Great Bay Stewards and Great Bay National Estuarine Research Reserve
Salt Marsh Stewardship Guide Web Development
Request for Proposal (RFP)
UPDATED September 25, 2024

Explanation of Updates:

- Deadline for proposal submission has changed to October 18, 2024.
- The completion date for the project has been extended to August 1, 2025.
- We are no longer looking for a contractor to develop a new website for the Stewardship Guide. Instead, the RFP includes development of content (e.g., messaging, text, graphics and/or illustrations) to be included on an existing state website. The RFP still includes design of print products to complement online materials, such as a handout, brochure and/or a postcard mailer.

Purpose Statement

This document is a Request for Proposals (RFP) put out by the Great Bay Stewards for scoping services and communication 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 28, 2024 and August 1, 2025. The services and products will focus on scoping, developing, and building communication products for a Salt Marsh Stewardship Guide (the Guide).

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, in partnership with the NH Department of Environmental Services (DES) Coastal Program, 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 content and products that can be featured on the NHDES Coastal Program website along with complementary outreach materials, such as a brief (1-2 page) handout and/or mailer that can be made available to residents.

Project Tasks, 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 is envisioned to have two primary tasks.

Task I:

This phase will include scoping and planning services. The selected contractor will work with GBNERR and the NHDES Coastal Program staff to review the current Salt Marsh Stewardship Guide Outline and to scope the development of content and materials for educational efforts. This will include developing messaging, text, graphics and linked products that can be featured within an existing NHDES website (des.nh.gov/water/coastal-waters), and could also include complementary materials such as a short handout and/or mailer that provides a link to the web resources. The selected contractor will help GBNERR prioritize the potential communication products to maximize impact within the budget.

Timeline: Task I should be completed by January 31, 2025 unless otherwise agreed upon by GBNERR and the contractor.

Anticipated Sub-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.
- Processing of feedback received from conversations with potential users, including meetings that happened prior to the release of this RFP.
- Recommendations, a scope of work, and identification of any additional subcontractors needed (e.g., graphic designer and/or illustrator) for Task II that is within the total budget of this contract, plus any additional funding that might be leveraged.

Task II:

This task will include development of content and communication products prioritized and scoped during Task I, with the goal of maximizing impact using the available budget. The expectation is that the contractor from Task I will engage any additional professionals (e.g., graphic designers) needed to complete Task II within the available budget.

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

Anticipated Sub-tasks & Deliverables:

- Strategic communications oversight on all content created.
- Development of content (e.g., text and imagery) to be featured online. This is likely to include the development of illustrations, graphics and/or icons to help illustrate key

points and principles explained in the Guide. The scope should be refined during Task I and should be feasible within the available budget.
- Design of additional products to complement online materials such as a handout and/or a postcard mailer.
- Up to 25 hours of content copywriting and editing.
- Up to three (3) rounds of design refinement for communications products.

Funding Amount

The amount proposed for Tasks 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

Solicitation release	August 22, 2024
Solicitation updated	September 24, 2024
Proposals due	**October 18, 2024**
Award announcement	October 28, 2024
Work completed for Task I	January 31, 2025
Work completed for Task II	August 1, 2025

Proposal Requirements

Proposals should be submitted by email to Cory Riley - Cory.A.Riley@wildlife.nh.gov - by October 18, 2024 and include the following components.

1. **Detailed work plan and budget:** The purpose of a 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 sub-task.

   The work plan should include an estimate of the costs for Tasks I and II. Although the scope for Task II will be refined during Task I, we suggest that applicants offer a hypothetical scenario (e.g., 4 unique illustrations, 8 icons, graphic design for 2 print products) to indicate the amount of budget that would be allocated to Task 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 28, 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 graphic design professionals and/or illustrators.

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
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