

**U.S. Fish and Wildlife Service  
Manatee Recovery Implementation Team  
Education Working Group**

**REQUEST FOR PROPOSAL  
MANATEE EDUCATION AND OUTREACH ASSESSMENT**

Questions pertaining to the RFP process shall be directed to and proposals mailed to:

**Charles Underwood**  
**Public Information Officer**  
U.S. Fish and Wildlife Service  
North Florida Field Office  
6620 Southpoint Dr. South, Suite 310  
Jacksonville, FL 32216-0958  
Telephone: 904-232-2580 x109  
FAX: 904-232-2404  
E-mail: [manatee@fws.gov](mailto:manatee@fws.gov)

## **INTRODUCTION**

The U.S. Fish and Wildlife Service's (Service) Manatee Recovery Implementation Team Education Working Group (EdWG) is seeking proposals for an inventory, review and broad assessment of existing education and public awareness materials and programs relating to the federally-listed Florida manatees. Multiple contracts may be awarded under this RFP. The Service EdWG reserves the right to negotiate for different levels of service at lower costs if necessary to meet program needs and funding allocation.

**PLEASE NOTE:** This is a Request for Proposal, hereafter called an RFP. The following will be established through this process and negotiations with the potential Contractor: contract terms, operational procedures, cost, oversight, and reporting procedures.

## **BACKGROUND**

The *Florida Manatee Recovery Plan, Third Revision* was developed in accordance with the Endangered Species Act of 1973. The U.S. Fish & Wildlife Service's recovery plan sets forth a list of tasks aimed toward recovering manatees from their current endangered status. In 2004, the Service established a Manatee Recovery Implementation Team Education Working Group. The purpose of the group is to facilitate recovery of endangered manatees through public awareness and education by assessing current programs, identifying audiences, developing coordinated strategies and messages, and implementing cohesive plans aimed at meeting the recovery plan objectives. Education and public awareness materials and programs relating to manatees have been produced and disseminated by many Federal, State and local agencies, stakeholder groups, and organizations in Florida. The Service EdWG has received a \$35,000 grant to conduct a comprehensive inventory, review and broad assessment of the existing education and public awareness efforts in order to determine the effectiveness of those efforts, consistency in the messages presented, and to identify duplicity and information/audience gaps. The Service EdWG will use the final report and data collected as a result of this RFP to help prioritize recovery plan actions and implement strategies aimed at facilitating manatee recovery.

## **CALENDAR OF EVENTS**

Listed below are important actions and dates for the actions to be taken or completed. If the Service EdWG finds it necessary to change any of these dates/times, it shall be accomplished by addendum. All time below refers to calendar days. Principal investigators may be required to answer Service EdWG Selection Committee questions for these proposals.

<b><u>ACTION</u></b>	<b><u>DATE/TIME</u></b>
1) Release of RFP	May 13, 2005
2) Last Day for submittal of Written Questions/Clarifications (Mail or fax or E-mail: See <b>Proposal Submission</b> )	June 13, 2005 by COB (30 Days)
3) Response to Questions / Clarification Requests	July 5, 2005 (21 Days)
4) Proposal Due (See <b>Proposal Submission</b> )	July 19, 2005 by COB (14 Days)
5) Notification of Selection	September 19, 2005 (60 Days)
6) Contract Execution	October 19, 2005 (30 Days)

## **SCOPE OF WORK**

- 1) Inventory manatee-related education and outreach programs and materials currently in use in Florida (based on the headings contained in the attached matrix). Scientific papers and research reports are outside the scope of this RFP.
- 2) Review program and material effectiveness. In addition to reviewing matrix information, please address content, message(s), source, style/appeal, and whether desired objectives were achieved (why or why not) based on available information.
- 3) Identify program and material gaps: including but not limited to objectives, message(s), target audience(s), methods, and means for assessing effectiveness.
- 4) Identify key message consistencies and inconsistencies.
- 5) Provide a summary of findings (written and annotated-PowerPoint), a final report and recommendations.
- 6) In anticipation that the Scope of Work will require cataloging and electronic indexing of collected materials, deliverables at the completion of this project will include any and all such compilations, including copies of all collected materials and electronic databases.

## **FUNDING CONSTRAINTS**

A maximum of \$35,000 may be awarded for this project for fees and expenses. We estimate that the project may span up to approximately eight months to inventory/review/assess and issue final report and recommendations.

## **ECONOMY OF PRESENTATION**

Each proposal shall be prepared simply and economically, providing a straightforward, concise delineation of Contractor's capabilities to satisfy the requirements of this RFP. Elaborate binding, colored displays, and promotional material are not desired. Emphasis in each proposal must be on completeness and clarity of content. In order to expedite the evaluation of proposals, it is essential that Contractors follow the format and instructions contained herein.

## **MANDATORY PROPOSAL REQUIREMENTS**

**The Proposal:** The proposal shall clearly present the process for conducting the scope of work. Proposals must be well written, clear and unambiguous. A timeline for the project must be included. Applicants shall carefully review their proposals to ensure they are complete and all data essential for a critical evaluation are included or summarized. Any omissions are the responsibility of the applicant. Applicants will not be contacted for missing mandatory information.

It shall be recognized that the project proposal of a successful applicant will be appended to, and become a part of, the legal contract for the project. **One signed original of the proposal and four (4) copies are required with type size of 11 point or larger.** These copies shall be stapled in the upper left-hand corner (but otherwise unbound), double-spaced (except the abstract), printed on one side of each page, and the pages numbered. One electronic copy of the document is to be prepared in Microsoft Word and sent to [manatee@fws.gov](mailto:manatee@fws.gov). If the proposal is too large to be e-mailed, it may be put on a disk or CD. Additional copies of these items will be sent electronically to reviewers for comment and ranking.

Any reprints or other materials to be considered with the proposal must be attached to the individual copies of the proposal. These items must be included on the disk or CD.

Proposal contents must be arranged in the following standard order: cover page, project summary/abstract, project description (including schedule), biographical sketches, budget narrative, and budget summaries. The blank forms provided in the appendices may be copied as needed.

## **PROPOSAL CONTENTS:**

**Proposal Cover Sheet:** The format for the cover page is attached (Appendix 3). The project director and an authorizing individual who is able to commit the institution in business and financial affairs must sign the cover page.

**Project Summary/Abstract:** The summary/abstract may be single-spaced but must be limited to a single page and include statements summarizing the project objectives and methods to be used as well as the timeline for the project and qualifications of the project personnel. The format for the abstract is attached (Appendix 4).

**Project Description:** The project description is the main body of the proposal and shall present a detailed outline of the proposed project. The description shall contain the following sections:

**Introduction --** This section shall include an overview of the project, a review of previous or similar work, including the relationship of the proposed project to such work. Proposals shall explain how the materials and methods chosen will help the Manatee Recovery Implementation Team Education Working Group assess current education efforts and identify gaps that need to be filled to help facilitate recovery efforts for endangered manatees.

**Objectives --** This section shall state the specific objectives of the proposed project. These shall include the particular questions to be addressed or answered, the measurable increases in knowledge expected, and any tangible products to be produced.

**Methods --** This section shall describe the plan of proposed work and a detailed description of data gathering and analyses, techniques, and procedures. Describe the role and contribution of each team member. Describe additional deliverables not mentioned in Scope of Work.

**Project Schedule --** This section shall provide an illustrative table or graph specifying the timing of tasks in the proposal project such as the beginning and completion dates for project planning, data collection, and data analyses. The schedule shall detail what specific objectives will be initiated, worked on, or completed and what receivables will be provided. The project schedule shall be as detailed as possible since it will serve as a yardstick against which Service EdWG measures the progress made in the ongoing project and determines whether the project is meeting its contract objectives as required. Sufficient time and funds must be built into the schedule and the budget to accommodate preparation of the final report. Interim progress reports will be required with each payment request.

**Appendices --** Additional appendices may be used to present data, reprints, or other pertinent material to be considered in the proposal evaluation.

**Biographical Sketches** -- Brief biographical sketches (maximum 2 pages per person) of the project director or principal investigator (if different) and other project personnel are required. Sketches shall include educational background, experience, and a list of publications or educational materials produced during the previous 5 years. Project directors must specifically state the qualifications, experience, and available facilities that qualify them (or the institution) to conduct the proposed project. A minimum of three references must be included (Appendix 2).

**Budgets** -- The budget information consists of two parts: a narrative and separate budget sheets. The budget narrative fully describes and justifies the requested funds for salaries and other expenditures. The budget sheets summarize requested funds. The line-by-line budget sheet format is required for proposal evaluation, but if a contract is awarded, payments are made in fixed sums at scheduled intervals according to the contract.

## **EVALUATION OF PROPOSALS**

Proposals shall be evaluated by Service EdWG's Selection Committee.

### **SELECTION CRITERIA**

Proposals will be scored according to the following criteria. An initial ranking used to assess project proposals will be made in order of highest total number of points received out of a possible 100 points. Projects will be ranked at a meeting of the Service EdWG for final award.

#### **1. Qualifications of project personnel and institution (up to 25 points)**

- a) Evidence that the Project Director or Principal Investigator possesses or has access to the necessary facilities, materials, and staff expertise to conduct the required specifications.
- b) Details of the qualifications of the individual(s) who will be involved in this project such as experience in similar work, curriculum vitae/resume, etc.
- c) A minimum of three references for whom the applicant or institution has performed similar work.

#### **2. Project objectives (up to 10 points)**

Higher priority will be given to proposals that meet the objectives outlined in the RFP.

#### **3. Project design (methods, analysis) (up to 40 points)**

- a) Evaluation will be made of the following:
  - 1) Data gathering and analyses, techniques, and procedures.
  - 2) The role and contribution of each team member.
  - 3) Practicality of implementation.
  - 4) Feasible scientifically, logistically, legally, and economically.
  - 5) Management of deliverables.

#### **4. Project budget (up to 15 points)**

Highest priority will be given to proposals that are cost effective and considered realistic by the Selection Committee.

#### **5. Overall quality of proposal (up to 10 points)**

This appraisal will include whether the proposal is well written, clear and unambiguous.

***TOTAL POSSIBLE SCORE = 100 POINTS***

## **PROPOSAL SUBMISSION**

All proposals must be submitted (see **Mandatory Proposal Requirements**) by the Proposal Due Date as stated in the Calendar of Events to:

Charles Underwood  
Public Information Officer  
U.S. Fish and Wildlife Service  
6620 Southpoint Dr. South, Suite 310  
Jacksonville, FL 32216-0958  
Telephone: 904-232-2580 x109  
Fax: 904-232-2404  
E-mail: manatee@fws.gov

### **CONTRACTORS' INQUIRIES**

The Service EdWG must receive questions about the RFP no later than the dates shown in the **Calendar of Events**.

### **SELECTION PROCEDURES**

The Selection Committee at its option may request Contractors to make an additional submittal clarifying information contained in the proposal.

The Service EdWG reserves the right to reject any and all proposals which fail to respond to any of the categories listed in the Proposal Format of this RFP or which fail to meet the other mandatory requirements or contractual requirements stated in this RFP.

The Service EdWG also reserves the right to waive minor irregularities in proposals, providing such action is in the best interest of the Service EdWG. Minor irregularities are defined as those that have no adverse effect on the Service EdWG's interest and shall not affect the outcome of the selection process by giving any one Contractor an advantage or benefit not enjoyed by other Contractors. The Service EdWG also reserves the right to reject all proposals.

### **MANDATORY FORMS**

Failure to return these executed original forms with the proposal signed by an authorized representative shall result in automatic rejection of the proposal. The Contractor shall submit the original and four (4) copies of their proposal including:

1. The Contractor Qualification Form (Appendix 1) shall be completed.
2. The Reference Form (Appendix 2) with a minimum of three (3) references - to include name of Contact Person and phone number between 8:00 AM and 5:00 PM (If the Service EdWG cannot contact the references, the Contractor's proposal may be considered incomplete and therefore rejected).
3. Proposal Cover Form (Appendix 3)
4. Project Summary/Abstract Form (Appendix 4)

### **FAMILIARITY WITH LAWS**

The vendor is required to be familiar with all federal, state, and local laws, ordinances, rules and regulations that in any manner affect the work. Ignorance on the part of the vendor will in no way relieve him from responsibility.

## **NO VERBAL INSTRUCTIONS**

No negotiations, decisions, or actions shall be initiated or executed by the bidder as a result of any discussion with any Service - employee. All requests for changes in bid specifications by the bidder shall be in writing.

## **ADDENDUMS**

If the Service EdWG finds it necessary to supplement, modify or interpret any portion of the specifications or documents during the bidding period, an addendum will be distributed to all vendors who received the RFP.

*Appendix 1*

**CONTRACTOR QUALIFICATION FORM**

**CONTRACTORS, AS AIDED BY THIS FORM, MUST SHOW THAT THEY ARE COMPETENT AND HAVE THE NECESSARY RESOURCES TO FULFIL THE CONDITIONS OF THE CONTRACT.**

Failure to submit this form with all questions answered shall be grounds for disqualification.

The Proposer is a:

\_\_\_\_\_ Corporation

\_\_\_\_\_ Individual

\_\_\_\_\_ Partnership

\_\_\_\_\_ Official Representative

Principal Office Address: \_\_\_\_\_

The Contractor identified herein shall mean the individual, or if a partnership, the partnership itself, or if a corporation, the corporation itself.

1. Each Contractor must be authorized to do business in the State of Florida and, if a corporation, must be incorporated under the laws of one of the States of the United States. Proof of same must be provided. If a new corporation is to be formed, provide full information as may be required.
2. Each Contractor must certify, and proof may be required, that it can carry out all the conditions required of it.

**ADDITIONAL LEGAL REQUIREMENTS**

If a corporation, answer this:

When incorporated: \_\_\_\_\_

In what State: \_\_\_\_\_

**Contractor Qualification Form Continued**

If a foreign corporation:

Date of registration with Florida Secretary of State: \_\_\_\_\_

Name of Resident Agent: \_\_\_\_\_

Address of Resident Agent: \_\_\_\_\_

**Operating Officers**

**President's Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Phone:** \_\_\_\_\_

**Vice-President's Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Phone:** \_\_\_\_\_

**Treasurer's Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Phone:** \_\_\_\_\_

**Board of Directors**

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Contractor Qualification Form Continued**

**If an Individual or Partnership, answer this:**

**Date of organization:** \_\_\_\_\_

\_\_\_\_ **General**    \_\_\_\_ **Limited Partnership**

**Name and address of each Partner:**

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

The Contractor understands that information contained in the Contractor Qualification Form is to be relied upon by the Service EdWG, and such information is warranted by the Contractor to be true. The undersigned Contractor agrees to furnish such additional information, prior to the acceptance of any proposal relating to the qualification and stability of the Contractor, as may be required by the Service EdWG.

The Contractor understands that the Service EdWG has the right to verify the information submitted and to seek any additional information relating to Contractor qualifications and stability.

*Appendix 2*

**REFERENCES**

Note: Any listed reference that cannot be contacted by a representative of the Service EdWG's Selection Committee shall be treated as an invalid reference. For this reason, we strongly suggest that written letters of recommendation from the references be submitted for each listed reference. Letters of recommendation should be written on the reference's letterhead.

1. Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
Telephone Number: \_\_\_\_\_
  
2. Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
Telephone Number: \_\_\_\_\_
  
3. Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
Telephone Number: \_\_\_\_\_



*Appendix 4*

**Comprehensive Assessment of Education Efforts  
Relating to Endangered Manatees**

**Project Summary/Abstract Form**

<b>Project Title:</b>	
<b>Project Director (name, title, and address)</b>	
<b>Summary/Abstract (limit to this page)</b>	
<b>Date Received</b>	<b>Proposal Number</b>





