



RECREATIONAL
BOATING & FISHING
FOUNDATION

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**Request for Proposals
Contract #RBFF-11-C-241**

The Recreational Boating & Fishing Foundation (RBFF) is soliciting proposals from qualified service providers for the development and customization of direct mail templates and the printing and mailing of direct mail pieces to enable state fish and wildlife agencies to increase boat registrations.

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Attachments:

1. Proposal Cover Page

**Recreational Boating & Fishing Foundation
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I. REQUEST FOR PROPOSALS

The Recreational Boating & Fishing Foundation (RBFF) is soliciting proposals from qualified service providers for the development and customization of direct mail templates and the printing and mailing of direct mail pieces to enable state fish and wildlife agencies to increase boat registrations.

II. SOLICITATION

Name/Address of Issuer:

Reese Teasley
Contract Manager
Recreational Boating & Fishing Foundation
500 Montgomery Street, Suite 300
Alexandria, VA 22314
Phone: 703-778-5162
Fax: 703-519-9565
Email: ateasley@rbff.org

Please contact Reese with any questions you may have regarding this RFP.

Date of Issuance: Wednesday, September 28, 2011

Closing Date and Time: **Friday, October 21, 2011 at 4:00 pm ET**

III. BACKGROUND

RBFF is an independent, not-for-profit 501(c)(3) organization dedicated to growing participation in fishing, boating and aquatic stewardship.

RBFF was created by the Sport Fishing and Boating Partnership Council in response to the Sport Fishing and Boating Safety Act passed by Congress in 1998. By collaborating with key partners—conservation communities, state and federal agencies, recreation and tourism groups and other education and advocacy organizations—RBFF works to increase the number of people involved in fulfilling outside recreational activities. This, in turn, helps ensure the state and federal funding needed for conservation. RBFF's stated mission is to implement an informed, consensus-based national outreach strategy that will increase participation in recreational angling and boating and thereby increase public awareness and appreciation of the need to protect, conserve and restore this nation's aquatic resources.

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RBFF's funding is administered through the U.S. Fish and Wildlife Service (the "Agency") pursuant to a cooperative agreement between the Agency and RBFF.

For more information about RBFF, please visit our organizational website at RBFF.org.

IV. PROJECT NEED

State agency engagement is a critical strategic initiative for RBFF. RBFF strives to provide marketing support and expertise to state fish and wildlife and natural resource agencies as they are the key interface with consumers and are critical to increasing both fishing licenses sales and boat registrations. In doing so, RBFF requires support in the area of creating, printing and distributing boat registration reminder direct mail pieces. RBFF is searching for a contractor that can act as an extension of staff and work collaboratively with the program team and state fish and wildlife agencies in the launching of the Boat Registration Program in up to 15 states.

RBFF partnered with the Oregon State Marine Board (OSMB) and the Oregon Department of Fish and Wildlife (ODFW) to pilot test a program in 2009 to encourage owners of boats that had not been actively registered for at least one year to re-register their "lapsed" boat. Lapsed boat registrations were matched to 2008 fishing license data to identify angler and non-angler households. Multiple direct mail pieces were tested and program results were positive. The program included a direct mailing on April 20, 2009 to the owners of 17,159 boats with lapsed registrations. Overall for Oregon, the pilot program was a successful effort and resulted in:

- 765 lapsed boats registered during the 42-day evaluation period.
- \$21,292 of new net revenue from lapsed boat registrations over and above the cost of the direct mail program.
- \$25,406 estimated additional revenue from state gasoline taxes (\$23,278) and allocations from the Sport Fish Restoration and Boating Trust Fund (\$2,128).

Based on the pilot program success, OSMB implemented another successful program in 2010, and three additional pilot programs were conducted in 2011 in Florida, Ohio and Tennessee. Based on similar success, the program will be rolled out with up to 15 states in 2012 to improve boat registration renewal rates. Our research has shown that, at the national level and on an annual basis, it is estimated that there are approximately 480,000 "lapsed" boats that could be targeted via direct mail registration reminders. For the three states participating in the pilot project in 2011, an average of 30,000 lapsed boat owners received direct mail pieces in each state. The 2012 program will be

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rolled out as the fishing and boating season starts, beginning in March 2012. RBFF will then continue to build on this program in the following years. For more information about the Oregon pilot program, please view the 2009 Evaluation Report, and please see Appendix A to view the direct mail pieces: http://www.rbff.org/uploads/Research_section/Program_Evaluation_Files/OS_MB_Pilot_Program_Evaluation_ReportFINAL.pdf

The selected contractor will coordinate with RBFF, data vendors, and state fish and wildlife agencies, create customizable templates for the direct mail pieces, assess the capabilities and needs of each state for this project, oversee the printing and mailing distribution of the direct mail pieces, and ensure the timely completion of the project in each state. The mail pieces to be created, printed and distributed will include, but not be limited to (as seen in above link, Appendix A):

- One standard black and white two-sided reminder with remittance form
- One color two-sided reminder with remittance form targeting anglers – those boat owners who hold a fishing license
- One color two-sided reminder with a boating message and imagery
- One standard return envelope will be included inside with the mailer
- All of the direct mail pieces will be mailed in a windowed envelope customized with the state agency logo and return address

The remittance forms along the bottom third of the mailers must be perforated to be detachable. All mail lists will be provided by a separate RBFF contractor. Additional work beyond the scope described will be billed at an hourly rate, to be defined in bid submission (see samples).

V. PROJECT SCOPE

In order to conduct the work outlined in the project need, the services may include, but are not limited to:

1. Project Planning and Management – Contractor will develop a streamlined system to manage printing and mailing aspects of the project working with up to 15 states.
2. Template Development and Customization – Customized templates, based on provided artwork files from the pilot program, will be created and approved by RBFF prior to direct mail program implementation. Templates will be customized based on data availability, preferences and needs of each state.
3. Production and Delivery System – Contractor will work closely with state representative and with RBFF in order to create, approve and finalize mail pieces to be delivered and printed in a timely manner.

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4. Coordination with Data Vendors – Contractor will work closely with data partners to understand the needs of each participating state, receive the boat registration and mailing data to be plugged into the mail pieces and manage the delivery of the mail pieces.
5. Printing – Contractor will be responsible for the printing of approximately 30,000 mail pieces per state in up to 15 states, as well as one to two envelopes per mail piece. Proofs must be submitted for review and approval. National printer and mail-house capabilities are necessary, with the possibility to print locally.
6. Mailing Distribution – Mail pieces will be mailed at the Standard or Bulk rate and are expected to go out on target mail date set at onset of project.

VI. CONTRACTOR QUALIFICATIONS

In order to successfully deliver this project, the selected contractor must have the following:

1. Extensive knowledge of and proven track record in direct mail marketing for clients including non-profit organizations and government agencies.
2. Proven track record of product development and printing and mailing large quantities.
3. Demonstrated ability to meet deadlines and produce deliverables according to timeline.
4. National printer and mail-house capabilities, with the possibility to print locally in specific states if necessary.
5. Experience conducting a national direct mail marketing program a plus.

The contractor will be selected based on the following criteria:

1. Business Goals: Does the proposal meet goals and requirements?
2. Project Design: Are RBFF business needs driving project design and methodology?
3. Case Studies: Does the proposal cite specific case studies which document relevant experience, driven by a complex business problem that required both expertise and the ability to help the client apply what was learned?
4. Organizational Capacity: Is this a stable organization with the necessary resources and expertise to deliver expected outcomes for RBFF?
5. Industry/Non-Profit Experience: Does the organization have experience in the recreational boating or fishing industry or nonprofit sector?
6. Deliverables: Are detailed pricing, timeline, and deliverables included?

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VII. DELIVERABLES AND TIMELINE

The following deadlines apply to this request for proposals:

Issue RFP:	September 28, 2011
Proposal Due Date:	October 21, 2011 at 4:00 pm ET
Final decision and vendor notification:	November 2, 2011
Contractor begins work:	November 7, 2011

VIII. PROPOSAL REQUIREMENTS

At a minimum, the proposal (of no more than 10 pages in length) should include the following elements:

1. Completed Proposal Cover Page.
2. Description of how your corporation/organization/team fulfills the "Contractors Qualifications" outlined in Section VI.
3. Include a list of clients for whom you have performed similar work within the last two years with three client references that RBFF may contact.
4. Background on your corporation/organization/team, including history, staff size and experience, and other relevant information. If subcontracting is required, indicate whether you intend to subcontract with small businesses, minority-owned firms, and women's business enterprises.
5. Proposed total cost of services.

Applicants must submit proposals in hard copy (**five copies**) and electronic copy. Proposals should be prepared simply, providing a straightforward, concise description of the Contractor's ability to meet the requirements of the RFP.

IX. EVALUATION FACTORS FOR AWARD

Basis for Award

The award will be made to the applicant that conforms to the RFP's requirements and is judged to represent the best value to RBFF. Best value is defined as the proposal that presents the best overall value to RBFF, cost and other factors considered, and which presents the most advantageous offer.

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Such offer may not necessarily be the proposal offering the lowest cost or receiving the highest technical rating.

Evaluation Criteria

Applicants are cautioned that this is best-value procurement and that best-value concepts apply to this solicitation. In making its best-value determination, RBFF may award a contract resulting from this solicitation to the responsible applicant whose offer conforming to the solicitation will be the most advantageous to RBFF, price and other factors considered. RBFF shall give due consideration, as appropriate, to the overall merits of the proposal (including the relative advantages and disadvantages to RBFF), the experience of the Contractor, the cost of the proposal, and the needs of RBFF. Preference, to the extent practicable and economically feasible, shall be given for products and services that conserve natural resources and protect the environment and are energy efficient.

Applicants are cautioned that discussions may not be held and that RBFF may award the contract solely on the initial proposals. Accordingly, applicants should put forth their best efforts in their initial submission. However, RBFF reserves the right to conduct discussions if later determined by RBFF to be necessary. RBFF may reject any or all offers if such action is in the best interest of RBFF; accept other than the lowest offer; and waive informalities and minor irregularities in offers received.

X. SPECIAL REQUIREMENTS

Federally Imposed Obligations

RBFF has entered into a cooperative agreement with the U.S. Fish & Wildlife Service, the general provisions of which are the Administrative and Audit Requirements and Cost Principles for Assistance Programs cited in 43 CFR, part 12, which incorporate OMB Circulars A-110, A-122 and A-133 by reference. Inspection, acceptance and procurement are governed by these requirements and principles. The successful applicant will be required to assume all applicable pass-through obligations imposed by the cooperative agreement, such as compliance with federal equal employment opportunity requirements and debarment and suspension certifications.

Accounting Records

All accounting records of the successful applicant relating to its performance under this award shall be kept in a manner that is consistent with generally accepted accounting principles as well as any applicable provisions of OMB

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Circular A-133, "Audits of States, Local Governments, and Non-Profit Organizations" and OMB Circular A-122, "Cost Principles for Nonprofit Organizations," and 48 CFR part 31, "Contract Cost Principles and Procedures." Upon reasonable notice to Contractor, RBFF, the U.S. Fish & Wildlife Service, the Comptroller General of the United States, and any of their duly authorized representatives shall have access to any books, documents, papers and records of Contractor that are pertinent to this award and have the right to audit and copy such materials during the term of this award and for a period of three (3) years after its termination or expiration.

Applicant Reimbursement and Compensation Policy

RBFF will not reimburse or compensate applicants for any time, fees and costs incurred while developing their proposals. Additionally, if an applicant is asked to present its proposal in person, RBFF will not reimburse or compensate the applicant for any fees related to the presentation, including but not limited to staff time, travel and out-of-pocket costs. RBFF will not compensate any applicant for time or fees incurred while negotiating a contract.

Use of Metric System

To the extent practicable and economically feasible, all accepted products and services shall be dimensioned in the metric system of measurement.

Ownership of Work Product

- A) The successful applicant will be required to acknowledge that it has been ordered or commissioned to create or prepare a work consisting of the work effort and work product set forth herein and agree that this work is a "work made for hire," and that the applicant shall have no rights to title or interest in and to the work, including the entire copyright in the work or all rights associated with the copyright. The applicant will further be required to agree that to the extent the work is not a "work made for hire," the applicant will assign to RBFF ownership of all right, title and interest in and to work, including ownership of the entire copyright in the work and all rights associated with the copyright, and will execute all papers necessary for RBFF to perfect its ownership of the entire copyright in the work. The applicant will not have rights to or permission to use the work without the prior written permission of RBFF.
- B) By responding to this RFP, the applicant acknowledges and agrees that all deliverable documentation under this RFP (and subsequent contract) will be transferred to the U.S. Government in accordance with RBFF's government contract. If the applicant intends to submit a notice of limited rights in technical data regarding any delivered technical data to

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RBFF, the notice shall include sufficient information to enable RBFF to identify and evaluate the applicant's assertions.

Original Work

The successful applicant will be required to represent and warrant that the work the applicant creates or prepares for RBFF will be original, will not infringe upon the rights of any third party, and will not have been previously assigned, licensed or otherwise encumbered.

Public Releases

Except as required by law or regulation, no news release, public announcement or advertising material concerning any subsequent contract awarded pursuant to this RFP shall be issued by any applicant without the prior written consent of RBFF; such consent shall not be unreasonably withheld.

Applicants are also directed to OMB Circular No. A-133, Audits of Non-Profits, in particular the Government's potential right to audit the Contractor's records under §§ .200 and .210 (OMB Circular No. A-133 is hereby incorporated by reference). A copy of OMB Circular A-133 is available from RBFF upon request, or can be downloaded from

<http://www.whitehouse.gov/omb/circulars/a133/a133.html>.

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**PROPOSAL COVER PAGE
(All applicants must submit this completed form with their proposal.)**

RFP Number	
Company Name	
EIN or Social Security Number	
Contact Name & Title	
Mailing Address	
Telephone	
Facsimile	
E-mail address	
Website address	
Proposed cost	