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Request for Proposals (RBFF-08-C-145)

Provide market research services to assess stakeholder feedback on RBFF and its programs and products.

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Attachments and Links:

1. Proposal Cover Page
2. Linked Resources
 - a. FY 2009 Strategic Plan
http://www.rbff.org/uploads/About_RBFF_Section/FY09Strategy.pdf
 - b. FY 2008 Goals & Objectives
http://www.rbff.org/uploads/About_RBFF_Section/FY2008Initiatives.PDF
 - c. 2006 Survey Results
http://www.rbff.org/uploads/About_RBFF_Section/StakeholderSurvey-Results_120606.pdf
 - d. 2003 Survey Results
http://www.rbff.org/uploads/About_RBFF_Section/StakeholderSurvey-Results_020103.pdf

**Recreational Boating & Fishing Foundation
Request for Proposals # RBFF-08-C-145**

I. REQUEST FOR PROPOSALS (RBFF-08-C-145)

Provide market research services to assess stakeholder feedback on RBFF and its programs and products.

II. SOLICITATION

Name/Address of Issuing Agency:

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Recreational Boating & Fishing Foundation
601 North Fairfax Street
Suite 440
Alexandria, VA 22314

Phone: 703.778.5160
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Email: hsieber@rbff.org

Please contact Heather Sieber with any questions you have regarding the RFP.

Date of Issuance: Thursday, August 14, 2008

Closing Date and Time: **Thursday, August 28, 2008 at 5:00 pm ET**

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 indicate 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.

RBFF's funding is administered through the U.S. Fish and Wildlife Service. The original source of the funds, 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.

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Stakeholders are vital to the success of RBFF. RBFF's mission can best - and arguably only - be accomplished through successful collaborating and partnering among stakeholders. In so doing, RBFF intends to build ownership of its efforts, and outcomes, among a broad array of key stakeholder groups.

Stakeholder groups include:

- o Fishing and boating industry, including manufacturers, distributors, wholesalers and retailers as well as service providers such as marinas, guides, etc.;
- o State and federal natural resources agency personnel, including those involved with aquatic education, license sales and marketing, fisheries management, parks/access site management, communications and information management;
- o State, federal and local law enforcement agencies with mandates in the boater safety, access and education arenas;
- o Tourism agencies, parks and recreation agencies, convention and visitor bureaus and businesses relying on aquatic resource-based recreation;
- o Outdoor and environmental educators;
- o Recreation providers, youth and family advocacy and service organizations;
- o Non-governmental advocacy or public interest groups such as:
 - Conservation organizations
 - Fishing and boating organizations
 - Safety organizations
 - Media and outdoor communications groups.

RBFF is governed by a 25-member Board of Directors representing the various stakeholder groups listed above. We actively involve stakeholders in the development and implementation of our programs via several volunteer task forces and advisory groups.

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

IV. PROJECT NEED

Stakeholder perceptions and feedback are critical to helping RBFF understand its impact on its stakeholders' agencies and industries.

History

RBFF commissioned market research in 2003 and 2006 to better understand its stakeholders and to provide a planning framework to guide RBFF and its board of directors.

In 2007, RBFF appointed a new president and CEO and the leadership change resulted in modifications to RBFF's objectives and its performance against those objectives.

Today

The marketing research provider will help RBFF develop a meaningful survey that includes some of the questions found in the 2003 and 2006 survey instruments, but also helps to create new questions that better reflect the organization's change in direction, so as to better measure its impact on its stakeholders.

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It is important to note that the project scope outlined below is partially based on the market research conducted in 2003 and 2006, but the expectation is that the work associated with this RFP will account for changes in products, programs, and overall perceptions of RBFF since 2007 and will determine additional stakeholder information needs.

Resources that demonstrate the changes in RBFF's goals and measurements can be referenced below. (Linked)

- a. FY 2009 Strategic Plan
http://www.rbff.org/uploads/About_RBFF_Section/FY09Strategy.pdf
- b. FY 2008 Goals & Objectives
http://www.rbff.org/uploads/About_RBFF_Section/FY2008Initiatives.PDF
- c. 2006 Survey Results
http://www.rbff.org/uploads/About_RBFF_Section/StakeholderSurvey-Results_120606.pdf
- d. 2003 Survey Results
http://www.rbff.org/uploads/About_RBFF_Section/StakeholderSurvey-Results_020103.pdf

V. PROJECT SCOPE

Market Research Objective: The market research objective is to assess stakeholder awareness and satisfaction with RBFF's programs and products. RBFF also wants to evaluate stakeholder perceptions of the organization.

Action to be Taken: RBFF will use the results of the research to provide a framework to guide RBFF and its board of Directors in strategic planning for additional years of operations to positively affect stakeholders and thereby increase participation in boating and fishing.

Test Type: The market research is quantitative and will include both closed end and open end questions in an internet based questionnaire. In addition, it is to be communicated to respondents that responses will be kept confidential since RBFF is interested in gathering candid feedback.

Sample: The sample is RBFF stakeholders and the sample will be provided by RBFF. The sample is derived from the organization's contact database which contains e-mail addresses. The sample is categorized by segment and the analysis will reflect the following segmentation:

1. RBFF Board of Directors
2. Aquatic educators
3. State government
4. Federal government
5. Boating industry (manufacturers and retailers)
6. Fishing industry (manufacturers and retailers)
7. Trade media

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Deliverables: The market research services include, but are not limited to, project planning, methodology development, screener and survey instrument development, data collection, data analysis and reporting (draft report and final report both in PowerPoint format). The final report is required no later than November 1, 2008.

VI. CONTRACTOR QUALIFICATIONS

Contractor must demonstrate high levels of expertise in the following areas:

Prior Experience: The successful market research partner will have demonstrable expertise in both qualitative and quantitative market research.

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.

VII. DELIVERABLES AND TIMELINE

The following deadlines apply to this request for proposals:

Issue RFP:	Thursday, August 14, 2008
Proposal Due Date:	Thursday, August 28, 2008
Final decision and vendor notification:	September 15, 2008
Contractor begins work:	September 18, 2008
Final Report:	November 1, 2008

VIII. PROPOSAL REQUIREMENTS

At a minimum, the proposal should include the following elements:

1. Completed Proposal Cover Page.
2. A brief description on how your organization and 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. Please provide three client references that RBFF may contact.
4. Background on your organization and team including history, staff size and experience, and other relevant information.

Applicants must submit proposals in hard copy (**three 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.

The electronic copy must be received by **Thursday, August 28, 2008 at 5:00 pm ET** for consideration. Late proposals will not be accepted.

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IX. EVALUATION FACTORS FOR AWARD

Basis for Award: In considering proposals, RBFF shall make a best value determination conducted in accordance with the Federal Acquisition Regulations. 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.

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 CONTRACT 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

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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.

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.

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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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Attachment : PROPOSAL COVER PAGE (this form must be completed and included with the proposal)

RFP Number	
Company Name	
Contact Name & Title	
Mailing Address	
Telephone	
Facsimile	
E-mail address	
Web site address	
Proposed cost	

Please refer to the following resources in responding to this RFP:

Linked Resources

- a. FY 2009 Strategic Plan
http://www.rbff.org/uploads/About_RBFF_Section/FY09Strategy.pdf
- b. FY 2008 Goals & Objectives
http://www.rbff.org/uploads/About_RBFF_Section/FY2008Initiatives.PDF
- c. 2006 Survey Results
http://www.rbff.org/uploads/About_RBFF_Section/StakeholderSurvey-Results_120606.pdf
- d. 2003 Survey Results
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