

OFFICE OF PROCUREMENT
REQUEST FOR PROPOSALS (RFP)

RFP NO:

Date of Issuance:

Date and Time due: August 21, 2006

Not later than 2:00 PM local time

To be received at:

Office of Procurement
American Samoa Government
Pago Pago, AS 96799
TEL: (684) 699-1170

THE AMERICAN SAMOA GOVERNMENT (ASG) ISSUES A REQUEST FOR PROPOSALS FOR:

QUALIFIED INDIVIDUALS TO BROKER PARTNERSHIPS AND DEVELOP A BUSINESS PLAN AND PROPOSAL FOR THE AMERICAN SAMOA TERRITORIAL MARINE LAB.

FOR MORE INFORMATION ABOUT THIS RFP WRITE OR CALL:

Mr. LELEI PEAU, CHAIR

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This Request for Proposals (RFP) describes the specifications for the services to be provided in sufficient detail to permit full and open competition and to allow the offerer to properly respond to the RFP.

This RFP is issued under the authority of the American Samoa Procurement Act of 1983 and the Procurement Rules promulgated therefrom. Where there is a discrepancy between the Provisions of the Act and Rules, the Law shall have precedence over the rules.

The successful offerer, as an independent contractor and not as an agent of the American Samoa Government (ASG), shall furnish the necessary personnel, insurance, licenses, equipment, surveying, ground and air transportation, and otherwise do all things necessary to perform the work and services called for on a firm fixed price basis.

BACKGROUND INFORMATION

American Samoa is a group of seven islands (five volcanic islands and two coral atolls), located in the South Pacific. The land area of the islands is approximately 76 square miles. The five volcanic islands, which are the major inhabited islands of American Samoa, are Tutuila, Aunu'u, Ofu, Olosega and Ta'u. Tutuila, the largest island, is also the center of government and business. Aunu'u, a small island, is situated one mile off the southeast coast of Tutuila. The three islands of Ofu, Olosega and Ta'u, collectively referred to as the Manu'a Islands, are 66 miles east of Tutuila.

The Governor's Coral Reef Advisory Group (CRAG) was established to coordinate specific activities of five agencies in American Samoa; the American Samoa Department of Commerce, the National Park of American Samoa, the American Samoa Environmental Protection Agency, the Community College of American Samoa, and the Department of Marine and Wildlife Resources. The purpose of this coordination is to protect and preserve coral reef ecosystems while attempting to balance and satisfy development needs of the people and the Fa'asamoa (Samoan way of life). CRAG's financial needs are federally funded.

CRAG is currently in the initial stages of coordinating activities to establish a marine laboratory in American Samoa. The goals of this facility are:

- To provide a facility that will serve as a base of operations for quality marine research and education in American Samoa.
- To provide marine resource managers and policy makers with critical information necessary for sustaining a healthy and productive marine environment.
- To partner with educational programs in American Samoa, the U.S. and the Pacific region to provide graduate student and undergraduate training, professional training for government agency staff and teachers, and hands-on learning experiences for students and the general public.
- To promote, conduct and support research into marine science questions that the Territory has assigned high priority.
- To develop long-term partnerships and collaborations with educational and government institutions requiring a tropical marine laboratory for student, faculty and researcher use.

The vision is that the American Samoa Territorial Marine Lab will assist the Territory in becoming more self-reliant in matters of marine scientific research by improving infrastructure,

creating and supporting management and science programs, and endeavoring to build capacity in the field of marine science.

SCOPE OF WORK:

The contractor will be expected to develop a Territorial Marine Laboratory Business Plan & Proposal package. A Facility Plan was prepared in order to define technical aspects of the marine laboratory. The Business Plan will guide the implementation and development of partnerships and services and lay out a financial road map for addressing the costs of programs and facilities. It should include key activities, funding, governance structures, implementation plans, staffing and operational requirements for implementation and the first five years of operation. The Contractor will also identify, initiate communications with, and submit proposals to institutions willing to formulate partnerships with the government of American Samoa to construct and operate a Territorial Marine Laboratory. If the Contractor lives outside of American Samoa, the Contractor will need to travel to American Samoa to consult with local agencies and stakeholders for no less than one week.

Brokerage of Partnerships

The Contractor will explore partnership and funding opportunities. The Contractor shall identify specific academic, non-profit, private sector and governmental institutional partners who are willing to establish partnerships (in the form of Memoranda of Agreement (MOA)s or other collaboration or governance models such as cooperative agreements and consortia) to provide technical assistance, support the research capacity of the Marine Lab, finance or attract funding for the construction and long-term fiscal stability for the operation of the facility, and/or to support the programs and operations of the Marine Lab in other ways. Potential partnership organizations include, but are not limited to, the University of Hawaii and its Hawaii Institute of Marine Biology (HIMB), National Oceanic and Atmospheric Administration programs including the National Marine Sanctuary Program, National Marine Fisheries Service, Office of Coastal Resource Management, etc., the National Science Foundation, the University of California Santa Barbara, the University of California San Diego, the University of the South Pacific, the University of Florida, and the University of Guam.

Business Proposal Plan Development

Based on potential partnership opportunities, the Contractor will develop the business model that will enable effective, efficient, and sustained marine laboratory operations and form the basis of the business plan.

The Business Plan will guide the implementation and development of the Territorial Marine Laboratory. It must document and clearly communicate a detailed framework for the development of the Territorial Marine Laboratory. It should include key activities, funding, governance structures, implementation plans, and staffing and operational requirements for Marine Lab development and the first five years of operation. The planning process must be highly consultative, and designed to secure full commitment from stakeholders and potential partners.

Specifically the Business Plan must include:

- Detailed descriptions of the services and resources to be delivered through the Marine Lab and how they will address needs in the Territory, in the U.S., and in the Pacific
- A description of the staffing and operational requirements
- A description of how the Marine Lab would link and interact with other established entities
- A plan for outcome assessment and project evaluation
- A market analysis
- A description of partnership and stakeholder roles, responsibilities and commitments
- A description of the organizational and governance structure models
- A marketing and communications plan for the Marine Lab
- A financial plan for implementation including a discussion of potential sources of start-up funding and a funding strategy for the long term operations of the Marine Lab. This plan needs to be tailored to the type of funding or partnering needed or organization that is approached for assistance
- A financial plan for the first five (5) full operating years including capital and operating costs, revenue sources, etc.
- A funding request including the current funding requirement and future funding requirements over the next five (5) years
- A detailed timeline for implementation
- Suggested strategies for providing for the long term sustainability of the network

The Business Plan must address the significant issues and potential obstacles related to developing and implementing a marine laboratory that will effectively reach and respond to the needs of the managers, educators, scientists, and other users from many disciplinary backgrounds, working in a wide range of settings, and administered and funded through a variety of sources.

Proposal Development and Submittal

The Contractor will develop a proposal package that will include the Facility Plan, the Business Plan, cover letters, and any other supplementary materials deemed necessary and will submit the proposal package to potential partners identified during the “Brokerage of Partnerships” phase of the project. The Contractor will write no less than six (6) cover letters specific to each institution/agency that will be used as part of the proposal package. The full proposal shall be submitted to CRAG for review and comment before packages are submitted to potential partners and funders. The Contractor will also set up meetings with identified potential partners for ASG officials to present full scale proposal.

DELIVERABLES AND SCHEDULE

Deliverable 1: Business Model. This shall be presented to CRAG for consideration and adaptation. It will be the basis of the business plan. CRAG needs to approve the Business Model before development of the Business Plan can begin.

Deliverable 2: 1st draft Business Plan. Copies shall be distributed in electronic form to CRAG members. This shall be distributed to CRAG for review and comment. Comments shall be addressed and responded to. Changes will be incorporated into a 2nd draft of the Business Plan.

Deliverable 3: 2nd draft Business Plan and response to comments document. Copies shall be distributed in electronic form to CRAG members for review and comment.

Deliverable 4: Final Business Plan clarifies any final questions and edits in any areas where original comments were not addressed. Ten (10) paper copies and one (1) electronic copy of the Final Business Plan. The Final Business Plan shall be bound in corner staple format (8 ½" x 11").

Deliverable 5: No less than six (6) Proposal packages to potential partners and funders with meetings set up for American Samoa Government officials to present full proposal. No less than six (6) proposals shall be developed, specific to each initial institution/agency agreement.

Schedule for completion of the RFP process is as follows:

Receive Proposals	August 21, 2006
Selection of Contractor	August 28, 2006
Contract Negotiation	September 5, 2006
Execute contract/Notice to Proceed	September 15, 2006
Complete Work	Based on proposal.

PROPOSAL REQUIREMENTS

The proposal should include the following information:

- Name of the consultant/firm
- Relevant experience/qualifications/credentials (if there will be a project team, the names of all individuals who will be involved in this project and relevant experience/qualifications/credentials should be included)
- References and project history with details of work completed
- A description of the approach that will be used to complete the business plan, a delineation of specific tasks to be undertaken in addition to related objectives and goals, and a detailed timeline
- A description of project deliverables
- A detailed budget for the project including estimated expenses (i.e. travel) and billing and payment structure.

PLACE OF DELIVERY

U.S Territory of American Samoa

TYPE OF CONTRACT

Services provided by the successful offerer will be under a negotiated firm fixed price contract agreement.

DATE/TIME/PLACE/OF SUBMISSION AND PROPOSAL OPENING

Each offerer must submit their proposal in a sealed envelope addressed to the Chief Procurement Officer. An original and five (5) copies of the offerer's proposal must be received in the Office Of Procurement no later than 2:00 PM local time on August 21, 2006. Proposals received late are not acceptable. Late submittals will not be opened or considered and will be determined as non-responsive. All offerers shall provide sufficient written and verifiable information that responds to the specifications as requested.

CONDITIONS

This Request for Proposals (RFP) does not commit the ASG to award a contract or to pay any cost incurred in the preparation of a proposal.

The Chief Procurement Officer is the only individual who can act on behalf of the American Samoa Government for the expenditure of funds.

The American Samoa Government reserves the right to:

1. Reject all proposals and re-issue an amended RFP
2. Request additional information from any offerer submitting a proposal.
3. Negotiate a contract with the individual selected for award.
4. Waive any non-material violations of rules set up in this RFP.

BASIS FOR SELECTION:

Selection for contract award is contingent upon the price that is most advantageous to the American Samoa Government, and upon that the offerer meets all the technical requirements set forth and contained in the Request for Proposals.

Proposals shall be reviewed and evaluated by a Source Evaluation Board (SEB). Proposals shall be used only by the aforementioned individuals and the Chief Procurement Officer for the purpose of proposal evaluation. Proposals shall be protected so as to avoid disclosure of contents to competing offerers. No information contained in the submitted proposals shall be disclosed to the public until after the contract award is executed.

The SEB will make a determination of those responsible offerers whose proposals are eligible to be considered for selection. The determination shall be included in the contract file.

Discussions shall be conducted by the SEB with those responsible offerers whose proposals are determined to have a reasonable chance of being selected for award. These discussions shall be conducted for the purpose of obtaining clarification from the offerer on its proposal to ensure full understanding of, and responsiveness to, the RFP requirements. Discussions shall be conducted individually with each offerer and care shall be exercised to ensure that no information derived from competing offerers proposals are disclosed. All offerers with whom discussions are conducted shall be accorded the same time period to revise their proposals and submit a best and final offer based on the discussions.

The results of the evaluation and selection will be documented and a written recommendation by the SEB will be sent to the Chief Procurement Officer (CPO). The CPO will be guided in the selection by the recommendation of the SEB. The CPO will make the final determination of which proposal is the most advantageous to the American Samoa Government.

EVALUATION CRITERIA:

The Proposal evaluation will be based on three (3) main criteria as listed below. Proposals should be prepared in sufficient detail accordingly. Offerers' proposals will be evaluated and ranked by the SEB on the criteria and point system given below. Points indicated are the total number that can be achieved for each respective criterion.

1. TECHNICAL: Offerer must describe the approach used to address each task of the Scope of Work. This must include delineation of specific tasks to be undertaken in addition to related objectives and goals. (60 points)

2. PRIOR RELATED EXPERIENCE: A description of the Offerer's related experience, background, and credentials, must be provided. This should include a dossier of Qualifications for personnel that will be engaged in the work. Offerer must provide references and project(s) history that verify a minimum of three (3) years of specific or related experience. (25 points)

3. CONTRACT PRICE: Bidder's price for services. (15 points)

Evaluation Summary:

1. Technical	0-60 pts
2. Experience	0-25 pts
3. Contract Price	<u>0-15 pts</u>
TOTAL	100 pts (best possible score)

APPROVED FOR ISSUE: _____
Chief Procurement Officer