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Request for Proposals (RBFF-19-C-406)

The Recreational Boating & Fishing Foundation (RBFF) is seeking proposals from qualified digital strategy and marketing technology providers (specific to online channels and web) to conduct end-user research in support of RBFF's multicultural consumer-facing websites.

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Attachments:

1. Proposal Cover Page

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I. REQUEST FOR PROPOSALS (RBFF-19-C-406)

This request for proposals (RFP) is designed to solicit responses from qualified digital strategy and marketing technology providers (specific to online channels and web) to conduct end-user research in support of RBFF's multicultural consumer-facing websites.

II. SOLICITATION

Name/Address of Issuer:

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

Date of Issuance: Thursday, March 13, 2019

Closing Date and Time: Wednesday, March 27, 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 occurring among groups who have not traditionally been as involved with boating and fishing. This portends obvious economic impacts in both private

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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 21st 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 DESCRIPTION

To help recruit, retain and reactivate participants to the sport, RBFF developed the award-winning Take Me Fishing™ and Vamos A Pescar™ campaigns creating awareness about boating, fishing and conservation, and educating people about the benefits of participation. These campaigns help boaters and anglers of all ages and experience levels learn, plan and equip for a day on the water. The campaign websites, TakeMeFishing.org and VamosAPescar.org, feature how-to videos, information on how to get a fishing license and boat registration, and an interactive state-by-state map that allows visitors to find local boating and fishing spots.

(For more information about RBFF and its Take Me Fishing™ and Vamos A Pescar™ brand campaigns, please visit www.takemefishing.org/corporate and <http://takemefishing.org/general/about-rbff/>)

RBFF has pursued the following key market in its marketing and outreach efforts to drive traffic to its consumer-facing websites:

Multicultural families with kids age 6-17 who enjoy spending time outdoors, but are new to boating and /or fishing; Within this group, an emphasis on:

- Hispanic families as a fast-growing U.S. demographic
- Women, who have been steadily increasing their participation in fishing, and present a good growth opportunity

That being said, attitudes and leisure time behavior within the sport has changed in recent years. Less free time, more technological options for activities, more urbanization of the population and - over the past couple of

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years - economic pressures and concerns are at odds with many of the rewards traditionally associated with fishing and boating. In addition, online behaviors have also changed with trends showing significant advances in mobile technology, video consumption, as well as with the use of social media. As a result, RBFF has also seen a significant shift in the use and behavior of visitors to its website properties.

V. PROJECT SCOPE

The shift that is occurring with online user behavior on RBFF's consumer-facing websites consequently requires a shift in its current web strategy. Thus, the following research is to be conducted on our English and Spanish consumer audiences to provide a better understanding of this shift and to adequately address the audiences' changing needs.

1. Conduct research of website visitor behaviors, expectations and trends related to RBFF's English and Spanish audiences.
 - Qualitative and/or quantitative research through surveys or focus groups.
 - Exploration of user goals/needs that will inform the strategy, approach, and requirements for RBFF's online properties.
2. Collect and analyze the analytics data of the current websites to better understand usage, navigation paths, and roadblocks.
3. Develop up to five (5) personas, based on the research, for use across RBFF's online properties to better address the needs of our consumer audience(s).
4. Establish focused and clear guiding principles for RBFF's consumer-facing websites that are based on a holistic view of RBFF's business objectives combined with a comprehensive analysis of end-user needs, and that addresses the shift in user behavior.
 - Leverage research findings into assumptions and recommendations for future website iterations.

Depending on the quality and expertise of the final deliverables for this project, RBFF may choose to further pursue the following additional services as subsequent phases of this work:

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- Ongoing review of traits and behaviors for both our English and Spanish audiences; with subsequent adjustments to online personas.
- Website design and development services.
- Ongoing implementation and maintenance support for RBFF's website properties and hosting platform.
- Technological consulting and implementation assistance for integrations of other related marketing systems (CRM, EMS, etc.) that could benefit RBFF's web strategy.

VI. CONTRACTOR QUALIFICATIONS

Contractor must demonstrate high levels of expertise in the following areas:

1. Demonstrated leader in a full range of digital strategy and marketing solutions, specific to online channels and web, including: end-user research, professional website design, strategy, web development on the Kentico CMS platform, and hosting in the Microsoft Azure environment.
2. Experienced user-experience practice with demonstrated expertise mapping experiences and providing recommendations informed by research, testing, and analytics for both English and Spanish audiences that encourage engagement with websites and online properties.
3. Experience integrating websites with other critical marketing systems, technologies, databases and tools (Salesforce CRM, Pardot EMS, Google Custom Search, Google Analytics, third party widgets, etc.)
4. Significant project management experience, preferably with established practices.
5. Experience working collaboratively with a multi-disciplinary team and partner/stakeholder organizations ensuring quality delivery in a timely manner.
6. Ability to meet tight deadlines and produce deliverables according to timeline.
7. Demonstrated knowledge and experience working with related industries: boating and fishing preferred; conservation, leisure, family and outdoors recreation is desired.

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VII. DELIVERABLES AND TIMELINE

The following deadlines apply to this request for proposals:

Issue RFP:	March 13, 2019
Proposal Due Date:	March 27, 2019 @ 5:00 p.m. Eastern Time
Final decision and vendor notification:	April 8, 2019
Contractor begins work:	April 15, 2019

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. One to two case studies of relevant work that included end-user research for both English and Spanish consumer audiences in order to benefit a client's web strategy.
4. 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.
5. 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 proposal in the form of (three) (3) hard copies, printed on recycled paper, and one electronic copy. Hard copies should not be bound 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.

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Both the electronic copy and the three hard copies must be received by **March 27, 2019 at 5:00 p.m. eastern time** 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

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

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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 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

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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.

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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	