

ADVERTISEMENT
REQUEST FOR PROPOSALS

The Department of Marine Resources is soliciting proposals to conduct research that will aid in achieving development goals for the Maine lobster industry. Research is sought into the bait market upon which the lobster fishery relies, as well as research to reveal consumer preferences that will help to increase profitability in the lobster industry. The Lobster Research, Education and Development Board has advised the Department to dedicate up to \$50,000 toward these development questions for the lobster industry. Proposals may cover up to three years of work.

A copy of the RFP detailing specifications may be obtained by contacting Deirdre Gilbert by telephone (207 / 624-6576), by submitting a request in writing to Maine Department of Marine Resources, 21 State House Station, Augusta, Maine 04333-0021 or by downloading from the Internet at: www.maine.gov/dmr/rfp

Sealed proposals must be clearly labeled with the bidder's name and address and marked "Department of Marine Resources: Lobster Development Research" and received by **2:00 p.m. on February 4, 2008** at the Division of Purchases, 9 State House Station, 111 Sewall Street, 4th Floor Burton M. Cross Building, Augusta, Maine 04333-0009. Proposals will be publicly opened and the name of the bidder announced at the date, time and place specified above. No other information will be made public prior to evaluation and contract award notification. Proposals received after the date and time specified will not be considered. There are no exceptions. The State reserves the right to reject any or all proposals.

LOBSTER DEVELOPMENT RESEARCH

I. Introduction

The Department of Marine Resources (DMR) is seeking assistance in conducting market research for the lobster fishery in the following two areas. The Department is seeking proposals that:

- provide a comprehensive analysis of the lobster bait industry, in order to better understand its structure and outlook. This will include a market analysis describing current use patterns, bait types, availability, pricing, influences on the market, and expectations for the future of the bait market. It is hoped that this research could be used to inform the development of a certification program that could be used to permit or reject the use of newly developed baits to ensure a supply of bait that is safe for lobster, the environment, and the public.

OR

- to the extent practicable, build upon existing research to further reveal consumer preferences, barriers to consumption, and consumer decision-making considerations when choosing between Maine lobster and other lobster or other high-end seafood options, with the goal of increasing profitability in the lobster industry.

The Lobster Research, Education and Development (RED) Board has recommended that the Department seek proposals for any of the above topics, which will assist in the development of expanded markets for Maine lobster, and increase profitability within the industry. The Lobster RED Board has advised the Department to dedicate up to \$50,000 toward such research. Please be aware that the Lobster Research RFP that has been released concurrently also contains an opportunity for research on lobster bait.

II. Background Information

The American lobster resource supports the largest fishery in Maine and the Northeast. Landings in 2006 exceeded 72 million pounds valued at nearly \$300 million. The Department of Marine Resources sells nearly 5,800 lobster harvesting licenses (Class I, II, III) each year. Because of the importance of the lobster fishery to local and state economies, there is a distinct need to understand the market that this fishery supplies, and the bait market upon which it relies. The Lobster RED Board has recommended further research into consumer preferences and behaviors, and the bait market, as the highest priority needs within the development sector.

III. Project Description, Products and Work Schedule

Development goals for the Maine lobster fishery are to expand markets and increase profitability for all segments of the industry. Proposals must describe the scope of the research proposed and the research methodology. All proposals must include a work schedule that provide the date work will begin, clear milestones and delivery date for end products. Proposals must also address the credentials of the applicant to carry out the proposed project. The Department must receive one hard copy final report and one electronic final report of the deliverable product as specified in the proposal, by a date specified in the contract. Electronic reports are to be sent to Deirdre.Gilbert@maine.gov.

Applicants whose projects are funded through this RFP may be required to present project results up to three times at the request of the Lobster Research, Education, and Development Board (at a meeting of the Board, at the Fishermen's Forum, and at a meeting of the Lobster Advisory Council).

GENERAL INSTRUCTIONS

If you obtained this RFP through a means other than requesting it directly from Deirdre Gilbert, you must provide her with your contact information prior to submitting your proposal (207/624-6576 or Deirdre.Gilbert@maine.gov). This is to ensure that you will receive the answers to any questions that may be raised during the application process, as described under #2 below. If you do not provide your contact information prior to submitting your proposal, your proposal can not be considered.

The proposal submitted must contain the following information, responses or confirmations.

General Information

1. Three (3) copies of each bidder's proposal must be submitted clearly labeled with the bidder's name and address and marked "Department of Marine Resources: Lobster Development," in a sealed envelope by 2:00 p.m., February 4, 2008 to:

State of Maine, Department of Administrative and Financial Services

Bureau of General Services, Division of Purchases

9 State House Station

111 Sewall Street

4th Floor Burton M. Cross Building

Augusta, Maine 04333-0009

Proposals will be publicly opened and the name of the bidder announced at the date, time and place specified above. No other information will be made public prior to evaluation and contract award notification. Proposals received after the date and time specified will not be considered. There are absolutely no exceptions.

2. Bidders should direct written questions regarding these specifications to Deirdre Gilbert, 21 State House Station, Augusta, ME 04333-0021 or via email at:

Deirdre.Gilbert@maine.gov.

All bidders will receive copies of responses to relevant questions raised by other bidders. Questions received after January 16, 2008 will not be answered. Phone

inquiries, except for an initial request for a copy of the RFP, will not be accepted and such calls may deem a proposal invalid.

3. Proposals must be presented in the format requested in this material. All questions should be answered and all instructions adhered. Deviations from these instructions must be identified and are submitted at the risk of the proposal being ruled invalid.
4. The State of Maine will not accept responsibility for any costs incurred by a bidder in the preparation of their proposal.
5. The competitive bidding process involves the following steps and timetable:
 - ☒ Publication of specifications – December 13, 2007
 - ☒ Deadline for prospective bidders' proposals – 2:00 p.m., February 4, 2008
6. Selections will be based on the following criteria:
 - 25 points Proposed costs;
 - 10 points Demonstrated experience;
 - 65 points Proposal specifications.

The State reserves the right to reject any or all proposals. The State reserves the right to require interviews with key personnel of bidders prior to contract award. Members of the evaluation team will include various individuals from the Department of Marine Resources and Lobster Research Education and Development Board. Members of the evaluation team will include various individuals from the Department of Marine Resources and Lobster Research Education and Development Board, and persons with expertise in lobster research, education and development, as appropriate.

7. The State reserves the right to renew any contractual agreements as a result of this RFP based on mutually agreeable terms for two terms of one year each.
8. Failure of the bidder to honor commitments made in this RFP may constitute grounds for bidder disqualification. The resulting contracts will take the form of a "State of Maine Agreement to Purchase Services" (See Appendix A). The State of Maine will not entertain the use of a bidder written contract. After selection of the contractor, the State will allow the bidder to have a constant opportunity to reduce the total cost for individual items in the event that marketing, technological and other changes deem it advisable. Otherwise, the price stated in the proposal will remain in effect for the duration of the contract.

Proposal Contents

1. All proposals must be typewritten. Changes or corrections must be initialed by the person making the change.
2. The proposal must include detail on the experience and knowledge required as previously stated, including a description of experience.
3. Include a description of your company's experience, understanding and ability to provide services as previously described and to assist with this program as previously described. If possible provide two examples of specific recent projects of this nature with which you have been involved. This may include prior agreements with the State of Maine.
4. All submissions by bidders will be considered available for public view following the bid award, subject to the Freedom of Access Laws of the State of Maine (1 MRSA 401). Confirm your understanding of this requirement by including the statement "I understand that my bid will be available for public view following the bid award." in your proposal.

5. Proposals must be signed by a person legally authorized to bind the bidder and must contain a statement that the proposal and fees contained therein will remain firm for a period of at least 180 days from the date and time of the bid opening. The State expects to hold successful bidder to specified fees.

COST PROPOSAL

The successful bidder will:

1. Provide a fixed cost proposal to deliver the research and final product previously detailed. The Department reserves the right to negotiate the final grant amount and associated deliverables. Proposals lacking complete and adequate information will not be considered. Multiple grants could be awarded based on prospective bidders responses.
2. Provide a sample invoice that would be used to report and bill for work performed.

APPENDIX A

RIDER G
PROVISION OF CONTRACT SERVICES BY FOREIGN NATIONALS OR WORK
PERFORMED ABROAD

The Maine Legislature has asked the Division of Purchases¹ to determine the country where contracted services will be performed.

The following contract/amendment has been executed with the State of Maine.

1	Division of Purchases Contract Reference
2	Contractor Name
<	highlight and enter the Name of the Contractor >
3	Brief Contract Service Description
<	highlight and enter a Brief Description of the Service Provided >

So that we may comply with the Legislature's request, please provide responses to the following questions. To successfully complete the questionnaire be alert for follow-up entries if certain responses are made. Please show your responses in the spaces provided. You may mark any box with ☒ using your computer, keyboard & mouse. Highlight the box (☐) with your cursor and type a lowercase "x." If additional entries are needed, type to the right of the mark (>) shown in questions 1 and 3.

1. Will any of the services described in the contract's scope of work be performed outside of the United States of America?

☐ No. *Go to Q.3.*

☐ Yes. *If "Yes," show in what country(ies) below and Continue w/ Q.2 and Q3.*

>

2. If you responded "Yes," above, who will perform any of the services described in the contract's scope of work?

☐ Citizens of the USA living abroad. ☐ Foreign nationals.

3. In what US state or foreign country is your firm incorporated?

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Name of the Person Submitting the Information	Voice Phone Number

Thank you for completing this information. You may send the completed form by email to the Division of Purchases [Jerry.Nault@maine.gov] or return it by telephone facsimile [207/287-6578] in addition to a response by regular post [9 State House Station, Augusta, ME 04333-0009].

Notification of Changes to the Information

A provision of the Resolve requires service providers to notify the Division of Purchases of any changes to this information. That notification may be sent to the address shown above and should reference the Purchases File Number.

¹ Resolve, Chapter 16, First Special Session-2005.