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Governor of Guam

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**BUREAU OF  
STATISTICS & PLANS**  
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**William C. McDonald**  
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**REQUEST FOR PROPOSAL**  
*RFP/BSP 001-17*

The Guam Coastal Management Program (GCMP), Bureau of Statistics and Plans (BSP), Government of Guam is seeking to contract an individual or company to develop a Comprehensive Outreach Strategy to inform island residents about protecting and improving surface, sub-surface, and coastal water quality to benefit coastal communities and conserve natural resources in Guam's watersheds and nearshore ecosystems.

All entities interested in submitting a proposal may pick up copies of the Request for Proposals (RFP) and Scope of Work beginning Wednesday, May 10, 2017, at the Director's Office, Bureau of Statistics and Plans, located at the Ricardo J. Bordallo Governor's Complex, 513 West Marine Drive, Hagåtña, between 8:00 A.M. and 5:00 P.M., Monday through Friday.

All proposals must be submitted to the Bureau of Statistics and Plans Director's Office by no later than 4:00 P.M., Friday, June 9, 2017.

This activity is supported by funding through the U.S. Department of Commerce National Oceanic and Atmospheric Administration (NA15NOS4190004) for Guam and administered through the Bureau of Statistics and Plans Guam Coastal Management Program. This advertisement was paid for by federal funds through GCMP.

For additional information, please contact Mr. Edwin Reyes, GCMP Administrator, at 475-9672 or fax at 475-4512.



**William C. McDonald**  
Acting

# REQUEST FOR PROPOSAL

## I. SERVICES REQUIRED

The Guam Coastal Management Program (GCMP), Bureau of Statistics and Plans (BSP), Government of Guam is seeking to contract an individual or company to develop a Comprehensive Outreach Strategy. GCMP is requesting proposals for services to develop, prepare and write a Comprehensive Outreach Strategy to guide efforts to protect and improve surface, sub-surface, and coastal water quality to benefit coastal communities and conserve natural resources in Guam's watersheds and nearshore ecosystems. All products must be completed and delivered to the Bureau of Statistics and Plans located at the Ricardo J. Bordallo Governor's Complex in Adelup, 513 West Marine Corps Drive, Hagatna, Guam by no later than Friday, September 29, 2017, 4:00 p.m. (ChST).

## II. DESCRIPTION OF WORK

- A. Complete all work as described in the Scope of Work (Attachment A).
- B. Work with the GCMP Administrator, staff of the Guam Coastal Management Program and partnering agencies to complete the tasks listed in the Scope of Work.
- C. Contractor shall prepare draft and final concepts and furnish all material as set out within the Scope of Work.
- D. Milestones

<u>EVENT</u>	<u>DATE</u>
<b>RFP Issue Date</b>	Wednesday, May 10, 2017
<b>Pre-proposal Conference</b>	Thursday, May 18, 2017, 4:00 p.m. (ChST)
<b>Proposal Due Date</b>	Friday, June 9, 2017, 4 p.m. (ChST)
<b>All Project Deliverables Due Date</b>	Friday, September 29, 2017, 4 p.m. (ChST)

## III. OTHER SPECIFICATIONS

In submitting a written proposal to provide the services indicated herein, prospective individuals shall include the following:

- A. Submittals shall include but are not limited to, a discussion of the methodology for accomplishing the work, and a description of experience, portfolio of work and expertise as it relates to the work effort required.
- B. Name and address of the consultant's local and main (if any) offices, including the telephone/facsimile number of the person to be contacted relative to this proposal.
- C. A list of other contracts under which services similar in scope, size, or discipline to required services were performed or undertaken within a period of the last five years.
- D. Any additional information which the firm or individual feels will aid the government in accurately determining their qualifications.
- E. A statement designating those portions of the proposal which contain traded secrets or propriety data if any, which must remain confidential.

**IV. EVALUATION OF PROPOSALS**

All proposals submitted in response to this request for proposal shall be uniformly evaluated. After receipt of all proposals, an evaluation committee will be convened to review and evaluate the proposals according to the following criteria based on a maximum possible value of 100 points. In the evaluation, rating and selection of proposals, the factors and their relative importance will be as follows:

<b>Evaluation Criteria</b>	<b>Value</b>
A. Experience successfully completing similar projects	25 points
B. Experience and capability of principal applicant and key personnel.	25 points
C. The proposal indicates a clear understanding of the project and is appropriate to the charge.	20 points
D. The work plan is clear, logically sequenced and addresses the entire scope of work, with timely benchmarks for results	25 points
E. Client references.	5 points
<b>MAXIMUM POINTS</b>	<b>100 points</b>

**V. SUBMISSION OF PROPOSAL, SELECTION AND NOTIFICATION**

- A. Six (6) copies of resume, cover letter, qualifications statements and methodology shall be submitted to and received at the Ricardo J. Bordallo Governor's Complex, Bureau of Statistics and Plans, 513 West Marine Drive, Guam, 96910, no later than 4:00 P.M. (ChST), Guam time, Friday, June 9, 2017, and shall remain unopened until a date set by the selection committee. The Administrative Officer of the Bureau of Statistics and Plans shall be responsible for the custody of the proposal to ensure the integrity of the process.

- B. The Director of the Bureau of Statistics and Plans shall handle all communication with prospective consultants to ensure continuity of information, and copies of such communication shall be available to all members of the Selection Committee. Communications should be directed to the Director, Bureau of Statistics and Plans, Bordallo Governor's Complex, Bureau of Statistics and Plans, 513 West Marine Drive, Hagåtña, Guam, 96910, telephone number 671-472-4201/2/3 or facsimile number 671-477-1812.
- C. The committee composed of members from the Bureau of Statistics and Plans, staff from the GCMP will set the date for opening the RFPs. No modifications to the proposals submitted will be allowed after the cutoff day and time.
- D. Selection of the top three qualified respondents shall be determined no later than thirty (30) calendar days following the opening of proposals and a letter shall be sent to the respondents indicating the status of their selection. In accordance with Guam's procurement laws and as soon as practicable, the Director or his designees shall negotiate fees and terms with the applicant, starting first with the highest ranking applicant until agreement with the prospective applicant is achieved. Within one week after successful fees negotiations, all other applicants shall be notified of their non-selection.
- E. All prospective individuals or firms shall indicate in their proposals their name, Mailing address, telephone and facsimile numbers to be contacted relative to the proposal submitted.
- F. Prospective individuals **shall not submit any cost or pricing data** with their proposal until such time as the proposer is notified, in writing, that the proposal is acceptable and deemed to be the best qualified to provide the required services. The applicant shall then submit their cost and pricing data, in writing.

## **VI. REQUIRED AFFIDAVITS AND ASSURANCES**

Each offeror is required to submit a copy of their Guam Business License, required affidavits and assurances, attached. Failure to include said documents shall render a proposal non-responsive.

## **VII. RESTRICTION AGAINST SEXUAL OFFENDERS WORKING ON GOVERNMENT PROPERTY**

The service provider warrants that no person in its employment who has been convicted of a sex offense under the provisions of Chapter 25 of Title 9 of the Guam Code Annotated, or of an offense defined in Article 2 of Chapter 28 of Title 9 of the Guam Code Annotated, or who has been convicted of an offense with the same elements as heretofore defined in any other jurisdiction, or who is listed on the Sex Offender Registry shall provide services on behalf of the service provider while on government of Guam property, with the exception of public highways. If any employee of the service provider is providing services on government property and is convicted subsequent to an award of a contract, then the service provider warrants that it will notify the Government of the conviction within twenty-four hours of the conviction, and will remove immediately such convicted person from providing services on government property. If the service provider is found to be in violation of any of the provisions of this paragraph, then the Government will give notice to the

service provider to take corrective action. The service provider shall take corrective action within twenty-four hours of notice from the Government, and the service provider shall notify the Government when action has been taken. If the service provider fails to take corrective steps within twenty-four hours of notice from the Government, then the Government in its sole discretion may suspend temporarily any contract for services until corrective action has been taken.

#### **VIII. CANCELLATION OF REQUEST FOR PROPOSALS**

The Bureau of Statistics and Plans reserves the right to cancel this solicitation and any oral proposals that may be accepted, modified, or rejected in whole or in part. All proposals must be submitted to the Bureau of Statistics and Plans Director's Office no later than 4:00 P.M., Friday, June 9, 2017. For additional information, please contact the GCMP Administrator at 475-9672 or fax 475-4512.



**William C. McDonald**  
**Acting Director**

# Attachment A

## Scope of Work

### Guam Comprehensive Outreach Strategy

#### I. PURPOSE

Services are required to develop and create a Comprehensive Outreach Strategy with the focus on improving surface, sub-surface, and coastal water quality to benefit coastal communities and conserve natural resources in Guam's watersheds and nearshore ecosystems, in support of the ongoing work of the Bureau of Statistics and Plans (BSP), Guam Coastal Management Program (GCMP) and partnering agencies. Actions to develop this effort should include:

- A. Conduct a review of literature relevant to outreach efforts related to improving water quality to benefit coastal communities and conserve natural resources in both a broad context and specific to Guam.
  - a. Produce a written summary of the available literature, including a description of appropriate methodologies for evaluating outreach and education programs.
  - b. Compile a portfolio of existing agency outreach activities.
  - c. Identify methods to target specific markets/demographic groups, develop appropriate messaging, and create campaigns.
  - d. Compile data such as website hits or social media follows or views to inform choice of media platforms for message delivery.
  - e. Compile existing reports (including past GCMP studies, Guam Nature Alliance materials, Guam-specific NOAA studies, etc.) that may inform social marketing approaches or document existing knowledge, attitude and perceptions of Guam residents relevant to natural resource conservation efforts.
- B. Meet with staff from Bureau of Statistics and Plans, GCMP and representatives of their partnering agencies to assess existing outreach efforts related to improving surface, sub-surface, and coastal water quality to benefit coastal communities and conserve natural resources in Guam's watersheds and nearshore ecosystems coordinated by BSP.
  - a. Determine the approach, goals, coverage, and gaps of existing outreach efforts related to improving water quality to benefit coastal communities and conserve natural resources on Guam.
  - b. Produce a written summary and evaluation of existing outreach and education efforts based on the literature review and meetings with BSP, GCMP and partnering agencies.
- C. Develop a Comprehensive Outreach Strategy that improves and complements ongoing outreach efforts focused on improving surface, sub-surface, and coastal water quality to benefit coastal communities and conserve natural resources in Guam's watersheds and nearshore ecosystems, including seagrass beds and coral reefs. This Strategy will include, but is not limited to, the following elements:



- a. Literature review (see A)
  - b. Summary and evaluation of existing outreach and education efforts (see B)
  - c. Assessment of strengths and weaknesses of current communication approaches relevant to existing outreach and education efforts
  - d. Summary and evaluation of challenges encountered in current outreach and education efforts
  - e. Recommendations to maximize efficiency and value of outreach and education efforts
- D. The primary goal of this Comprehensive Outreach Strategy is: to ensure that island residents understand how healthy ecosystems support good water quality and how good water quality benefits coastal communities and conserves natural resources in Guam's watersheds and nearshore ecosystems. The strategy should address the following objectives:
- a. Communicate to the stakeholders the scientific and socio-economic data needed for decision-making to improve surface, subsurface and near shore water quality.
  - b. Improve public understanding of the connections between human activity (including development, fires, off-road activity, etc.) and surface, sub-surface and coastal water quality.
  - c. Increase residents' knowledge and understanding of the benefits of good surface, subsurface and coastal water quality on public health, ecosystem health and the island economy.
  - d. Promote behavioral changes that lead to improved surface, subsurface and coastal water quality.
  - e. Facilitate improved use of relevant research in decision making processes.

## **II. CONTRACTUAL SERVICES**

Services are required to develop and create a Comprehensive Public Outreach Strategy that focuses on improving water quality to support the on-going work of Bureau of Statistics and Plans, GCMP and partnering agencies. Actions to develop this effort should include:

- A. Meetings with staff from Bureau of Statistics and Plans, GCMP and representatives of their partnering agencies to determine current outreach water quality approach, goals, demographics and their gaps as coordinated by BSP.
- B. Assessment of existing outreach efforts, including strengths/weaknesses and coverage gaps.
- C. Creation of a Comprehensive Outreach Strategy.

## **III. DELIVERABLES**

- A. All produced materials should have the following acknowledgement: "Funded by the U.S. National Oceanic and Atmospheric Administration through the Guam Coastal Management Program grant number NA15NOS4190004".

- B. Prepare a written Comprehensive Outreach Strategy with the focus on improving surface, sub-surface, and coastal water quality to benefit coastal communities and conserve natural resources in Guam's watersheds and nearshore ecosystems.
  - a. Include an analysis of traditional and social media options to deliver messages.
  - b. Integrate social marketing approaches and develop a template for creating more specific campaigns related to water quality issues and needs.
  
- C. A digital copy and two (6) hard copies of the Comprehensive Outreach Strategy, including appendices with literature review, data, and other material used in the preparation of the strategy.