



REQUEST FOR PROPOSALS

Outreach Videos for Crab Trap Loss Prevention in the Gulf of Mexico

Deadline for proposal submission: **June 9, 2023**

The Gulf of Mexico Alliance (GOMA) is a partnership of the five Gulf States, federal agencies, academic organizations, businesses, and other non-profits in the region. Our goal is to significantly increase regional collaboration to enhance the environmental and economic health of the Gulf of Mexico. For more information about the Gulf of Mexico Alliance visit www.gulfofmexicoalliance.org.

GOMA's Marine Debris Cross Team Initiative works to address the issue of marine debris in the Gulf through prevention, research, and removal efforts. They do this by assessing, preventing, removing, and eliminating marine debris and litter in the Gulf of Mexico and collaborating with other Gulf of Mexico Alliance Teams to enhance wildlife, fisheries, habitats, water resources, humans, and the Gulf economy.

BACKGROUND

Derelict crab traps are traps that have been lost or abandoned. Since most crab traps are made of vinyl coated wire mesh, it can take years for a derelict crab trap to degrade. In the meantime, these traps can "ghost fish", which means they continue to capture blue crabs and other species and reduce the quality of habitat for several other species. They can also create a navigational hazard for boats and become entangled in other fishing gear like shrimp nets causing negative economic impacts.

In Governor's Action Plan IV, the Marine Debris Cross Team prioritized prevention as a focus area to reduce impacts and "Prevent the introduction of marine debris and litter by raising awareness and improving stewardship through an educated and involved community" (GOMA, 2021). Actions for the prevention focus area include establishing coordinated marine debris resources to educate consumers and enhance efforts to reduce local sources of marine debris. This project would achieve those actions, by supporting each states program to educate coastal communities (recreational and commercial crabbers, and general public) on impacts of lost traps and measures to reduce lost traps.

Funding to support efforts to reduce accidental bycatch caused by lost traps through an educational media campaign to support recreational and commercial crabbers as well as the general public is made possible through the Bipartisan Infrastructure Bill funding GOMA made available to the Marine Debris Cross Team.

PROJECT OBJECTIVE AND SCOPE OF WORK

Education on the prevention of lost crab traps is essential for reducing mortality of blue crabs and other species due to ghost fishing and protecting habitats. Education in coordination with removal of derelict

traps ensures safe navigation, reduces conflicts with other fisheries and user groups, and improves the aesthetics of state waterways. Additionally, the education and removal of derelict traps was a recommended conservation measure identified in the co-developed Diamondback Terrapin Conservation Action Plan (Mohrman, 2022).

Recognizing this need, GOMA's Marine Debris Cross Team is partnering with the Gulf States Marine Fisheries Commission to seek a videographer/media specialist to develop a series of informational videos targeted to commercial and recreational crabbers. This will include several general Gulf-wide videos on best methods to prevent loss, preparing for a storm or hurricane, and tracking lost traps. State specific (Alabama, Florida, Louisiana, Mississippi, and Texas) short videos should also be created to address any specific state issues or laws identified during the Gulf States Marine Fisheries Commission annual meeting in Louisiana (Oct 16-19, 2023).

GOMA will form an advisory group with representatives from each Gulf state and the crabber community to provide technical assistance for content development; ensure inclusion of accurate technical content; identify appropriate partners for interview; and to review and approve scripts and videos to ensure all products are useful and relevant to the intended audiences. Videos will be shared by GOMA in collaboration with state natural resource management agencies and fisher organizations to reach a wide audience of both commercial and recreational crab fishers.

PROJECT DELIVERABLES

- 1) Eight draft videos delivered to GOMA for advisory team review and approval*
 - a. Three Gulf-wide videos on preventing loss, preparing for a storm, and tracking lost traps
 - b. Five videos customized for each Gulf state (one video per state)
 - *Video plan and scripts must be approved by GOMA prior to filming to ensure consistent messaging across partner organizations
- 2) Eight final videos delivered to GOMA (three Gulf-wide videos and five state-specific videos detailed above)
- 3) Six public service announcements on three topics to be determined by fisheries management stakeholders (one :30 spot and one :15 spot for each topic). Awardee will be required to attend the Gulf States Marine Fisheries Commission annual meeting in Louisiana Oct 16-19, 2023 (location TBD) to identify content for these videos.
- 4) Three promotional video spots for use on social media (one for each Gulf-wide video) formatted for viewing in a vertical orientation (i.e. for use as Instagram Reels)
- 5) Distribution instructions and guide for how to play, post, and share videos to be shared with natural resource management agencies and fisher organizations

DELIVERABLE TIMELINE

September 1, 2024 Drafts of eight primary videos due to GOMA for advisory team review and comment

October 1, 2024 - Advisory team reviews and returns revisions of primary videos to contractor

November 1, 2024 – Final primary videos due to GOMA

November 15, 2024 – Final PSAs, promotional videos, and distribution instructions due to GOMA

Video Specifications:

- All videos will be produced in 1080p or higher resolution in H.264 MP4 format (with additional formats upon request).
- Videos will be closed captioned or subtitled for the hearing impaired.
- All raw footage and production assets will be delivered to GOMA for organizational use and storage.

AWARD DETAILS

Award agreements and payments will come directly from the Gulf of Mexico Alliance. Available funding for the project selected from this RFP is approximately \$50,000, so project proposals should not exceed that value.

Project duration will be approximately 16 months. Anticipated start date is August 1, 2023 with a completion date of November 30, 2024.

ELIGIBILITY

Any state or municipal agency, academic/research institution, tribe, business, or non-governmental organization is eligible to submit a proposal and be considered for funding under this RFP. Applicants of winning proposals will be required to attend the Gulf States Marine Fisheries Commission annual meeting in Louisiana (Oct 16-19, 2023), provide regular project updates to the GOMA Marine Debris Cross Team, and submit semi-annual progress reports.

Applicants must be U.S. organizations or corporations with a valid UEI number and will be required to certify that they have the institutional, managerial, and financial capability to ensure proper planning, management, and completion of the project described in the scope; will establish safeguards to prohibit employees from using their positions for a purpose that constitutes or presents the appearance of personal or organizational conflict of interest, or personal gain; will initiate and complete the work within the applicable time frame after receipt of approval from the Gulf of Mexico Alliance; and will comply with all applicable requirements of all other Federal laws, executive orders, regulations and policies governing this project.

PROPOSAL CONTENT AND FORMAT

Proposals should be submitted in PDF format via email to Ali Robertson, GOMA Program Manager, at ali.robertson@gomxa.org by **Friday June 9, 2023**. Proposals must be submitted using the attached GOMA project application form that requires three main sections as described below:

(1) Title Page (GOMA fillable PDF form)

(2) Project Description and Budget (GOMA fillable PDF form; 5 page maximum)

GOMA's Proposal Form requires that the Project Description and Budget be no longer than 5 pages and should contain the following elements:

Project Description:

In a clear and concise manner, describe what will be accomplished during the project:

- Project goals and objectives, methods or approach, and team members
- Primary activities that will be accomplished with this project and the schedule for implementation
- Outreach/Engagement – stakeholders or users of the results of the project and describe the steps that will be taken to transfer the results of the project to the appropriate audience
- Data and Information Sharing - describe how all relevant project-derived material (data, metadata, reports, products, etc.) will be publicly available by the completion of the project.

Budget:

- Project Cost Details: Salary, Fringe, Travel, Supplies, Equipment, Contractual, Indirect
- Travel must include funds to attend Gulf States Marine Fisheries Commission annual meeting in Louisiana Oct 16-19, 2023 (location TBD)
- Justification should be provided for each applicable cost category

(3) Attachments (as appropriate)

Background information, project lead resume, relevant project list (to demonstrate experience), example video shared digitally or link to example (to demonstrate expertise), and other relevant information can be provided as an attachment. A Letter of Commitment is required for organizations other than that of the applicant. Commitment letters should be attached as PDF to proposals. Attachments are not included in 5-page limit for the Project Description and Budget.

PROPOSAL EVALUATION CRITERIA

Project proposals will be evaluated by members of the GOMA staff and GOMA Marine Debris Cross Team Initiative based on the following criteria:

1. Rationale (10 points) – Project addresses deliverables as outlined in this request for proposal.
2. Proposal Merit (10 points) – Project goals and objectives are clear and the methodology is appropriate for the proposed project.
3. Impacts and Application of Results (10 points) – Project clearly describes distribution instruction for media outreach to maximize impact and reach.
4. Applicant (10 points) – Applicant is well qualified to perform the proposed work. Project lead and other project team members are experienced and have proper expertise to perform the project.
5. Outreach and Engagement and/or Data Sharing (5 points) – Applicant addresses the Outreach and Engagement and Data Sharing requirements satisfactorily.
6. Proposal Specifications (5 points) – Proposal is limited to 5 pages and contains all information required by the RFP. Budget costs are reasonable and justifiable.

SUBMITTAL, SELECTION, AND NOTIFICATION

Proposals must be submitted by email to Ali Robertson, GOMA Program Manager, at ali.robertson@gomxa.org by Friday June 9, 2023.

Proposals will be evaluated by GOMA staff and the Marine Debris Cross Team. The evaluation committee will be composed of subject matter experts (who will remain anonymous). The Team will submit their recommendation to the GOMA Alliance Management Team who makes the final selection regarding funding of the project. The GOMA Alliance Management Team reserves the right to make selections based on the evaluation criteria and their own deliberations.

The Gulf of Mexico Alliance will notify the applicants of their award status in July and the project start date should be planned for August 1, 2023.

QUESTIONS

For questions about this RFP, please contact Ali Robertson, GOMA Program Manager, ali.robertson@gomxa.org

No questions will be allowed after the submission deadline during the evaluation process.