

**Great Bay Stewards and Great Bay National Estuarine Research Reserve
Salt Marsh Stewardship Guide Web Development
Request for Proposal (RFP)
August 22, 2024**

Purpose Statement

This document is a Request for Proposals (RFP) put out by the Great Bay Stewards for scoping services and web development and design services to be provided to the Great Bay National Estuarine Research Reserve (GBNERR; the Client). The period of performance for these services will be between October 4, 2024 and May 1, 2025. The services and products will focus on scoping, developing, and building a web resource for a Salt Marsh Stewardship Guide (the Guide), with potential complementary outreach material.

Background Information

GBNERR is dedicated to helping New Hampshire citizens enjoy, understand, and protect the Great Bay Estuary so that its benefits may be enjoyed for generations. Established in 1989, we are a place for scientists and decision makers to connect around critical issues, for teachers and students to take science out of the abstract and outside, and for everyone to explore the beauty and wonder of New Hampshire's hidden coast. As part of the New Hampshire Department of Fish & Game, we work with many partners to address urgent, complex problems such as how to protect water quality, sustain local fisheries, manage our natural lands, and adapt to a changing climate.

GBNERR is developing a Salt Marsh Stewardship Guide to educate and empower residents and landowners about how they can be good stewards and neighbors for salt marshes. The Guide will provide information on what salt marshes are, the ecosystem services they provide, and the threats they face. It will then provide a set of approximately 7-10 guiding principles that residents and landowners can follow to promote the health and resilience of their local salt marshes. The primary deliverable for this project will be web resources. However, additional, complementary outreach materials may be developed as part of the project, such as a brief (1-2 page) handout and/or mailer that can be made available to residents.

Project Phases, Timeline, and Deliverables

The selected consultant will be responsible for facilitating a process to achieve each of the tasks as well as engaging with and, if necessary, subcontracting with any additional professionals that may be needed to complete the work. The final scope of work and budget will be negotiated between the selected contractor and GBNERR.

This project will be conducted in the following two phases:

Phase I:

This phase will include scoping and planning services. The selected contractor will work with GBNERR staff to review the current Salt Marsh Stewardship Guide Outline and to scope the development of web content and any additional, complementary outreach materials. These complementary materials may include a short handout and/or mailer that provides a link to the

web resources. Web content developed for this project could include new content and graphics to expand an existing website (such as greatbay.org, bufferoptionsnh.org, or des.nh.gov/water/coastal-waters) or development of a new website if deemed most appropriate. The selected contractor will help GBNERR prioritize the potential communication products to maximize impact within the budget.

Timeline: Phase I should be completed by November 30, 2024 unless otherwise agreed upon by GBNERR and the contractor.

Anticipated Tasks & Deliverables:

- Project management tools such as creative brief, project timeline, content management system, progress log, and meeting log.
- Up to four (4) meetings with GBNERR staff and project partners.
- Up to four (4) meetings or interviews with potential users to garner feedback.
- Processing of feedback received from interviews with potential users.
- Recommendations and a scope of work for Phase II that is within the total budget of this contract plus any additional funding that might be leveraged.
- A proposed wireframe for web pages and/or website.

Phase II:

This phase will include development of content and products prioritized and scoped during Phase I, e.g., the Salt Marsh Stewardship Guide web content and any accompanying outreach materials, with the goal of maximizing impact using the available budget. The expectation is that the contractor from Phase I will engage any additional professionals needed to complete Phase II within the available budget.

Timeline: Phase II should be completed by May 1, 2025 unless otherwise agreed upon by GBNERR and the contractor.

Anticipated Tasks & Deliverables:

- Development and launch of new web resources based on the scope of work developed during Phase I.
- Strategic communications oversight on all content created.
- Up to three (3) rounds of design refinement for chosen web design direction.
- Up to 10 hours of content copywriting and editing.
- Development of graphics and/or icons to help illustrate key points and principles explained in the Guide. The scope for graphics should be refined during Phase I and should be feasible within the available budget.
- Quality assurance testing of links, images, metadata, etc.
- Training and a cheat sheet for staff on how to update and manage web content and any relevant analytics.
- Design of complementary outreach materials, which may include a 1-2 page handout and/or a postcard mailer.

Funding Amount

The amount proposed for Phase I and II of this work shall not exceed \$15,000. Proposals will be reviewed on their approach and cost-effectiveness relative to the amount of work proposed, in addition to other criteria. (See “Evaluation” Section.)

Anticipated Timeline

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| Solicitation release | August 22, 2024 |
| Proposals due | September 27, 2024 |
| Award announcement | October 4, 2024 |
| Work completed for Phase I | December 1, 2024 |
| Confirmation of scope and partners for Phase II | January 6, 2025 |
| Work completed for Phase II | May 1, 2025 |

Proposal Requirements

Proposals should be submitted by email to Cory Riley - Cory.A.Riley@wildlife.nh.gov - by September 27, 2024 and include the following components.

- 1. Detailed work plan and budget for Phase I:** The purpose of a detailed work plan and budget is to allow GBNERR to evaluate and compare the approaches and costs of different consultants. The work plan should include a description of how each task will be completed, any subtasks, the staff involved, approximate time required for the completion of each task, and the deliverables for each task or subtask.

The work plan should include an estimate of the costs for Phase I and II. Although the scope for Phase II will be refined during Phase I, we suggest that applicants offer a hypothetical scenario to indicate the amount of budget that would be allocated to Phase II and the scope of work possible for that budget.

- 2. Staff roles and experience:** Provide a description of the Firm’s organization and staffing including the names and titles of all personnel who would be assigned to the contract. Identify the responsibilities of each and describe key qualifications and experience. Where appropriate, samples of comparable work completed by the applicant should be included (links to web-accessible documents are preferred).
- 3. References:** Applicants should include contact information for two (2) references from comparable projects.

Evaluation and Desired Qualifications

Applications will be evaluated by GBNERR staff and a contractor will be selected by October 4, 2024. Applications will be evaluated based on the proposed work plan, price and team qualifications.

Desired qualifications include: facilitation and coordination of strategic communications planning projects; project management experience; science communication and translation; general knowledge of coastal ecology; experience managing subcontracts with website design/build and graphic design firms OR direct experience designing and building websites.

Questions and Proposal Submission

Proposals should be submitted by email to Cory Riley. Questions about this Request for Proposals can also be directed to:

Cory Riley, Manager
Great Bay National Estuarine Research Reserve
Cory.A.Riley@wildlife.nh.gov
Office: (603) 778-0015
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