



**Mid-Atlantic Regional Council on the Ocean (MARCO)  
Healthy Ocean Ecosystem Indicators Request for Proposals  
September, 2016**

**Purpose:**

MARCO is soliciting proposals to inform and support the Mid-Atlantic Regional Planning Body's (MidA RPB) Regional Ocean Action Plan (ROAP) Healthy Ocean Ecosystem Action 5 calling for development of indicators of the health of the regional ocean ecosystem. Information to support this Action to be collected and developed under this project includes identification and summarization of relevant indicators currently available; an analysis of the potential for available indicators to gauge the overall health of the ocean ecosystem; a description of what the indicators may show, identification of needed indicators not available, a plan for joint federal, state, and tribal data collection and monitoring needed to support regular tracking and periodic reporting of selected indicators, and suggested ways to use and display the indicators (e.g. development of indicator dashboard.)

The selected consultant/s will work closely with an established Steering Committee, as described below, to produce a white paper, convene a workshop, and prepare a final report that will be shared with the RPB. The consultant/s will coordinate with the Steering Committee to:

- (i) develop a detailed work plan and timeline for implementation of the project;
- (ii) review available and relevant literature and work on relevant regional indicators and associated monitoring programs;
- (iii) vet the list of available and needed indicators with scientists, traditional knowledge holders and stakeholders in the region;
- (iv) develop a draft white paper including recommendations for development of available data and/or suite of indicators to measure selected ocean ecosystem health indicators;
- (v) work with MARCO to organize and convene a workshop to review the draft white paper and recommendations; and
- (vi) revise the white paper and submit a final project report based on outcomes from the workshop and other information gathered and the feedback received.

**1. Overview of Project Tasks:**

- Coordinate with a Steering Committee, including representatives from the MARCO Management Board and staff, Mid-A RPB, and the Mid-Atlantic Ocean Data Portal Team to develop and oversee implementation of the project work plan and time table;
- Meet with the RPB, as needed, to review and discuss the proposed framework for identification, organization and development of indicators to support implementation of the Ocean Action Plan;
- Conduct initial expert and stakeholder outreach to catalog and categorize regional, relevant, available, and measurable ocean health indicators, and frameworks for organization of indicators that are appropriate for the Mid-Atlantic region;

- Analyze the potential of available indicators to gauge the overall health of the Mid-Atlantic ecosystem;
- Document strengths and limitations of available existing indicators, identify gaps and recommendations for development of new indicators and necessary monitoring needs to support these indicators;
- Plan and convene a 2-day workshop with MARCO and RPB members, invited subject matter experts and stakeholders designed to vet existing and new indicators;
- Organize vetted indicators, draft criteria for recommending indicators and draft catalog of available and needed indicators (both short term and long term) with criteria and,
- Deliver a final report including a revised white paper, summary of workshop proceedings including recommended plan for joint federal, state, and tribal data collection and monitoring needed to support selected indicators, regular tracking and periodic reporting.

Funding: Proposals up to \$60,000 will be considered for the following: collection of background materials, coordination and workshop planning, engagement, and execution and the drafting of workshop proceedings and final report.

### **Proposal Guidelines:**

Guidelines: The proposal should clearly describe the objectives, approach, rationale, and outputs as well as the potential benefits and the qualifications of the investigators who would perform the work. Proposals should include:

- A Cover Sheet including a brief project title, names, address, affiliation, contact information (telephone and email), and total project budget.
- A Project Description of up to 5 single-spaced, single-sided pages of text in 11 point font or larger, including:
  - Objectives
  - Proposed approach and rationale
  - Expected outputs and relevant information needed to support the ROAP Healthy Ocean Ecosystem Action 5
  - Project Schedule and Milestones
  - Detailed Budget, including travel allocations for meetings

### **Approximate Timetable:**

October 14, 2016 - Proposal Submission deadline,  
 October 28, 2016 – Project lead selection as determined,  
 November 1, 2016 - Project kickoff,  
 Workshop - January, 2017,  
 Final Report – March 31, 2017

### **Evaluation Criteria:**

MARCO will convene a panel including representatives from the Portal Team and the RPB to review the proposals based on the following criteria:

- a. Responsiveness to the objectives and priorities identified in this RFP;
- b. Overall clarity of approach and methodology;
- c. Budget; and
- c. Qualifications of the investigators.

**Submission Process and Deadline:**

Proposals should be submitted no later than 5 PM (ET) on Friday, October 14th to the attention of Ed Camp, Ocean Data Information Manager, Mid-Atlantic Regional Council on the Ocean (MARCO) via email to [ecamp@midatlanticocean.org](mailto:ecamp@midatlanticocean.org).

Electronic files must be a single Microsoft Word or Adobe PDF format file.

Request for Clarification: Questions and requests for clarifications regarding this solicitation should be sent to Ed Camp at [ecamp@midatlanticocean.org](mailto:ecamp@midatlanticocean.org). No phone calls, please.