

**Massachusetts Ocean Partnership**

**Request for Responses**

**To Support the Development of an Interactive, Multimedia, DVD and Internet-Based  
Ocean Management Planning Process Timeline Documentary**

**March 12, 2009**

## **Introduction**

The Massachusetts Ocean Partnership (“MOP” or “the Partnership”) is seeking a qualified consultant or team of consultants (“Consultant”) to support the development of an interactive, multimedia, DVD and Internet-based, ocean management planning process timeline (“Interactive Timeline” or “Timeline”). The Interactive Timeline will serve as MOP’s primary, comprehensive vehicle for documentation of the MA ocean management planning process for communication and outreach to our Partners, other interested stakeholders and local, regional, national and international ocean resource managers.

## **Background**

MOP is a public-private partnership created to advance Integrated Multi-use Ocean Management (IMUOM) in support of sustainable marine industries and ecosystem stewardship leading to resilient and productive ocean ecosystems in MA waters. Initiated in 2006 with support from the Gordon and Betty Moore Foundation, MOP Partners—including government decision makers, marine-dependent industries, scientists, and conservation and education organizations—developed a Five Year Strategic Plan to foster collaborative problem solving on ocean management issues and develop information, tools and processes to improve the integration of science and stakeholder input with ocean management. The partnership is now implementing the Strategic Plan, including its communication and outreach program, with funding through 2010.

For more information, please visit our website at <http://www.massocceanpartnership.org/index.html>

The Partnership’s vision for an effective IMUOM plan that supports sustainable marine industries *and* ecosystem stewardship is one that:

- integrates management across sectors, resources and agencies;
- builds on ecosystem-based management principles by taking into account interactions among ecological and socioeconomic/human use considerations and the effects of those on ecosystem goods and services in a spatially explicit manner;
- evaluates ecological and economic tradeoffs across sectors;
- reflects input from an intensive public process in order to gain the support of major affected groups and organizations; and
- establishes a process for monitoring and adapting the plan to respond to changing conditions.

The Massachusetts “Oceans Act,” signed into law in May, 2008, directs the state to develop an ocean management plan no later than December 31, 2009. Massachusetts is poised to become the first state in the nation to implement statewide integrated ocean management through a considered balancing of a full range of uses—including offshore renewable energy development, fishing, maritime shipping, recreation, conservation and many others.

## Description of Work

The ultimate deliverable sought under this solicitation is an interactive, DVD and Internet-based ocean management planning process timeline. The scope of work will include:

- Design and production of an Interactive Timeline interface with multiple nodes that will allow the user to choose from:
  - An automated general tour of the overall planning process (with narration);
  - A MOP science initiative track (with narration); or
  - A MOP stakeholder involvement track (with narration); or
  - A free-form, ala cart point and click route.
- Production of an Interactive Timeline that will integrate (in a logical, clear, attractive, intuitive and user-friendly fashion) a range of multimedia including:
  - Text documentation (reports, meeting summaries, notes, news articles, etc., all in PDF);
  - PowerPoint presentations;
  - Still images (photos, maps, diagrams, etc.);
  - Movie clips (from meetings, public listening sessions, etc.);
  - Audio files (from serial stakeholder interviews, etc.); and/or
  - Website links and others as necessary/appropriate.
- The Interactive Timeline will focus on: \*\*
  - The MA ocean management planning process from the signing of the Oceans Act on 05/28/08 through the final plan promulgation by 12/31/09;
  - A background leading up to the signing of the Oceans Act; and
  - The period immediately following the plan launch (January, 2009) to include the hopes/goals for the plan implementation (a contract amendment for continued Timeline development and documentation of the MA ocean management plan implementation through the end of 2010 may be offered).
- Working with MOP's contracted website designer to:
  - Adapt all appropriate Interactive Timeline components for use on the MOP website; and
  - Periodic/monthly MOP website updates through January 2010.
- Production of "hardcopy" DVD's:
  - That are useable cross platform (Mac/PC, TV, etc.);
  - At intervals through the contract for various MOP outreach events; and
  - Of a consistent external design/packaging (specific quantities TBD).

The consultant will be expected to provide:

- An integrated user's guide;
- Troubleshooting/technical support to users should the need arise throughout the contracted period and for 6 months following the final deliverable; and
- Troubleshooting/technical support as necessary to ensure effective and timely integration of the Timeline by the MOP website designer into the MOP website.

\*\* A draft timeline of the current MA ocean management planning process is available to provide an estimation of the types and numbers of events to be included, condensed and repackaged into the Interactive Timeline product. Contact Howard Krum at: [hkrum@massoceanpartnership.org](mailto:hkrum@massoceanpartnership.org) for an Excel-formatted version of this working, draft document prior to the closing date.

The scope of work will not include:

- Production of the raw/draft materials for integration (documents, photos, movie clips, audio files, etc.) but may include some reformatting or electronic re-packaging as necessary for their proper integration to the Timeline.

The Consultant will work in collaboration with MOP staff, other MOP Contractors, Governing Board, and Communications Committee members as necessary to develop a top-quality product.

**Qualifications, Skills and Expertise**

MOP seeks a Consultant with the expertise, demonstrated skills, and proven experience necessary to assist in the Interactive Timeline development tasks outlined above. The Consultant must be able to work flexibly in a rapidly changing environment with numerous individuals. The Consultant’s expertise, skills and experience should include the following:

- Extensive experience and proven success in designing and implementing multimedia, DVD and Internet-based products;
- Proven experience designing and delivering communications products that are attractive, engaging, clear, user-friendly and appropriate for target audience use;
- A demonstrated proficiency with a wide variety of relevant software applications, related technologies; and
- A successful track record of completing complicated projects on deadline.

**Terms**

The schedule of deliverables under this RFR is as follows:

Deliverable	Deadline (estimated)
A fully functioning version 1.0 Interactive Timeline for distribution and display at the July 2009 Coastal Zone Management meeting (to include all appropriate and available information to date)	July 18, 2009
Periodic beta versions of Interactive Timeline for MOP staff communication and outreach use	TBD, up to six total
A fully functioning version 2.0 Interactive Timeline for distribution and display (to include all appropriate and available information)	Likely, October 29, 2009

Monthly updates (but occasionally at more frequent intervals) of Interactive Timeline components for MOP website integration and use	Monthly through January 2010
A final, (completely updated and fully functioning) comprehensive version of the Interactive Timeline	January 30, 2010
Technical Support	Through 06/30/2010

The Consultant will report directly to the MOP Communications and Outreach Manager and will receive organized advice from MOP senior staff and the MOP Communications Committee. The Consultant is expected to coordinate development efforts effectively utilizing electronic communication, in-person meetings or other appropriate means. The contract executed with the Consultant will be administered through the University of Massachusetts at Boston (“UMB”) as MOP’s fiscal sponsor.

**Response Requirements**

Responders should submit a completed response to the MOP Communications and Outreach Manager for electronic receipt no later than 5pm on April 03, 2009. Electronic submissions should be a single PDF and directed to Howard Krum, Communications and Outreach Manager at: [hkrum@massoceanpartnership.org](mailto:hkrum@massoceanpartnership.org) . A copy of the full submission should be cc’d to: Amy Breault at [amy.breault@umb.edu](mailto:amy.breault@umb.edu) .

Responders should also submit one hard copy each, postmarked no later than April 03, 2009 to: Howard Krum, Communications and Outreach Manager, MA Ocean Partnership, University of Massachusetts Boston, Healey 10<sup>th</sup> Fl. 100 Morrissey Blvd., Boston, MA 02125 and to: Amy Breault, Research Fellow, University of Massachusetts Boston, McCormack Graduate School of Policy Studies, McCormack Hall – 3<sup>rd</sup> Fl. , 100 Morrissey Blvd., Boston, MA 02125.

At a minimum, all submittals must include:

1. A cover letter (one page maximum);
2. A concise statement (three pages maximum) describing the Consultant’s interest, understanding of the project, indicating how the Consultant’s team meets the desired qualifications, skills and expertise;
3. A scope of work including proposed work plan and budget; The overall budget for the project, including the funding request from MOP (budget guidelines for the request from MOP are outlined below).
4. A description of the team’s qualifications, including resumes for key personnel, summaries of successfully completed relevant projects and associated deliverables (with excerpted examples/demonstration products, etc.), and a brief description of each team member’s role in those projects;
5. A brief description of the team’s structure, each team member’s role, and the lead contact from each sub-consultant (if applicable); and

6. A brief statement identifying matching resources (if applicable), including cash, in-kind services, and solid funding leads or similar projects currently under consideration for funding.

Budget

All contracts with MOP’s fiscal sponsor, the McCormack Graduate School of Policy Studies/University of Massachusetts Boston (MGS/UMB), must meet the following budget requirements:

A. Benefits: Fringe benefits for domestic employees are limited to 35% of gross salary, but should not be in excess of the organization’s actual benefit rate. Grants that include benefits for foreign employees may submit benefit rates which comply with local law.

B. Indirect cost (overhead): Indirect rates ranging from 0% to 12.5% of total direct costs are allowable, except if applicant resides at UMB.

As such, MOP will request all proposed project budgets be reported using the following categories:

1. Salary, including fringe (capped at 35% of gross salary)
2. Other Direct Costs
3. Indirect Cost

The following chart provides further guidance for reporting the proposed project budget. The chart may be used as a guide to inform development of budget spreadsheets.

Salary/Fringe by Task (Fringe = XX%)	Personnel A		Personnel B		Subtotal Salary by Task	
	Hours	Cost	Hours	Cost	Hours	Cost
Task 1		\$		\$		\$
Task 2		\$		\$		\$
Task 3		\$		\$		\$
Task 4		\$		\$		\$
Task 5		\$		\$		\$
Subtotal Salary by Personnel		\$		\$		\$
Other Direct Costs (Itemized)						\$
Indirect Cost (maximum 12.5% of Salary plus Other Direct Costs)						\$
Grand Total						\$

**Response Review**

A MOP Selection Committee will evaluate responses based on the team's qualifications, understanding of the project, proven relevant experience and cost effectiveness. When considered together, these criteria will provide the committee its basis to evaluate the overall value of each response with the aim of securing the most advantageous arrangement to meet the goals of the project.

The MOP Selection Committee may elect to:

- Recommend the MOP Governing Board and UMB to award a subrecipient agreement for the full or partial request (through a scope and budget negotiation with the MOP Communications/Outreach Manager);
- Request additional information, a more detailed scope of work, or an interview;
- Decline to award a contract; or
- Defer responses for future consideration as new developments in ocean management and planning emerge.

**MOP contact:**

Howard Krum, Communications and Outreach Manager

Massachusetts Ocean Partnership

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