



New England Fishery Management Council

50 WATER STREET | NEWBURYPORT, MASSACHUSETTS 01950 | PHONE 978 465 0492 | FAX 978 465 3116

Eric Reid, *Chairman* | Thomas A. Nies, *Executive Director*

COUNCIL SOLICITING CONTRACT WORK

Public Outreach Workshops

Re: Ecosystem-Based Fishery Management

October 2021

Project Description

The New England Fishery Management Council (NEFMC) requires the services of an independent contractor to develop and conduct a series of six public information workshops. The workshop objectives are (1) to engage with and educate fishery stakeholders about the concepts of Ecosystem-Based Fishery Management (EBFM), and (2) to promote stakeholder participation in the further development of EBFM. Working with Council staff, the contractor will develop outreach strategies to achieve effective stakeholder participation in these workshops. These outreach strategies may include website design and deployment, and the development of outreach materials for general distribution.

This is a short-term, temporary contractor role, commencing on or about December 13, 2021 and ending in April 2022. **Note: The scheduling and execution of in-person workshops will be contingent on the CDC COVID-19 level of community transmission assessment. This may cause delays in the execution of this work.**

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.

Using the example Fishery Ecosystem Plan (eFEP) and communication materials already developed, the Council desires to more fully engage the public in its EBFM work. It will 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 ten 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 on the Council website. (https://s3.amazonaws.com/nefmc.org/1_MSE-Steering-Committee-recommendations.pdf)

This RFP supports Phase 1 of a three-phase outreach and engagement strategy developed by the Council for EBFM. Following successful completion of this initial phase, the Council may issue one or more subsequent requests for proposals for conducting Phase 2 “deep dive” multi-day

workshops to further engage interested stakeholders in identifying approaches to implementing EBFM management strategies in the Georges Bank ecosystem; and preparing a summary analysis of participant and public input from the Phase 2 “deep dive” workshops. Phase 3 will focus on synthesizing and analyzing the public input and goals for EBFM that were expressed in Phases 1 and 2. Applicants for Phase I may identify their background and suitability for continuing Phase 2 and 3 through a future contract.

Phase I workshops will be held in or near various fishing communities ranging from New Jersey to Maine. Existing materials and new presentations developed by invited experts will be presented at the workshops. The objectives of the workshops are to:

- Build a 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 the next steps and build a willingness to continue participation in the process.

The contractor will work at the direction of Council staff, to develop public workshop agendas, plan workshop logistics, and coordinate with invited experts in EBFM (who will be identified by the Council). The Contractor will utilize and leverage the communications materials that have been developed by the Council (pamphlets, video, infographics, see <https://www.nefmc.org/library/ebfm-public-information-workshops-and-outreach-materials>). The contractor will be expected to provide on-site support and facilitate each of the six public workshops.

Statement of Work

The successful candidate for this contract will work with the Council to:

- Develop and aid the Council in deploying outreach communications.
- Develop an overall workshop strategy, work plan, and calendar;
- Conduct six public workshops at various ports from NH to ME. Workshops may be held in the afternoon or early evening and may last a couple of hours each. Workshop planning will include the following:
 - Prepare workshop plans and agendas to promote meaningful public participation in the workshops
 - Plan and coordinate all logistics associated with the workshops, including
 - preparation of speakers and experts that will be identified by the Council, so they prepare effective workshop presentation materials and anticipate questions;
 - identification of meeting locations/venues ranging from NJ to ME, and coordination with venue and Council staff on contracting with the venues
 - Facilitate workshops and prepare individual workshop summaries of meetings capturing key points of public participants;

- Debrief with Council staff and EBFM Committee using analysis and summary of public input

The contractor will meet with the EBFM Plan Development Team (PDT) and Committee (independently or jointly) for one or two meetings each to understand the EBFM framework in the eFEP, ask questions, and receive feedback and guidance.

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.

Under the supervision of Council staff, the contractor will:

1. Develop an overall work plan and calendar for the public workshops;
2. Develop a general public information workshop agenda to be delivered at six workshop sessions, and work with Council staff to assist invited experts in developing presentations. Presentations may be tailored to specific audiences (stakeholders).
3. Develop and disseminate workshop announcements and support pre-workshop communications that promote public attendance and participation;
4. Manage all workshop logistics (under the direction of Council staff) following Department of Commerce-NOAA meeting guidelines and federal grant regulations;
5. Facilitate up to six public workshops and information sessions;
6. Prepare up to six individual workshop summaries capturing key points of public participants;
7. Meet with the EBFM PDT and Committee as needed;
8. On a weekly basis, discuss progress with Council staff to receive interim feedback and guidance.
9. Prepare a final report that analyzes and summarizes workshop and information session experiences, reactions, and public input.

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, with particular emphasis on EBFM concepts and 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. Experience planning, coordinating logistics and facilitating public meetings or workshops of up to 50 participants plus six or more invited experts per workshop
6. Candidates employed by advocacy organizations or by organizations that are parties in fishery lawsuits related to this issue will not be considered.
7. 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.

Application Submission Contact

Interested professionals and organizations are encouraged to submit a letter of interest, a current resume or CV, examples of similar work completed for other organizations or publications, and a proposed budget aligned with the 9 tasks and deliverables outlined above, including 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 November 1, 2021** 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 or Department of Commerce - NOAA grant regulations should be directed to Margaret Bernier at mbernier@nefmc.org.

This work will be funded under New England Fishery Management Council Award #FNA20NMF4410001. 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 its entirety; and/or change the application guidelines when it is in its best interests.