio  
Plan Coordinator  
Box 1791  
Squamish, BC, V8B 0B3  
Telephone No.: (604) 898-9171  
Facsimile No.: (604) 898-9161  
  
Information offered from sources other than the above is not official and may be inaccurate.
3. Address for proposal **submission**:  
Squamish River Watershed Society  
mail: Box 1791, Squamish, BC V8B 0B3  
courier: 41820 Rayburn Road, Brackendale, BC, V0N 1H0  
Telephone No.: (604) 898-9171  
Facsimile No.: (604) 898-9161
4. Proponents are advised to read and respond appropriately to **ALL** sections of this RFP; an incomplete proposal may be rejected.
5. Please use the above RFP description on all related correspondence.

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## **1.0 GENERAL**

### **1.1 RFP TERMINOLOGY**

Throughout this RFP, terminology is used as follows:

- “Mandatory”:  
A requirement of this RFP that must be included in your proposal in order for your submission to be considered.
- “Best value” Proposals:  
Those proposals that best meet the selection criteria of this RFP. Best value proposals will demonstrate the proponent’s ability to provide an efficient solution and carry out the required service in compliance with specified results at a competitive price. Award to the Proponent considered to offer the best valued proposal may not be to the lowest priced proposal.
- “Proponent”:  
Contractor that can offer goods and services, and who has been requested to submit a proposal.

### **1.2 OBJECTIVE**

The Squamish River Watershed Society, herein referred to as the “Society” is considering a contract to “Develop and Conduct a Creel Survey for the Squamish River”.

The objective of this (RFP) is to inform private sector firms (proponents), of the details of the contract services required and to solicit detailed proposals. Depending on the proposals offered in response to this RFP, a contract may be negotiated with the proponent who offers the best value proposal.

### **1.3 TIMING**

The anticipated date for the announcement of the successful proponent is May 16, 2007.

The desired date for commencement of work under the contract will be June 18, 2007 (subject to confirmation by the TRC).

## **2.0 PROPOSAL**

### **2.1 OVERVIEW**

The Squamish River Watershed is the largest watershed within the Strait of Georgia Basin. The Squamish River is a large glacier fed river that flows south from its headwaters in the Coast Mountains to empty into the head of Howe Sound at the city of Squamish. Its main tributaries are the Cheakamus and Elaho rivers. It drains a watershed of about 3200 sq km. It is home to late running winter steelhead in the Cheakamus River and five species of Pacific Salmon: Chinook, coho, chum, pinks, and the occasional sockeye. There are resident and sea running char, cutthroat trout and a few rainbow trout.

There are a variety of watershed and other plans that have been developed for the Squamish River over the years. A Squamish River Watershed Salmon Recovery Plan (SRWSRP) was completed for the river in May 2005 and a “Salmon Assessment Framework” document was completed November 2006. Building on this plan and other sources, Pacific Salmon Foundation in partnership with the Squamish River Watershed Society, Fisheries and Oceans Canada (DFO), Squamish Nation and numerous other

partners continue to engage the public to specify targets and projects to assist in the recovery of all species of anadromous salmonids in that area.

## **2.2 INTRODUCTION**

The Squamish River has been selected by the Pacific Salmon Foundation as a watershed in the Georgia Basin to receive attention in the salmon recovery planning process. This Request for Proposals solicits bids to develop and conduct a creel survey of the Squamish River watershed recreational fishery. The priority species identified in the SRWSRP are steelhead, Chinook and pink salmon. The target species of the proposed creel survey are Chinook and pink salmon. Although, the proposal should also explore the option to assess the recreational steelhead, chum and coho salmon fishery within the budget indicated here.

The last creel survey conducted in the Squamish system was conducted by DFO and occurred in 1998 (Palermo and Thompson 2002). Since that time, there have been very little by way of complete records of the recreational fishing effort and catch in the Squamish River and tributaries. A creel survey is required to establish reliable and current estimates of basic salmon sport fishery statistics including the spatial and temporal distribution of fishing effort and catch. Without this information it is difficult to determine the effects of the sport fishery on the status of Squamish watershed salmonids and whether the sport fishery regulations are adequate to ensure long term fisheries health in this watershed.

The Technical Review Committee (TRC) consists of representatives from Fisheries and Oceans Canada (habitat and stock assessment), Ministry of Environment, District of Squamish, First Nations, Community, Pacific Salmon Foundation, Recreational Fisheries, and the Squamish River Watershed Society. The TRC is charged with providing technical advice in the administration of the PSF funds allocated towards the Squamish Salmon Recovery Planning process. The TRC recognizes the importance in establishing a Squamish watershed sport fishery profile to assist in sound management and recovery of the fisheries resource. The sodium hydroxide spill in 2005 has further solidified this opinion. The results of this creel survey should assist in the fish management decision making process for the Squamish River watershed and support the future recovery of the salmonid stocks identified in the SRWSRP. In addition, by including angler interviews in the study design, this creel survey should strengthen the strong stewardship component found in the Squamish River watershed.

## **2.3 SCOPE OF WORK**

Depending on the spatial distribution of angler effort in the system, a variety of creel survey methods could be used to assess this fishery including access-point, roving, or hybrid surveys (see references included). The design should be based on sound study design principles including appropriate stratification (spatial and temporal—morning vs. afternoon shifts and weekend vs. weekday shifts). The applicant will have to assess the dynamics of the fishery (using a variety of sources) and develop an appropriate study design. The basic study design should include sufficient flexibility to account for shifts in the dynamics of this fishery in-season. The information on the dynamics of the fishery and the proposed study design prepared by the proponent will be reviewed and approved by the TRC.

## 2.4 DESCRIPTION OF WORK

In 1998, when the Squamish River watershed recreational fishery was last assessed, a hybrid instantaneous effort-access point study design was used (Palermo and Thompson 2002); this approach should be seriously considered. Using this approach, total effort is estimated using a combination of instantaneous effort rod counts of the entire system during peak fishing effort and hourly rod counts conducted at high angling effort locations. Depending on the spatial distribution of anglers and access to all angling sites by car, instantaneous effort counts can either include ground (car) or overflight methods. Catch rates are estimated from angler interviews using either access-point, roving or bus-route approaches depending on the spatial distribution of angler effort in the system.

Data collected during the angler interviews should include the number and species retained (i.e. harvested) and released (including the number of jacks recorded separately for Chinook and coho), where the angler was fishing, time and day of interview, surveyor's name, whether retained fish were adipose-fin clipped or not, the number of hours spent fishing, whether or not the angler has finished fishing for the day, gear type used, number of anglers in party. In addition, all catch should be inspected and this information (whether or not the catch was inspected and whether or not the angler's identification of catch was correct) should be recorded on the interview sheets and reported. Complete trip interviews when the angler has finished for the day are preferred. However, if incomplete interviews are conducted it will be critical for the proponent to show that these are not biased estimates given the potential instability of catch rates over time in fisheries where "bag limits" exist (i.e. there shouldn't be a significant difference between incomplete and complete interview catch rates and this should be demonstrated by the proponent if incomplete interviews are used.)

All overflight maps with angler counts should also be provided. If a hybrid survey that includes overflights is not deemed appropriate for the current fishery, some overflights should be conducted during peak effort to provide an "instantaneous" snapshot of angler distribution and effort in the entire system (i.e. there may be significant angler fishing effort at sites that were unknown at the start of the survey and therefore not included in the original study area.)

A final report should be produced and at a minimum, be comparable to DFO annual reports ([http://www.pac.dfo-mpo.gc.ca/fraserriver/recreational/recfisherystudies\\_e.htm](http://www.pac.dfo-mpo.gc.ca/fraserriver/recreational/recfisherystudies_e.htm)). The report should include regulations, Stock/Watershed Profile including the context of this current project (brief), study area, methods, results, and discussion (brief), recommendations for future studies, acknowledgments and references. The following results should be reported on a monthly time period by each day type (weekend & weekday): open days in study period, number of survey shifts, number of interviews, number of instantaneous rod counts (overflights), mean rod count, estimated average daily effort (hours) and estimated total effort (hours) and catch and release estimates by species and mark type. Catch rates should also be presented temporally and spatially to provide information on the distribution of angler effort. Along with the final reporting, all data is to be electronically stored and summarized using the appropriate creel software as initially approved by the TRC<sup>1</sup>. This electronic data is to be provided to the Plan coordinator.

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<sup>1</sup> The Proponent will either provide their own creel software (as approved by the TRC) or the Proponent must be able to modify an existing DFO template (MS Excel based software) to the Squamish study.

## **2.5 DFO's CONTRIBUTIONS**

DFO will be responsible to:

1. Ensure the Proponent has satisfactory creel survey software;
2. Provide MS Excel-based creel survey template if requested by the successful Proponent (to be adapted by the Proponent to meet the Squamish Creel requirements);
3. Provide interview sheet templates to the Proponent;
4. Providing a one day training session to the Proponent and their hires;
5. Conduct field visits to observe the fishery and the program as deemed necessary by DFO;
6. Review in-season data updates;
7. Review in-season changes in study design; and,
8. Review the final report and ensure that the final analysis conforms to industry and DFO supported methodologies.

## **2.6 FINAL REPORT**

10 % of the contract funds will be held back until the Final Report is reviewed and signed off on by the Technical Review Committee.

## **2.7 REFERENCE MATERIALS**

Pacific Salmon Foundation. 2006. Salmon Assessment Framework for the Squamish Watershed. Prepared by Golder Associates Ltd., Burnaby, BC. (copy may be request from the Pacific Salmon Foundation).

Pacific Salmon Foundation. 2005. Squamish River Watershed Salmon Recovery Plan. Prepared by Golder Associates Ltd., Burnaby, BC. found at:  
<http://www.psf.ca/04programs/04recovery.html>

Palermo, V. and A.S. Thompson. 2000. Angler effort and catch in the 1998 sport fisheries of the Capilano and Squamish river. Can. Manusc. Rep. Fish. Aquat. Sci. 2529: 29p.

Pollock, K.H., Hoenig, J.M., Jones, C.M., Robson, D.S., and Greene, C.J. 1997. Catch rate estimation for roving and access point surveys. North American Journal of Fisheries Management 17: 11-19.

Schubert, Neil D. 1992a. Angler effort and catch in five Fraser River chinook salmon sport fisheries, 1989. Can. Manusc. Rep. Fish. Aquat. Sci. 2128: 69 p.

Schubert, Neil D. 1992b. The 1985-1988 Lower Fraser River sport fishery study: basic catch and effort data by study site. Can. Manusc. Rep. Fish. Aquat. Sci. 886: 140 p.

Schubert, Neil D. 1992c. Angler effort and catch in the 1985-1988 Lower Fraser River sport fishery. Can. Manusc. Rep. Fish. Aquat. Sci. 2170: 140 p.

## **2.8 DELIVERABLES AND DATES**

Deadline for RFP submission	April 30, 2007
Announcement of successful proponent	May 16, 2007
Final Study design approved by TRC	June 11, 2007
Commencement of Creel Survey*	~ June 18 to 30, 2007
Completion of Creel Survey	~ October 1 to 14, 2007
Completion of Report	December 2007

\*In-season updates should be provided at the end of each month from commencement to completion of Creel Survey  
(All dates subject to change by the TRC)

## **2.9 SERVICES TO BE DELIVERED**

The successful applicant will be required to develop and undertake a Creel Survey of the Squamish River Watershed Recreational Fishery. The services to be delivered must include the following:

1. Pre-season background on fishery dynamics (e.g. spatial and temporal distribution of anglers in the watershed) and detailed study design (with sufficient flexibility to account for in-season changes in fishery dynamics). To be approved by the TRC prior to commencement of the study;
2. In-season delivery of a creel program including required modifications to study design in-season to account for unexpected shifts in fishery dynamics. Also includes in-season updates to TRC and updates when major study design changes are required.
3. Post-season report (see text above for details). The final report should be submitted in both hard and electronic copy along with an electronic copy of all raw data. The post-season report should include the following major section headings.

Section 1: Stock/Watershed Profile including the context of this current project (brief)

Section 2: Methods (including study area maps)

Section 3: Results

Section 4: Discussion (brief)

Section 5: Recommendations for future creel assessments

Section 6: Acknowledgements

Section 7: References

## **3.0 MANDATORY REQUIREMENTS**

### **3.1 REQUIREMENTS**

All proponents must be registered companies in British Columbia.

All proponents must provide proof of a minimum of \$1,000,000 in liability insurance, and be currently covered by Workers Compensation Board insurance.

The project manager selected for the project must have, at a minimum, a Bachelor of Science degree in fisheries (or biology), at least five years of demonstrated experience managing fisheries projects, excellent personal and communications skills, and a general knowledge of the salmon biology and management issues. Furthermore, the project manager must have substantial experience specifically conducting assessment and creel surveys.

### **3.2 PRICING**

Budget allocation for the Squamish Creel Survey is not to exceed \$60,000. However, novel approaches or methods resulting in better value are welcomed.

## **4.0 SUBMISSION GUIDELINES**

### **4.1 KEY PERSONNEL**

Proponents shall identify the management staff and key personnel to be responsible for implementation of the anticipated contract. Provide educational background, experience, and other relevant information.

### **4.2 ORGANIZATION**

Proponents shall identify other management, administrative, financial, or service issues that they consider relevant to the evaluation of their ability to successfully undertake the proposed contract and meet all RFP objectives.

### **4.3 CHANGES**

Proponents may request changes to the RFP requirement as described herein by providing an indication of the reason, and if applicable, the impact on the unit and/or total proposal price.

### **4.4 SUBMISSION FORMAT**

The following is provided as a guideline for submissions:

TITLE PAGE	Including: RFP title; Contractor name, address, telephone number, fax number, and contact person.
LETTER OF INTRODUCTION:	One page, introducing the Proponent's company, signed by the person(s) authorized to bind the proponent to their proposed offer (RFP response).
TABLE OF CONTENTS:	Should include a list of all sections and appendices in the proposal response and indicate corresponding page numbers.
PROPONENT PROFILE:	One page overview of the proponent's available services and relevant experience.
PROPOSAL:	Full details of the proponent's proposal. Including: general approach; work plan; schedule; methods; procedures; quality control; safety; project management, supervision, reporting structure; and, explanations of how all RFP/Project results/specifications will be achieved.
RESPONSIBILITIES:	Indicate the proposed roles and responsibilities of the parties including what each will provide to the contemplated agreement.

PRICING: Indicate the proposal pricing as requested in section 2.3 above.

APPENDICES: Attach other information as required by the RFP, such as: References; resumes; financial information; and, other relevant useful information.

CERTIFICATION: Proposals shall include the following signed certification:

“The statements made in this proposal are correct and truthful representations. If selected, I/we will negotiate in good faith with the Society. This proposal will be irrevocable for 40 days from the date of closing.”

Proponent (please type): \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**5.0 RFP CONDITIONS**

This section outlines the RFP conditions and submission procedures that are to be followed by all proponents. Carefully read and follow the procedures and conditions as any deviation may result in proposal rejection.

**5.1 RFP PROCESS**

**5.1.1 RFP ACKNOWLEDGEMENT**

Fill out the attached RFP ACKNOWLEDGEMENT (Appendix I) and return it to the Squamish River Watershed Society (Box 1791, Squamish, BC, V8B 0B3; fax 604-898-9161; tobe@shaw.ca). Any subsequent information will be directed only to those who acknowledge receipt of the RFP with indication that they intend to submit a proposal.

**5.1.2 CLOSING DATE AND LOCATION**

A set of two complete copies of each proposal must be received no later than 5:00 pm, April 30, 2007 at Box 1791, Squamish BC, V8B 0B3 (courier 41820 Rayburn Road, Brackendale, BC).

Proposals must be clearly marked with the name and address of the proponent and the words “RFP TO DEVELOP AND CONDUCT A CREEL SURVEY OF THE SQUAMISH RIVER WATERSHED RECREATIONAL FISHERY” on the envelope. All envelopes should be sealed and marked “Confidential.” **Proposals will not be received by facsimile machine.** Late proposals will be returned unopened, courier collect, to the proponent.

## **5.2 EVALUATION PROCEDURES**

### **5.2.1 MANDATORY REQUIREMENTS**

This RFP contains Mandatory requirements. Proposals not meeting all mandatory requirements as described in section 2.2 will be rejected without further consideration.

### **5.2.2 EVALUATION CRITERIA**

Proponents must demonstrate in their proposal that they have a clear understanding of the RFP requirements. Proponents need to articulate their proposals, intentions and expectations indicating how they will fulfil the requirements of the RFP and what services they will provide. Evaluation criteria used to evaluate proposals fall into the following categories and sub-categories:

Understanding of program objectives - 15 points

Understands scope and objectives of project

Approach & Methodology – 25 points

Proposal Quality

Demonstrated credible approach and ideas

Qualifications & Experience in similar areas of work – 20 points

Corporate experience in projects of this nature

Relevant experience and qualifications of personnel assigned to project

Potential for Successful Completion – 20 points

Ability to meet project schedule

Allocation and availability of manpower for efficient project completion

Value & Price – 20 points

## **5.3 ADMINISTRATION**

### **5.3.1 ACCEPTANCE OF PROPOSAL**

The highest rated proposal will not necessarily be accepted.

### **5.3.2 PROPOSAL REVISIONS**

Proposal revisions must be received prior to the RFP submission/closing date and time.

### **5.3.3 FINANCING OF PROPOSALS**

The cost associated with preparing and submitting proposals will not be paid by the Society.

### **5.3.4 ACCEPTANCE OF RFP CONDITIONS**

Receipt of a proposal offer will be considered acceptance of the RFP terms and conditions by the proponent, except those conditions expressly excluded or changed by the proponent, which will be subject to approval by the Society.

### **5.3.5 SUBCONTRACTING**

Subcontracting may be allowed as a condition of the anticipated contract for service.

Proposed subcontractors must be listed. Joint proposal submissions must indicate which proponent has over-all responsibility for successful interconnection of the two services.

### **5.3.6 PROJECT CONTACT**

The Society will assign a project contact at the time the contemplated contract is awarded. The successful proponent will also assign a project contact at that time.

### **5.3.7 PERFORMANCE SECURITY**

Contract payments are subject to a holdback of 10 percent of the value of the work performed under the terms of the Agreement. The Society is authorized to apply the holdback funds as follows:

- a. firstly, to the Contractor's unpaid workers, direct subcontractors and material suppliers;
- b. secondly, as a performance security for the correction of any non-performance of a provision of this Agreement.

### **5.3.8 INSURANCE**

As a condition of the anticipated contract the Society will require certain types of insurance coverage as outlined in section 2.2.

### **5.3.9 DISCLAIMERS/LIMITATIONS OF LIABILITY**

Neither acceptance of a proposal nor execution of an Agreement shall constitute approval of any activity or development contemplated in any proposal that requires any approval, permit or license pursuant to any federal, provincial, regional district or municipal statute, regulation or by-law. It is the responsibility of the contractor to obtain such approval prior to commencement of the services under the proposed contract.

The Society reserves the right to modify the conditions of the RFP, at any time up to the closing date and time.

THE SOCIETY, ITS SERVANTS, AGENTS AND CONSULTANTS EXPRESSLY DISCLAIM ANY AND ALL LIABILITY FOR REPRESENTATIONS, WARRANTIES EXPRESSED OR IMPLIED OR CONTAINED IN, OR FOR OMISSIONS FROM THIS RFP PACKAGE OR ANY TIME TO A PROPONENT BY OR ON BEHALF OF THE SOCIETY. NOTHING IN THIS RFP IS INTENDED TO RELIEVE A PROPONENT FROM FORMING THEIR OWN OPINIONS AND CONCLUSIONS IN RESPECT OF THIS RFP.

## **5.4 CONFIDENTIALITY AND SECURITY**

### **5.4.1 OTHER PURPOSE**

This document, or any portion thereof, may not be used for any purpose other than the submission of proposals.

### **5.4.2 SECURITY OF INFORMATION**

The successful proponent must agree to maintain security standards consistent with security policies of the Government of British Columbia. These include strict control of access to data and maintaining confidentiality of information gained while carrying out their duties under the terms of any contract.

**APPENDIX I**  
**RFP ACKNOWLEDGEMENT**

Request for Proposals: *To Develop and Conduct a Creel Survey of the Squamish River Watershed Recreational Fishery*

Please complete this form and return IMMEDIATELY to:

Squamish River Watershed Society  
Box 1791  
Squamish, BC V8B 0B3

Telephone No.: (604) 898-9171  
Facsimile No.: (604) 898-9161  
E-mail: [tobe@shaw.ca](mailto:tobe@shaw.ca)

Failure to return this form will result in no further communication regarding this RFP if required.

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

TITLE: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

FACSIMILE NUMBER: \_\_\_\_\_

EMAIL: \_\_\_\_\_

I/We have received a copy of the above noted RFP and: (check appropriate response in A and B below)

- A.    ( ) I/We will be submitting a proposal.  
      ( ) I/We will not be submitting a proposal.

- B.    I authorize the Society to send further correspondence relevant to this RFP that is deemed to be of an urgent nature by the following method:

Courier collect \_\_\_\_\_                      Mail \_\_\_\_\_                      Email \_\_\_\_\_

DATE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_                      TITLE: \_\_\_\_\_