

REQUEST FOR PROPOSALS

CREATION AND IMPLEMENTATION OF AN OUTREACH PLAN FOR A COASTAL HAZARDS
ADAPTATION TEAM'S COMMUNITY-BASED RESILIENCE "RECOMMENDATIONS"

Seabrook-Hamptons Estuary Alliance
24 Stickney Terrace Unit 2
Hampton, NH 03842

RELEASED ON SEPTEMBER 27, 2021

1. INTRODUCTION

The Seabrook-Hamptons Estuary Alliance (SHEA) has helped create, support, and fund the Town of Hampton's Coastal Hazards Adaptation Team (CHAT). CHAT is composed of members from each Town Board, along with select municipal staff and property owners. The team has met monthly for two years to investigate and learn about various flood adaptation strategies and discuss which might be appropriate and beneficial for Hampton. CHAT used this knowledge to draft a list of 19 targeted recommendations for enhancing Hampton's flood resiliency against increasing tidal and storm surge flooding. SHEA is soliciting proposals from qualified consultants to create and implement an outreach strategy, in coordination with CHAT, to bolster public awareness and engagement along with soliciting feedback on and support for those recommendations.

The project can start now and must be completed by no later than June 30, 2022. Please email proposals to Jay Diener, SHEA President, at jdiener@shea4nh.org, no later than 4:00 PM EDT on October 15, 2021. The SHEA Board of Directors will review all of the proposals. SHEA will evaluate proposals according to the evaluation criteria outlined in **Section 9** below. SHEA will invite the highest-ranking consultant to enter into a mutually agreeable contract.

2. BACKGROUND AND RELEVANT INITIATIVES

SHEA is a non-profit, volunteer-based organization whose mission is to help the three NH communities that border the Hampton-Seabrook Estuary preserve, protect, and become more informed about the Estuary's health, potential, and future threats and its valuable ecosystem services. SHEA was awarded a grant in 2018 by the Climigration Institute to start a discussion of specific flooding issues in Hampton. The formation of CHAT was an outgrowth of the work done under that grant. Subsequent CHAT work has been funded by NHDES Coastal Program Technical Assistance Grants.

Over the course of the first year and a half, CHAT discussed Hampton's flood vulnerabilities, reviewed case studies on how other communities have tackled coastal flooding and became more knowledgeable about different flood protection strategies and techniques. All of this information was used to generate a list of 19 coastal resilience recommendations for the Town's consideration. (See **Appendix A** for the list of recommendations) These recommendations can be categorized as zoning, financing, and planning initiatives. Each is designed, in separate ways, to help the town deal with current and projected levels of tidal flooding caused by sea-level rise, as well as storm surge flooding. To date, the recommendations have been presented to most of Hampton's boards, departments, and commissions. However, they have not been broadly presented to residents and property owners so that they too can learn about, understand, question, and comment on the recommendations. To address this public engagement deficiency, CHAT, with the assistance of SHEA, secured additional funding to hire a communications consultant to develop and facilitate a public outreach campaign, the scope of which is detailed in **Section 3**.

3. SCOPE OF WORK

The Communication Consultant will meet with CHAT to help refine its public outreach goals and objectives, followed by a target audience analysis to help CHAT reach its goal of effectively and efficiently involving a diverse group of community members. A public outreach strategy will be developed based on this analysis with defined measures of success. The outreach strategy may include but is not limited to activities such as a bi-monthly newsletter or other electronic updates on CHAT progress; neighborhood pop-up events to discuss and demonstrate coastal flooding and adaptation strategies; and/or in-person or virtual discussion sessions. An important theme throughout the public outreach activities will be to empower residents and business owners to communicate directly with those Town Boards responsible for planning, allocating funding, and/or implementing flood adaptation strategies. It is hoped that this increase in engagement and communication will help to ensure that future municipal coastal resilience efforts reflect the public's interests. This outreach effort should also employ tactics to remove barriers of engagement such as physical mobility, location, and time. Consideration will be made for those that do not have internet access.

It is worth noting that outreach efforts should be coordinated, whenever possible, with other related and ongoing Town initiatives such as Phase II of the Hampton Master Plan Update, resilience audit of Hampton's land use regulations, and Hampton Beach Area Commission Master Plan Update.

The SHEA project team will assist with outreach facilitation, coordination, and publicity for this effort.

4. PROJECT DELIVERABLES

The project deliverables will include a final report describing the audience(s) reached, strategies and tactics used, notable changes in CHAT recommendations awareness, and a summary of input received and actions taken regarding those recommendations as a result of this outreach effort. The Communication Consultant will also conduct a 30-minute summary and wrap-up discussion with CHAT at the completion of the project. This session may be virtual or in-person depending on COVID-19 restrictions.

5. TENTATIVE RFP TIMELINE AND PROJECT SCHEDULE

A tentative RFP timeline and project schedule of important dates are provided below. Respondents shall include reasonable timelines for the tasks and deliverable completion as part of their proposal and are invited to propose alternative interim project deadlines to those outlined below.

Date	Project Timeline
Sept. 27, 2021	RFP released
Oct. 15, 2021	Proposals due by 4:00 pm EDT
Oct. 18-21, 2021	Proposal Review and Interviews if needed

Date	Project Timeline
Oct. 22, 2021	Notification of Selected Communication Consultant
Oct. 29, 2021	Review and finalize a contract
Nov. 3-5, 2021	Project Kick-off meeting with SHEA Project Team and CHAT Planner
Nov. 16, 2021	First meeting with CHAT
June 30, 2022	Submission of final products and invoice

6. FUNDING

This project is funded by SHEA through a NH Department of Environmental Services Coastal Program Technical Assistance Grant. The maximum amount available to complete this project is \$6,300.

7. PROPOSAL REQUIREMENTS

Proposals shall include the following and shall be organized using each of the items listed below as section headings:

Firm Description: Provide a brief description of the consulting firm including firm size and area of specialization, location of corporate headquarters, and location of office proposed to handle this project.

Project Team: Provide names, hourly rates, and resumes of key staff who will be assigned to this project. Each team member's education and qualifications shall be listed. The project manager shall be identified. If multiple consultants or specialty subcontractors will be teaming together, indicate the lead Consultant.

Project Understanding: Provide a statement summarizing how the Consultant and/or Project Team is particularly qualified for this project.

Scope of Work: Describe the Consultant's approach and plan for accomplishing the work herein. The Consultant is encouraged to elaborate and improve on the tasks listed in the RFP.

Project Schedule: Provide a schedule, itemized by task, for completing the scope of work.

Project Budget: Provide a proposed budget itemized by task and total project cost stated as a firm fixed fee.

Comparable Projects: Describe related project experience and the role of key staff.

References: Provide at least three (3) references for similar projects, including current contact name and phone number.

8. PROPOSAL SUBMISSION

All responses to this Request for Proposals must be e-mailed to Jay Diener, SHEA President, at jdiener@shea4nh.org, no later than 4:00 PM EDT on October 15, 2021.

9. PROPOSAL EVALUATION AND SELECTION

Proposals will be reviewed by SHEA board members. The proposals will be evaluated according to the following evaluation criteria:

Criteria	Points
Responsiveness to proposal requirements	10
Qualifications of firm and project team members	20
Previous related work and references	20
Strength of the proposed scope of services	50

SHEA will review all of the proposals and make a final selection. Then the highest-ranking Consultant will be contacted and contract review and finalization will begin.

10. RESERVATION OF RIGHTS

SHEA is not responsible for any costs incurred by respondents regarding the preparation of submissions in response to this RFP. This RFP is not to be construed as creating any contractual relationship between the respondents and SHEA. Submittal of a proposal does not commit the SHEA to award a contract. Timely delivery of proposals is the sole responsibility of the submitting organizations. SHEA reserves the right to reject any or all submittals, waive technical or legal deficiencies, proceed or not proceed with any interview processes, or to negotiate without further process any contract as may be in the best interest of SHEA. SHEA further reserves the right to undertake such investigation as it deems necessary to evaluate the qualifications of the Consultant and to evaluate its submittal.

11. QUESTIONS

Questions regarding this RFP should be e-mailed to Jay Diener, SHEA President, at jdiener@shea4nh.org.

Appendix A - CHAT Recommendations

1. Require that the Comprehensive Master Plan and future updates of the Comprehensive Master Plan integrate sea level rise (SLR) impacts throughout the plan and identify strategies for effectively responding to SLR and encouraging development in safe areas.
2. Initiate a discussion on how coastal properties are assessed and the impacts of sea-level rise on properties.
3. Investigate opportunities to improve applicant, local board awareness of flood vulnerability by restructuring the project review process. Consider the merits of requiring a Project Review Committee meeting before ZBA hearing.
4. Utilize data obtained through flood engineering studies and Coastal Management Master Plan Chapter as baseline data for future modeling efforts and studies.
5. Continue and enhance public outreach efforts to engage and inform community members of flood hazards, vulnerability, and opportunities to increase resiliency and to solicit input from residents.
6. Create Capital Reserve account or [Community Resilience Incentive Zone](#) (NH RSA 79-E) with seed funding to be used for grant match and cost-share for municipal repairs, upgrades, flood mitigation, and/or projects identified in the Coastal Management Master Plan Chapter, Hazard Mitigation Plan, flood engineering studies, and other local or regional flood studies.
7. Amend [Town of Hampton Code](#) Section 805-9(M)(1) to lower the threshold for authorized parking in municipal parking lots when tides are in excess of 9.7 feet (as opposed to 10.0 feet).
8. Continue to work with out-of-compliance property owners to comply with the [National Flood Insurance Program \(NFIP\)](#) so that the Town can join the [Community Rating System \(CRS\)](#), the Community Resilience & Floodplain Administrator can track and identify points for CRS, and property owners who pay flood insurance can benefit from reduced premiums.
9. Create a full-time Community Resilience & Floodplain Administrator staff position. A percentage of this individual's role would be allocated to administering the floodplain ordinance and a percentage would be allocated to building climate resiliency and educating about flood and climate resiliency. May be an opportunity for a regional staff person.
10. Prohibit construction of critical facilities within high-risk Special Flood Hazard Area (SFHA) unless the project has been reviewed using the [NH Coastal Flood Risk Guidance](#) and the following criteria are met: (a) No feasible alternative location exists, (b) the facility is designed to higher protection standards, (c) a flood evacuation plan has been developed.
 - a. Prohibit new construction within the SFHA.
 - b. Prohibit placement of fill within the SFHA OR require compensatory storage.
 - c. Reduce the substantial improvement threshold from 50% to 40% of the market value of the structure.

- d. Require that improvements and repairs be tracked cumulatively over a certain time period (i.e. 3,5, 10 yrs) to ensure that flood regulations are triggered with enough reinvestment in the building.
 - e. Reduce impervious surface coverage limit within the SFHA from 60-75% to 50% for all districts.
 - f. Require 2 feet of freeboard or elevation based on the Design Flood Elevation determined using the [NH Coastal Flood Risk Guidance](#).
11. Require that construction or substantial improvement of any structure within the SFHA (as opposed to only structures in the Tidal Wetland Conservation District) comply with the standards of section 2.4.11-C.
 12. Seek funding to continue engineering and hydrogeological studies and address flooding and drainage in vulnerable areas.
 13. Conduct an assessment to better understand and plan for the economic impacts (development, tourism, tax base, etc.) associated with SLR.
 14. Establish an Implementation Committee to ensure that the various recommendations of the Comprehensive Master Plan are carefully considered and adopted in a timely manner, as appropriate.
 15. Conduct a visioning effort to begin to identify potential positive, alternative land uses and activities for areas that are anticipated to be impacted by SLR.
 16. Prioritize land conservation initiatives in areas of predicted marsh migration.
 17. Review [Zoning Ordinance](#), [Site Plan Review Regulations](#), and [Subdivision Regulations](#) and identify opportunities and strategies to encourage and incentivize development in areas that are not vulnerable to current or potential future flooding.
 18. Form a subcommittee to work on development of a new coastal hazard overlay district that has higher regulatory standards for areas of the community at risk to flooding and sea-level rise. One requirement within the overlay would be that individuals who submit an application to the Planning Board, or the building inspector if no Planning Board approval is required, utilize the [NH Coastal Flood Risk Guidance](#). Another potential component could be the inclusion of areas of predicted marsh migration under specific scenarios and timeframes.
 19. Develop a process or policy for staff and departments to follow to identify and account for climate change impacts when submitting a project for inclusion in the [Capital Improvement Plan](#).