



REQUEST FOR PROPOSAL (RFP) Strategic Planning Facilitation Services for the Tahoe Rim Trail Association (TRTA)

Issued: 1/14/2026 **Proposal Due:** 2/28/2026 **Contact:** Lindsey Schultz, lindseys@tahoerimtrail.org

Organization Overview

The Tahoe Rim Trail Association (TRTA) is a nonprofit organization dedicated to the stewardship, maintenance, and promotion of the Tahoe Rim Trail, a 165-mile scenic trail system that encircles Lake Tahoe. TRTA engages with volunteers, partners, and government agencies to ensure the sustainability of this trail for hikers, equestrians, and mountain bikers. In addition to trail maintenance, TRTA runs educational programs, community outreach initiatives, and adult and youth programs aimed at fostering environmental stewardship and outdoor recreation.

Purpose of the RFP

The purpose of this RFP is to solicit proposals from qualified consultants to design and facilitate a strategic planning process that engages staff, board members, and key stakeholders and results in a practical, implementable strategic plan.

Scope of Work

The selected consultant will be expected to support the organization through the following phases:

1. Planning & Design

- Collaborate with organizational leadership to design an inclusive and effective planning process
- Review existing materials (e.g., prior strategic plans, financials, program data)
- Develop a realistic timeline and engagement plan

2. Stakeholder Engagement

- Facilitate engagement with board members and staff (e.g., interviews, surveys, workshops)
- Design and lead one or more strategic planning sessions (in-person preferred)

3. Strategic Plan Development

- Help identify strategic priorities, goals, and measurable objectives
- Support alignment between mission, programs, governance, and financial sustainability
- Draft a clear, concise strategic plan document

4. Final Deliverables

- Final strategic plan (typically 3–5 years)
- Optional: implementation roadmap, metrics framework, or facilitation summary

Proposers may suggest alternative approaches or enhancements to this scope.

Desired Qualifications

- Demonstrated experience facilitating strategic planning processes for nonprofit organizations
- Experience working with boards and executive leadership
- Strong facilitation and communication skills
- Ability to translate discussion into clear, actionable outcomes
- Familiarity with organizations of similar size, mission, or complexity is preferred

Proposal Requirements

Proposals should include the following:

1. Cover Letter

- Brief introduction and understanding of the organization's needs

2. Proposed Approach

- Description of methodology, facilitation style, and anticipated engagement process
- Proposed timeline

3. Relevant Experience

- Examples of similar strategic planning engagements
- Client references (2–3)

4. Project Team

- Names, roles, and brief bios of individuals who would work on the project

5. Cost Proposal

- Total project cost with a breakdown of fees
- Any optional or add-on services clearly identified

Timeline

- RFP Issued: 1/14/2026
- Proposals Due: 2/28/2026
- Consultant Selected: 3/21/2026
- Anticipated Project Start: After 4/1/2026/Negotiable

Evaluation Criteria

Proposals will be evaluated based on:

- Alignment with organizational needs and values
- Quality and clarity of proposed approach
- Relevant experience and qualifications
- Cost-effectiveness
- References

Submission Instructions

Please submit proposals electronically in PDF format to:

Contact:

Name: Lindsey Schultz

Title: Executive Director

Email Address: lindseys@tahoerimtrail.org

Additional Information

Tahoe Rim Trail Association reserves the right to reject any or all proposals and to select the proposal that best meets the organization's needs.