



RECREATIONAL BOATING & FISHING FOUNDATION

Request for Proposals RBFF-12-C-302

The Recreational Boating & Fishing Foundation (RBFF) is soliciting price proposals from qualified marketing research service providers to quantitatively and qualitatively assess the effectiveness of our website - www.Takemefishing.org and compare results against past studies to determine where improvements have been made and where additional improvements are needed.

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Attachments:

1. Proposal Cover Page

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I. REQUEST FOR PROPOSALS

The Recreational Boating & Fishing Foundation (RBFF) is soliciting price proposals from qualified marketing research service providers to quantitatively and qualitatively assess the effectiveness of our website – www.Takemefishing.org and compare results against past studies to determine where improvements have been made and where additional improvements are needed.

II. SOLICITATION

Name/Address of Issuer:

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Director, Online Strategies
Recreational Boating and Fishing Foundation
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Alexandria, VA 22314
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Please contact Maria with any questions you may have regarding this RFP.

Date of Issuance: June 22, 2012

Closing Date and Time: **July 6, 2012, 5:00 pm Eastern Time**

III. BACKGROUND

RBFF is an independent, not-for-profit 501(c)(3) organization. Our organizational mission is to implement an informed, consensus-based national outreach strategy that will increase participation in recreational fishing and boating and thereby increase public awareness and appreciation of the need for protecting, conserving, and restoring this nation's aquatic resources.

In recent years a shared concern has emerged in the fishing, boating and conservation communities. Participation in recreational fishing and boating is changing, and in some cases declining. Projections of demographic trends indicating that in the next 25 years significant population growth will only be occurring among groups who have not traditionally been as involved with boating and fishing. This portends obvious economic impacts in both private and public sectors, with additional considerations in the areas of resource stewardship and quality of life issues.

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RBFF's challenge is to maintain and increase participation among those groups where fishing and boating have always played an important role in their cultural heritage, while diversifying to include a wider representation—building new traditions for all in the 21st century.

The Take Me Fishing™ national campaign was developed to generate awareness of recreational boating and fishing and to increase intent to participate and trial experiences in these activities. www.TakeMeFishing.org is a one-stop resource for boaters and anglers to learn, plan and equip for a day on the water. Last year, the website and its digital properties received nearly seven million visits.

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. The original source of the funds, the Sport Fish Restoration and Boating Trust Fund, is comprised of excise taxes paid by manufacturers of fishing tackle and a consumer tax on motorboat fuel.

For more information about RBFF, please visit our organizational web site at www.RBFF.org.

IV. PROJECT NEED

Quantitatively and qualitatively assess the effectiveness of www.TakeMeFishing.org in order to meet the following primary objectives:

- Measure overall satisfaction with 'core' consumers.
- Measure overall experience with 'core' consumers (as measured by variables: information sought, design, and ease of use).
- Establish overall satisfaction baseline with 'new' consumer segments (Family Outdoors and Outdoor Enthusiasts).
- Establish overall experience baseline with 'new' consumer segments (as measured by variables: information sought, design, and ease of use).
- Establish "refer to a friend" / "likely to recommend" baseline metric for 'core' and 'new' consumer segments.

"Core" consumers are defined as 'Anglers' and 'Boaters who fish' (new, occasional/lapsed and avids). Definitions for RBFF's new consumer segments can be found on www.TakeMeFishing.org, see [Market Segmentation Research](#) report dated February 2011. The required deliverable will compare results against past studies to determine where improvements have been made and where additional improvements are needed.

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V. PROJECT SCOPE

The marketing research services may include, but are not limited to:

- 1) Project Planning
 - Approach
 - Methodology
 - Objectives
 - Reporting Outcomes
 - Timeline
- 2) Research Design
 - Screener Development
 - Questionnaire Development
 - Moderator/Interview Guide
- 3) Data Collection
 - Demographics
 - How the web site is used
 - Satisfaction with Content
 - Fishing Experience
 - Fishing Intentions
 - Boating Experience
 - Boating Intentions
 - Impact of TakeMeFishing.org
 - Satisfaction with Key Drivers
 - Satisfaction by User Type
 - Mobile Engagement/Presence
 - Social Media Engagement/Presence
 - Quantify the impact the website has on participation (i.e. go fishing & boating more often, buy more equipment, register a boat or buy a license)
- 4) Data Analysis
- 5) Reporting
 - Topline/Key Findings report
 - Final report
 - Other Breakout Reports

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VI. CONTRACTOR QUALIFICATIONS

Contractor must demonstrate high levels of expertise in:

- 1) Prior Experience: The successful marketing research partner will have demonstrable expertise in both qualitative and quantitative website/digital platform research, in addition to product development marketing research. Please provide a brief summary that details your experience, particularly that driven by a complex business problem that required not only market research expertise but also the ability to help the client in applying what was learned.
- 2) In House Capability: Please describe any in house capabilities that would have a direct impact on quality. Indicate in your proposal if any portion of the project will be subcontracted and describe the subcontractor relationship.
- 3) Industry Experience: Describe experience in the recreational boating or fishing industry or similar industries such as outdoor sports, recreation, etc.
- 4) Other Experience: Describe other experiences that may be relevant such as experiences in the area of cause marketing or in the nonprofit sector.

VII. DELIVERABLES AND TIMELINE

The following deadlines apply to this request for proposals:

Issue RFP:	June 22, 2012
Proposal Due Date:	July 6, 2012, 5:00 p.m. Eastern Time
Final decision and vendor notification:	July 12, 2012
Contractor begins work:	July 16, 2012
Final Report:	October 15, 2012

VIII. PROPOSAL REQUIREMENTS

At a minimum, the proposal 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. A minimum of one (1)

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sample of previous work that is similar to the work required here is requested.

- 3) Include a list of clients for whom you have performed similar work within the last two years. Please provide three (3) 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.

Applicants must submit proposals in the form of one (1) electronic copy. Proposals should be prepared simply, providing a straightforward, concise description of the Contractor's ability to meet the requirements of the RFP.

The proposal in electronic copy must be received by July 6, 2012 at 5:00 p.m. eastern time for consideration. Late proposals will not be accepted.

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. 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 a 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

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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 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.

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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 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.

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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_default.

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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	