

Massachusetts Ocean Partnership

**Request for Qualifications to
Support the Written Adaptation of MOP Science Program Reports for
Stakeholder Communications and Outreach**

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 written adaptation of various MOP science program technical reports for ocean-use stakeholder communications and outreach. The adapted content is to support the overall MOP Communications and Outreach Program for 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.massoceanpartnership.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 primary deliverables sought under this contract are the written adaptations of MOP technical science reports for greater accessibility by ocean use stakeholders. Depending on the specific technical report (the “raw material”), communications goal, target audience and communication vehicle, the scope of work for an individual writing project is likely to include:

- The adaptation of highly technical and complex scientific information (concepts, jargon, statistics, graphics, etc.) for greater accessibility (concept comprehension and information retention) by the target audience; These technical reports will span a wide range of scientific disciplines including (but not limited to):
 - Socioeconomic valuation of ecosystem services;
 - Integrated ocean management planning and policy;
 - Biotic and abiotic ocean sciences and associated data;
 - Experimental modeling; and
 - Indicators of ecosystem health and plan efficacy. **
- Coordination and collaboration with a diverse group scientists and the primary authors (sometimes helping them to shape the raw materials of their technical reports);
- The development of an accessible vocabulary appropriate for the target audience that is clear, concise, and consistent across various MOP communications vehicles which will include:
 - Flyers;
 - MOP website;
 - MOP interactive timeline;
 - Progress reports;
 - Technical briefs and others TBD.
- Coordination with MOP staff and/or MOP contracted designers to produce clear and engaging graphical designs for the final communication vehicle(s). Or, if the Consultant is able, to provide such design services as appropriate; and
- Working rapidly and effectively under reasonably tight deadlines.

** Please refer to the MOP Five Year Strategic Plan for a full description of MOP science program goals and project initiatives: <http://www.massocceanpartnership.org/documents/MOPFStrategicPlan.pdf>

The scope of work will not include:

- Physical production (printing, etc.) of the hardcopy materials; or
- Fact-checking of original scientific/technical report content produced by MOP science program contractors.

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

Qualifications, Skills and Expertise

MOP seeks a Consultant with the expertise, demonstrated skills, and proven experience necessary to assist with the science writing 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 creating science communication products that are engaging, clear, concise and appropriate for the targeted audience;
- A demonstrated proficiency with a variety of relevant software applications and related technologies; and
- A successful track record of completing complex science writing projects on deadline.

Terms

Deliverables that fall under this RFQ will include:

- The written adaptation of up to ten (10) MOP technical science reports to meet specific deadlines TBD in 2009; and
- On request from MOP staff, periodic draft versions of the individual projects for evaluation and progress assessment.

The Consultant will report directly to the MOP Communications and Outreach Manager and will receive organized guidance as to project-specific communications goals, target audience(s), product length and communication vehicles to be utilized. The Consultant is expected to effectively coordinate development efforts utilizing electronic communication, in-person meetings or other appropriate means in a timely fashion. The contract executed with the Consultant will be administered through the University of Massachusetts at Boston ("UMB") as MOP's fiscal sponsor.

RFQ 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 . A copy of the full submission should be cc'd to: Amy Breault at 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 10th 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 – 3rd 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, and indicating how the Consultant (or team) meets the desired qualifications, skills and expertise;
3. A description of the Consultant's (or team's) qualifications, including resumes for key personnel, summaries of successfully completed relevant projects and associated deliverables (with excerpted examples/demonstration products including 3-5 writing samples);
4. A brief description of the team's structure (if applicable), each team member's role, and the lead contact from each sub-consultant (if applicable);
5. A statement of availability, daily or hourly rates, the organization's fringe rate (not to exceed 35%), and projected indirect cost rate (not to exceed 12.5% of direct costs) for each of the key personnel;
6. An estimated budget (range) for adapting a 5000-word, technical science report into a 2-4 page report brief for stakeholder communication and outreach; and
7. 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.

Review of Qualifications

A MOP Review Committee will evaluate responses based on the Consultant's (or 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 overall project. Selection of the preferred Consultant is expected to be a two-step process in which short-listed Consultants will be asked to provide oral presentations to the MOP Selection Committee, after which the Committee will recommend a preferred Consultant (or list of qualified Consultants) for approval by MOP's Governing Board. The Committee may choose to forego oral presentations if a clearly preferred candidate emerges based solely on response to this solicitation.

MOP contact:

Howard Krum, Communications and Outreach Manager

Massachusetts Ocean Partnership

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