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This RFP is to solicit responses to provide services to identify motivations and barriers of the Recreational Boating & Fishing Foundation's primary audiences in its efforts to increase national recreational fishing and boating participation. This research will help shape our go-to-market strategy (brand, media & content), and allow us to reach out audiences in more efficient and meaningful ways.

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#### Attachments:

1. Proposal Cover Page

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**I. REQUEST FOR PROPOSALS (RBFF-19-C-422)**

This request for proposals (RFP) is designed to solicit responses for the purposes of identifying motivations and barriers of the Recreational Boating & Fishing Foundation's (RBFF) primary audiences in its efforts to increase recreational fishing and boating participation. This research will help RBFF reach its audiences in more efficient and meaningful ways and will shape the go-to-market strategy including the brand strategy, media strategy, and content strategy.

**II. SOLICITATION**

Name/Address of Issuer:

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*Director of Marketing*  
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Alexandria, VA 22314  
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Fax: 703/519-9565  
Email: [rpiacenza@rbff.org](mailto:rpiacenza@rbff.org)

Please contact Rachel with any questions you may have regarding this RFP.

Date of Issuance: *May 13, 2019*

Closing Date and Time: *May 24, 2019 @ 5:00 pm Eastern Time*

**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 indicating that in the next 25 years significant population growth will only be

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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 challenge is to maintain and increase participation among those groups where fishing and boating have always played an important role in their cultural heritage, while diversifying to include a wider representation—building new traditions for all in the 21<sup>st</sup> century.

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.

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:

- Fishing and boating industry, including manufacturers, distributors, wholesalers and retailers as well as service providers such as marinas, guides, etc.;
- 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;
- State, federal and local law enforcement agencies with mandates in the boater safety, access and education arenas;
- Tourism agencies, parks and recreation agencies, convention and visitor bureaus and businesses relying on aquatic resource-based recreation;
- Outdoor and environmental educators;
- Recreation providers, youth and family advocacy and service organizations;
- 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

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development and implementation of our programs via several volunteer task forces and advisory groups.

RBFF works directly with state fish and wildlife agencies to implement marketing programs to increase national participation and license sales. According to the [National Survey of Fishing, Hunting and Wildlife-Associated Recreation](#) conducted by the U.S. Fish & Wildlife Service, fishing participation was up 11% between 2006 and 2011, and license sales were also on the rise. For more details on participation, please see the [2013 Special Report on Fishing and Boating](#).

For more information about RBFF, please visit our organizational web site at <http://takemefishing.org/general/about-rbff/>.

#### **IV. PROJECT NEED**

RBFF is seeking to connect with multicultural families in a more impactful way to grow fishing and boating participation rates in the U.S. As such, our research objective is to understand the motivations for, and barriers to, fishing and boating for each of our audiences: Hispanics and multicultural families who are anglers, non-anglers and former anglers. At a high level, we're seeking to understand their existing perceptions of fishing and boating and how the decision to participate in fishing, or not, gets made within families. For example, what other activities do fishing and boating compete with in their lives? What emotional needs do fishing and boating fulfill? Where might there be unmet needs we can tap into? Secondly, we're interested in learning more about their language and communication preferences when interacting with brands. For example, when must a brand communicate in Spanish vs English, and what does it mean when a brand uses Spanish?

#### **V. PROJECT SCOPE**

RBFF will look to the vendor to provide a methodology recommendation, but are interested in doing qualitative research first with our audiences to identify specific questions for further quantitative verification. We want this research to inform our go-to market plan: e.g. What will allow us to put our best foot forward with these audiences? What should our messaging pillars be? What language should we use and when? Ultimately, this will inform our go-to-market strategy.

#### **VI. CONTRACTOR QUALIFICATIONS**

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Contractors will be evaluated based on proposed methodology, costs and prior experience recruiting and working with diverse, multicultural audiences. However, the ease of partnership, and working within the project timeline, is also very important. We need to have all research deliverables in hand by August, 1<sup>st</sup> 2019 to prepare for a workshop later that month.

**VII. DELIVERABLES AND TIMELINE**

The following deadlines apply to this request for proposals:

|   |  |
|---|--|
| Issue RFP:                              | <i>May 13, 2019</i>                          |
| Proposal Due Date:                      | <i>May 24, 2019 @ 5:00 p.m. Eastern Time</i> |
| Final decision and vendor notification: | <i>May 31, 2019</i>                          |
| Contractor begins work:                 | <i>June 3, 2019</i>                          |

**VIII. PROPOSAL REQUIREMENTS**

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

1. Completed Proposal Cover Page.
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 may submit an electronic or printed proposal. If printed, please use recycled paper, and do not bind permanently with staples; instead, use any type of removable clip (i.e., binder clip). Proposals should be prepared simply, providing a straightforward, concise description of the Contractor's ability to meet the requirements of the RFP.

All submissions must be received by *May 24, 2019 at 5:00 p.m. eastern time* for consideration. Late proposals will not be accepted.

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**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**

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 the "Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards" set forth in CFR Title 2, Subtitle A, Chapter II, Part 200 (2 CFR § 200.0 *et seq.*), including the appendices thereto. Inspection, acceptance and procurement are governed by these requirements and principles. The successful applicant will be required to assume all applicable pass-through

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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 and all applicable provisions of the "Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards" set forth in CFR Title 2, Subtitle A, Chapter II, Part 200 (2 CFR § 200.0 *et seq.*), including the appendices thereto. 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.

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.

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- 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.

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**PROPOSAL COVER PAGE**

(All applicants must submit this completed form with their proposal.)

|                                      |  |
|--------------------------------------|--|
| <b>RFP Number</b>                    |  |
| <b>Company Name</b>                  |  |
| <b>EIN or Social Security Number</b> |  |
| <b>Contact Name &amp; Title</b>      |  |
| <b>Mailing Address</b>               |  |
| <b>Telephone</b>                     |  |
| <b>Facsimile</b>                     |  |
| <b>E-mail address</b>                |  |
| <b>Website address</b>               |  |
| <b>Proposed cost</b>                 |  |