

REQUEST FOR PROPOSALS

DEVELOPMENT OF A STRATEGIC PLAN FOR THE
SEABROOK-HAMPTONS ESTUARY ALLIANCE

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

Connecting Communities, Empowering Conservation, Building Resilience

www.shea4nh.org

RELEASED ON MAY 19, 2025

Purpose

The Seabrook-Hamptons Estuary Alliance (SHEA) is seeking a qualified consultant to guide and execute a strategic planning process with SHEA's Board of Directors (Board) and gather and evaluate input from our stakeholder community to inform a 3-5 year strategic plan.

Introduction

The strategic plan will incorporate SHEA's mission statement and vision into a coherent set of goals, objectives, and direction for the organization. During this process, a set or sets of short-term and long-term goals for the organization should be developed and agreed upon by the Board and invited stakeholders/partners. The process should include an objective analysis of SHEA's recently compiled list of strengths, weaknesses, opportunities, and threats. The strategic plan should include a list of priorities for the next 3-5 years, and goals for the first year of implementation of the plan. Performance metrics should be incorporated into the strategic plan so that the Board can objectively determine if SHEA's goals are being met. A high-level road map should also be incorporated to provide a timeline of when tasks should be initiated and completed. Lastly, the strategic plan should include recommended sustainable and scalable strategies for achieving SHEA desired growth and development over the next 3-5 years, addressing aspects such as size, management, organization, accomplishments, and role among our communities and partners.

This RFP outlines the project background, proposed scope of work, estimated timeframe, payment plans, and other necessary requirements.

Background

The Hampton-Seabrook Estuary is just over 5,000 acres and contains the largest tidal salt marsh in New Hampshire. This estuary is a unique and integral part of each of the surrounding communities as it provides flood protection, a protective nursery, and foraging grounds for aquatic and terrestrial wildlife and is vital to many recreational and commercial-based industries.

The Seabrook-Hamptons Estuary Alliance is a non-profit, volunteer-based organization "dedicated to preserving, restoring, and championing the Hampton-Seabrook Estuary and its watershed's health and social functions to support a thriving and diverse habitat, enhance water quality, mitigate flood risks, and offer sustainable recreational and commercial opportunities."

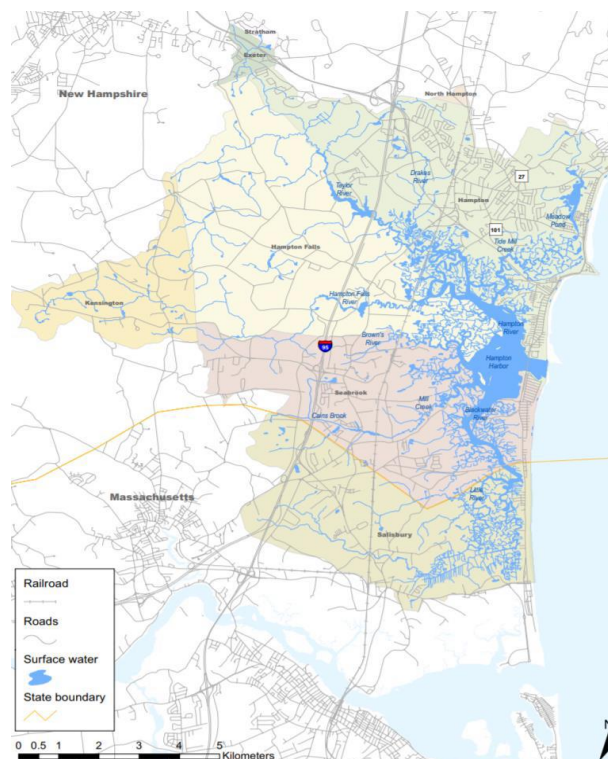


Figure 1. Hampton-Seabrook Estuary (Eberhardt, Alyson L. and Burdick, David M., "Hampton-Seabrook Estuary Restoration Compendium" (2008). PREP Reports & Publications. 76. <https://scholars.unh.edu/prep/76>)

As SHEA has grown in recent years, and has completed some noteworthy and significant projects, it is important that the organization stays true to its mission and its organizational goals as it pursues funding for additional projects and continues to serve as an organization that supports the health, vitality, and uses of the Hampton-Seabrook Estuary. A primary focus of SHEA is addressing the priorities for the Estuary and the surrounding communities outlined in its [Hampton-Seabrook Estuary Management Plan](#), completed in 2023.

Recent organizational changes at SHEA, some of which are grant-funded, include hiring an Executive Director and a Coastal Conservation Coordinator. In the Spring of 2025, SHEA will expand the role of the Hampton-Seabrook Estuary Collaborative Coordinator to also manage a small-grant program to support implementation of the Action Steps in the Estuary Management Plan. In 2024, SHEA brought new members onto its Board of Directors, and a top priority of the Board is continuing to expand membership.

Scope of Work

The Strategic Plan consists of the following components:

Task 1: Assessing the current status and strengths, weaknesses, opportunities, threats, and accomplishments of SHEA. (NOTE: The SHEA Board conducted and completed a S.W.O.T. analysis in March, 2025.)

- Review of SHEA Mission and Vision statements
- Review of SHEA work to-date
- Input from SHEA Board members
- Input from SHEA partners and local communities
 - Review and refine the list of partners and community stakeholders (initial list)
 - Develop and refine survey questions (initial questions)
 - Deploy, collect, and analyze input
- Presentation of findings to SHEA Board

Task 2: Use findings from Task 1 to work with the SHEA Board to create consensus and alignment around a strategic plan.

Task 3: Define strategic goals and performance metrics/indicators

Task 4: Create an implementation plan focused on the strategic goals.

Project Deadline

The completion date for this project is December 31, 2025.

Project Budget

Project budgets should not exceed \$8,500.

Project Deliverables

Proposals shall specify the deliverables, which shall include at a minimum:

All information, data, documents, photos, computer records, and other materials of any kind acquired or developed by the Consultant under this project shall be the property of SHEA.

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.

- May 19, 2025: RFP released
- June 20, 2025: Proposals due by 4:00 pm EDT
- June 23-27, 2025: Proposal Review and Interviews if needed
- June 27, 2025: Consultant selected
- June 30-July 3, 2025: Review and finalize a contract
- July 7-9, 2025: Project Kick-off meeting

Proposal Requirements

Interested consultants must submit proposals that include the following:

- 1. Technical Proposal**
 - Approach and methodology for compiling and analyzing data.
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- 2. Timeline**
 - Detailed work plan aligning with the estimated timeframe for each task.
- 3. Qualifications and Experience**
 - Relevant experience.
 - Key personnel resumes and roles.
- 4. Budget and Payment Plan**
 - Detailed budget, including anticipated costs for each task.
 - Proposed payment schedule based on project milestones.
- 5. References**
 - Contact information for three previous clients or collaborators.

Submission and Evaluation

Submission

- **Deadline:** June 20th by 4:00pm
- Proposals must be submitted electronically to SHEA at rdionne@shea4nh.org.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Demonstrated expertise and qualifications. (35%)
- Comprehensiveness and feasibility of the proposed approach. (30%)
- Alignment with project objectives and timelines. (25%)
- Cost-effectiveness. (10%)

Additional Information

Legal Requirements

Consultants must comply with all applicable federal, state, and local regulations.

Communication

Questions regarding the RFP must be submitted via email to rdionne@shea4nh.org.

Posting and Distribution

This RFP will be posted on SHEA's website and distributed through relevant networks to ensure broad reach.

Anticipated Award Notification Date: June 27, 2025

Contact Information

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