



Request for Qualifications and Expressions of Interest in Preparing and Improving Guides

The Pennsylvania Land Trust Association (PALTA) seeks contractors to develop guides regarding land conservation, land use planning, and other topics consistent with the subjects covered at ConservationTools.org. Interested parties may propose the development of specific guides that they believe will help people better understand or improve land conservation, land use planning, outdoor recreational opportunities, or functioning of organizations.

Parties also may propose to improve existing guides, including the development of case studies.

Submission of qualifications and expressions of interest

Please submit qualifications and expressions of interest to Nicole Faraguna at nfaraguna@conserveland.org. Submissions should include reference to the specific topics of interest. If you have questions, please contact Ms. Faraguna via email or phone at 717-909-1298.

Development of a guide will most likely be successful if the contractor has:

- substantial experience in addressing the subject matter and can view the subject from multiple perspectives; and
- strong writing skills and the ability to convey technical material accurately and in terms accessible to experts and laypersons alike.

Payment for services

PALTA seeks to keep costs low but not at the expense of a quality product. PALTA negotiates the price of each guide based on the complexity and breadth of the project.

Plans for ConservationTools.org

PALTA has published 100 guides featuring original content for the benefit of local governments, state agencies, land trusts, trail groups, and other nonprofits, and for the professionals that serve them.

PALTA plans to expand this guidance by 50% over the coming years by introducing new guides and improving existing ones.

Notes on ConservationTools.org guides

- **Length:** Length varies greatly with the subject matter. Guides presently range in length from one to more than 100 pages.
- **Originality:** Most guides present wholly new content; many present new ideas and observations backed by original research and analysis. In contrast, some guides involved collecting material from around the country, summarizing it, and organizing its presentation into a useful form. Other guides provide varying mixtures of original and derivative content.
- **Structure:** Some guides provide the reader with all or nearly all the most relevant information in existence on the topic. Others primarily serve to help the reader understand the basics, and provide access to the wealth of information that already exists for a topic. A guide's structure directly follows from consideration of which approach will deliver the best value to potential users.
- **Audience:** The target audience varies with the topic. Since general guidance written for an uneducated audience usually already exists for a particular topic, PALTA often seeks development of a guide that begins with introductory material suitable for novices but continues with a more technical presentation suited for experts and ambitious laypersons. Before drafting a guide, the author should identify the intended audiences in order to optimize the presentation of the information for those audiences.
- **Forthright:** It is frustrating for a user to discover that a key matter affecting them has been avoided by the author—perhaps because of its challenging or controversial nature. Even if resolution is not available, PALTA strives to identify and address (as appropriate) these problematic items in the guides.