



New England Fishery Management Council

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COUNCIL SOLICITING CONTRACT WORK **Preparation of Public Outreach Materials** **Re: Ecosystem-Based Fishery Management** **January 17, 2020**

Project Description

The New England Fishery Management Council (NEFMC) requires the services of an independent contractor to prepare visually rich and understandable materials for distribution and presentation during public information workshops about Ecosystem-Based Fishery Management (EBFM). The workshops are an opportunity for the Council to meet and communicate with stakeholders¹ about EBFM and how it might be applied to the Georges Bank region. The objectives of the workshops are to:

- Build greater understanding of EBFM as a tool to assess and manage fisheries;
- Identify potential opportunities and concerns that different stakeholders see in EBFM. Examples of questions we would ask are:
 - What opportunities do you see to use EBFM to improve existing assessment and management systems?
 - What do we stand to gain or lose in shifting towards an EBFM approach?
- Provide an opportunity for stakeholders to help define next steps and build a willingness to continue participation in the process.

This is a short-term, temporary contractor role, commencing on or about February 15, 2020 and ending when the Council approves the materials to be used for the public information workshops. Our intention is to present the contractor's materials for approval at the Council's June 23-25, 2020 meeting in Freeport, ME. Therefore, final draft materials are due by June 10, 2020 to meet our distribution deadline. Following the June Council meeting, the contractor may need to make the necessary changes and provide final materials by July 25, 2020.

The contractor is expected to research and prepare the materials and then work with Council staff to present the related products to the EBFM Plan Development Team (PDT), the EBFM Committee, and the Council. The contractor is not expected to present the materials at the workshops and assist with the final design of materials published on paper and/or online.

¹ The term "stakeholder" is used here to mean interested and/or affected groups or individuals who represent "the public". This definition also includes Council members and scientist that are interested in the potential outcome of the Council's decision. See [English \(2000\)](#) for more insight into the role of stakeholders in environmental risk decisions.

Project Background

The Council has been working on the EBFM conceptual approach for several years, and it developed an example Fishery Ecosystem Plan (eFEP) that shows how an EBFM approach might be carried out on Georges Bank.

The Council is now ready to take the next step and more fully engage the public in its EBFM work. It intends to begin this process by conducting public information workshops and utilizing outreach materials that clearly explain EBFM both in general terms in the [eFEP](#) and as used in the [worked example](#) for 10 fish stocks on Georges Bank. The Council will be communicating with fishermen, conservation groups, the research community, and many other stakeholders through the workshops as it continues to advance EBFM. Additional information about the potential structure of the workshops is available at in the [background document](#).

The successful candidate for this contract will develop and present draft materials, such as documents, presentations, and/or other media, to the Council's EBFM Committee and its PDT. These materials should be understandable by stakeholders and the general public, and present a consistent message about EBFM in all types of materials.

Statement of Work

The contractor's primary role is to prepare visually rich and understandable materials that the Council will use in outreach efforts and during public information workshops. The contractor will meet with the PDT and Committee (independently or jointly) for one or two meetings to understand the EBFM framework in the eFEP, ask questions, and receive feedback and guidance.

Documents or materials developed by the contractor could include one or more of the following formats to be used at public information workshops and/or published on the Council's website. These products should allow for multiple entry points based on stakeholder point of view or interest to make them accessible to users to the greatest extent possible. The materials developed by the contractor should be suitable for a variety of stakeholders having a range of knowledge about EBFM and fishery management. Options to consider are:

- Documents, pamphlets, video, presentations, news releases, webinar, social media etc.
- Materials specifically designed to be used in small and large format information workshops, or for online outreach
- Targeted presentations that match with stakeholders expected at the workshops
- Visually rich orientation presentations, such as a web-based story book or short video.

Desired Experience and Demonstrated Skills

1. General understanding of fisheries and fishery management in the New England region, including Georges Bank fisheries that are also managed by the Mid-Atlantic Fishery Management Council (MAFMC) and the Atlantic States Marine Fisheries Commission (ASMFC).
2. Familiarity with the use of scientific information in the fishery management process, particularly with the concept of EBFM and its potential application as outlined in the Council's example Fishery Ecosystem Plan for Georges Bank (eFEP).
3. Experience interacting with fisheries managers, scientists, and stakeholders.

4. Demonstrated strong writing and presentation skills. Demonstrated ability to summarize complex policies and procedures in clear, easily read documents or through concise verbal discussions.
5. Communication experience, training, or degree is desirable.
6. Ability to develop visual presentation materials. Development experience for presentations, animations, web-based pages, and video is desirable.
7. Candidates employed by advocacy organizations or by organizations that are parties in fishery lawsuits related to this issue will not be considered.
8. The successful candidate will not have a conflict of interest, defined as any financial or non-financial interest that conflicts with the actions or judgments of an individual because it could:
 - a. Impair the individual's objectivity;
 - b. Create an unfair competitive advantage for any person or organization; or
 - c. Create the appearance of either item listed above.

Expected Responsibilities and Deliverables

The following list illustrates the activities expected from the contractor. This list is not all-inclusive. A detailed list of deliverables will be negotiated.

1. Under supervision of Council staff and guided by advice from the Council's EBFM PDT and Committee, serve as primary author of visually rich and understandable materials that describe and illustrate the core EBFM approach in the eFEP. The amount and type of materials to be developed will be commensurate with the proposed scope of work. Council staff will be the final arbiter to provide direction to the contractor.
2. Meet with the EBFM PDT and Committee to receive feedback and guidance about the core EBFM concept in the eFEP and how it could be incorporated into materials for outreach and the workshops.
3. On a weekly basis, discuss progress with Council staff to receive interim feedback and guidance.
4. Present final draft materials that the contractor developed to the EBFM Committee and the Council. The contractor will use this feedback to complete final materials.
5. As needed, review final written or online materials in the pre-publication phase and provide constructive suggestions and recommendations.

Application Submission Contact

Interested professionals and organizations are encouraged to submit a letter of interest, current resume or CV, examples of similar work completed for other organizations or publications, and a proposal budget with expected expenses. In addition, applicants should describe the approach that would be used to meet the requirements of this project, including deliverables.

Letters of interest and supporting materials should be received **no later than close of business on February 14, 2020** and addressed to Thomas Nies, NEFMC, 50 Water Street, Mill 2, Newburyport, MA 01950 or submitted by e-mail to tnies@nefmc.org. Questions concerning technical aspects of this proposal should be directed to Andrew Applegate at aapplegate@nefmc.org. Questions concerning the contracting process should be directed to Margaret Bernier at mbernier@nefmc.org.

This work will be funded under New England Fishery Management Council Award #FNA15NMF4410007. Compliance with the Magnuson-Stevens Fishery Conservation and Management Act (P.L. 109-479 as amended) and the Council's standard contract terms and conditions will be required. A copy of these terms and conditions is available on request.

NEFMC takes affirmative action toward ensuring equal opportunities; the Council encourages women-owned businesses, protected veterans, and individuals with disabilities to submit letters of interest and other requested materials for consideration under this announcement.

Disclaimer

1. All costs associated with the preparation and presentation of the proposal will be borne by consultants submitting letters of interest.
2. Necessary office space and equipment will be provided by the contractor; approved travel expenses will be reimbursed by the Council.
3. Materials submitted will not be returned.
4. Respondents must disclose any relevant conflicts of interest and will be expected to comply with all federal grant contracting requirements.
5. The Council reserves the right to: accept or reject any or all letters of interest received; negotiate with all qualified potential candidates; cancel or modify the RFP in part or in its entirety; and/or change the application guidelines when it is in its best interests.