



RECREATIONAL BOATING & FISHING FOUNDATION

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Request for Proposals RBFF-10-C-218

The Recreational Boating & Fishing Foundation (RBFF) is seeking proposals from qualified marketing research service providers to assess stakeholder needs, awareness and satisfaction with RBFF's programs and products.

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Attachments:

1. Proposal Cover Page

Recreational Boating and Fishing Foundation Request for Proposals

I. REQUEST FOR PROPOSALS

The Recreational Boating & Fishing Foundation (RBFF) is seeking proposals from qualified marketing research service providers to assess stakeholder needs, awareness and satisfaction with RBFF's programs and products.

II. SOLICITATION

Name/Address of Issuer:

Reese Teasley
Recreational Boating and 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: Thursday, September 30, 2010

Closing Date and Time: Thursday, October 14, 2010 - 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.

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 RBFF.org.

IV. PROJECT NEED

The success of RBFF's mission is driven by the ability of the organization to work closely with its stakeholders and provide meaningful programs, products and services that support the goals of the various stakeholder groups. These groups include:

#1 - Industry/Federal Agencies/Non-governmental (NGO) advocacy or public interest groups, such as:

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- Fishing and boating industry - manufacturers, distributors, wholesalers, and retailers as well as service providers such as marinas, guides, etc.
- Fishing and boating organizations
- Conservation organizations
- Safety organizations
- Outdoor and environmental educators
- Recreation providers, youth and family advocacy, and service organizations
- Media and outdoor communications groups
- Tourism agencies, parks and recreation agencies, convention and visitor bureaus and businesses relying on aquatic resource-based recreation
- Federal natural resource agencies

#2 - State, Fish and Wildlife and Natural Resource Agencies including those involved with:

- Aquatic education, license sales and marketing, fisheries management, parks/access site management, communications and information management
- Mandates in the boater safety, access and education areas

Research needs conducted not only evaluate stakeholder perceptions of RBFF and our ability to communicate through various means, but also, as part of RBFF's FY 2011 Strategic Plan, RBFF needs to assess both stakeholder groups' awareness and satisfaction with RBFF's programs, products and services as well as assess the overall marketing needs. RBFF will use the results of this research to provide a framework to guide the organization in the development or improvement of future programs/projects. **Although similar questions may be asked of these two groups - Industry/ Federal Agencies/NGO and State Agencies - separate reports will need to be issued.**

In order to reach the appropriate contacts within each of these groups - Industry/ Federal Agencies/NGO and State Agencies - significant work will need to be done by the service provider on the current stakeholder database to clean, append, and de-dupe the current data. Identifying and building a profile for each type of stakeholder will also be important as we are assessing their needs.

V. PROJECT SCOPE/OBJECTIVES

The main objectives of this research are to:

RBFF's Mission

1. Assess the relevance of RBFF's mission to the daily work of the stakeholder respondent.
2. Obtain respondent opinions regarding RBFF's effectiveness in fulfilling its mission.
3. Obtain respondent opinions pertaining to the direction RBFF is headed.
4. Assess overall satisfaction with RBFF and its products, tools, and services.
5. Assess the extent to which RBFF's products and programs enable stakeholders to be more effective in marketing, education, and outreach.

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6. Determine the respondent's likelihood to recommend RBFF to colleagues. Create an NPS (Net Promoter Score) index based on these findings.

Assess RBFF's Ability to Communicate

1. Assess satisfaction with the quantity and quality of communications from RBFF. Is RBFF using preferred methods of communication with stakeholders? If not, what are the most preferred methods?
2. Determine if the quantity and quality of communications from RBFF have improved, declined, or remained the same. If improved or declined, identify reasons for this change.
3. Identify the types of information required by stakeholders to enable them to meet their goals of increasing recreational boating and fishing participation.

Assess Satisfaction with RBFF.org

1. Determine likelihood to recommend RBFF.org to others and why.
2. Determine key RBFF.org traffic drivers; Identify how and why visitors are using RBFF.org; Evaluate the effectiveness; ease of navigation, site organization, overall appearance, site performance, visitor engagement, content, overall satisfaction, etc.
3. Understand the site expectations and if RBFF.org met those expectations - Likes, dislikes, appeal, overall experience, satisfaction, likelihood to revisit.
4. Gain an understanding of visitors social media behaviors; Identify social media behaviors and how they are changing/evolving - Participation levels, networks utilized, reasons for joining, openness to future participation.

Gauge Awareness, Use, and Value of Products and Programs

1. Assess the overall effectiveness of RBFF in engaging State Agency partners and Industry/ Federal Agencies/NGO partners in education and outreach programs to increase participation in recreational boating and fishing and conservation awareness.
2. Assess the level of awareness, understanding and support of RBFF's mission and programs.
3. Assess awareness and use of the various products and programs offered by RBFF.
4. Identify reasons stakeholders do not currently use products and programs offered by RBFF.
5. For those products rated low in value, identify the steps, if any, RBFF could take to improve the value of these products and programs.
6. Assess likely future usage of each product and program.

Assess Marketing Needs of Stakeholders

1. Identify potential new products, programs and services RBFF could provide to assist in achieving its mission of increasing participation in recreational fishing and boating.
2. Identify the tools/products that they currently use to market their programs and services.
3. Understand the challenges they have with deploying successful marketing programs.

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SERVICES TO INCLUDE

1. Methodology/Questionnaire Development
2. Screener and Survey Instrument Development
3. Database Cleanse, Append, and De-dupe
4. Data Collection
5. Data Analysis
6. Demographic Profiling
7. Reporting
8. Project Planning

VI. CONTRACTOR QUALIFICATIONS

Contractor must:

- 1) Provide study deliverables, pricing and timing.
- 2) Provide flexibility in their approach. The business needs must dictate the design of the research and not a pre-determined template.
- 3) Prior Experience: The successful marketing research partner will have demonstrable expertise in both qualitative and quantitative marketing research. Please provide a brief summary that details your experience in marketing research, particularly driven by a complex business problem that required not only market research expertise but also the ability to help the client apply what was learned.
- 4) 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.
- 5) Industry Experience: Describe experience in the recreational boating or fishing industry or similar industries such as outdoor sports, recreation, etc.
- 6) 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:	Thursday, September 30, 2010
Proposal Due Date:	Thursday, October 14, 2010
Final decision and vendor notification:	Friday, October 22, 2010
Contractor begins work:	Monday, October 25, 2010

VIII. PROPOSAL REQUIREMENTS

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

1. Completed Proposal Cover Page.

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2. Description of how your corporation/organization/team fulfills the “Contractors Qualifications” outlined in Section VI. Examples of previous work that is similar to the work required here are requested.
3. Include a list of clients for whom you have performed similar work within the last two years. Please provide 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 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.

The electronic copy must be received by **5:00pm (ET) Thursday, October 14, 2010** 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 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

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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.

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

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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.

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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Request for Proposals**

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	