

RFP #230005 Non-Motorized Education & Outreach RFP Questions & Answers:

1. What is the Prioritization of 8 Topics: Stated on page 3
There is no prioritization as all the topics are identified needs. TRPA has included the items on the scope and seek creative solutions to address as many of them as possible.
2. What is the % RFP Scope of work/budget to complete 8 Topics: see pg 3
There is not a designated percentage of budget allocated to each topic. Please include estimated costs for each topic area and why the bidder is best situated to carry out their suggested strategies.
3. What is the # of non-motorized Concessionaire and Ambassador Training Location Sites & # of Individuals. What is the time frame for training.
TRPA seeks proposals outlining a recommended number and location of concessionaire and ambassador trainings. The goal would be to educate and reach the most people for optimum impact. The trainings would be held during the two-year project term.
4. # of Tahoe Keeper online registrations in 2022 compared to YOY since 2017
2017: 525 new Tahoe Keepers
2018: 509 new Tahoe Keepers
2019: 387 new Tahoe Keepers
2020: 449 new Tahoe Keepers
2021: 590 new Tahoe Keepers
2022: 441 new Tahoe Keepers
5. # of user visitations to Tahoe Keeper TBI page and conversion rate of visitations who take the survey and successfully complete the online registration.
This is not a metric we have previously identified.
6. How do non-motorized Tahoe Keeper TBI users learn about TBI and Tahoe Keeper self-registration - ads, social media, PR, referrals, etc. Ambassadors and Ranger programs impact/measurement.
Non-motorized Tahoe Keepers learn about Tahoe Boat Inspections (TBI) and the Tahoe Keeper program through TRPA, TBI, Take Care Tahoe, and partner websites; digital and printed outreach materials distributed in local and regional magazines, newspapers, and publications, social media, e-newsletters, and billboards; the TBI hotline recording and phone call inquiries, Tahoe Keeper Fleet members (rentals and sales), emails, in-person trainings and outreach events, at regional inspection stations, and at Eyes on the Lake trainings through the League to Save Lake Tahoe.

We do not have data on ambassador or ranger program impact but would be interested in proposals that offer suggestions for how to measure this impact.

7. What is the ROI for each tactic: 2022 compared to annual tactics/results since 2017 - which tactic is most effective, etc.

In person events always certify the largest number of visitors at one time. It's difficult to quantify a direct ROI for each tactic as they are not always trackable. For instance, billboards yield high impressions, but are difficult to track. TBI surveyed hundreds of boaters to find out how they learned about the watercraft inspection program and they cited all of the tactics above.

8. TBI Google Analytics website data: Non-Motorized Tahoe Keepers page(s) usage/conversions: 2022 compared to YOY since 2017. Website user sessions, user content page flow, new vs repeat, geographic locations, demographics, top referrals from websites and media, conversion rates, SEO key word rankings

This is not a metric we have previously identified.

9. # of Non-Motorized (paddle watercraft only) AIS inspections at designated Tahoe Boat Inspection Stations in 2022 compared to YOY since 2017

The system prior to 2022 was not designed to decipher between nonmotorized kayaks and non-motorized sailboats or dinghies, so the data below represents all non-motorized watercraft unless otherwise stated.

2017: no data

2018: 189

2019: 249

2020: 323

2021: 226

2022: 370, 171 of which were non-motorized paddlecraft

10. # of Non-Motorized Tahoe Keeper self-inspection "screenings" (not inspected) at public beaches. ie USFS, CA and NV State Parks, etc - in 2022 compared to YOY since 2017

The data is not complete, but we have records of the following:

2017 – no data

2018 – no data

2019 – no data

2020- 13,421

2021 - no data

2022- 5,391

11. TBI Tahoe Keeper boater comments/inquiries: Where would boaters - including paddlers - like to see more TBI education posted/distributed (within Tahoe Basin/Truckee - and outside geo areas). What boater information do they need/want (in order of most requests) .

The goal is to reach the paddlers at access points that don't already include good signage or lack staff to engage with the paddlers upon entry. TRPA would like to see effective communication of messages including AIS prevention (especially with new technology such as e-foils), regulations, and safety.