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Request for Proposals (RBFF- 24-C-583)

The Recreational Boating & Fishing Foundation (RBFF) is soliciting proposals from qualified marketing research agencies that can provide data analysis and program evaluation services for an email and direct mail campaign.

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Attachments:

1. Proposal Cover Page

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I. REQUEST FOR PROPOSALS (RBFF- 24-C-583)

The Recreational Boating & Fishing Foundation (RBFF) is soliciting proposals from qualified marketing research agencies that can provide data analysis and program evaluation services. Company should be able to analyze data to create email, direct mail and control groups. Evaluation will include, but not limited to, response rate, program revenue, program revenue based on lift, etc.

II. SOLICITATION

Name/Address of Issuer:

Joanne Martonik
Marketing Program Manager
Recreational Boating and Fishing Foundation
500 Montgomery Street, Suite 300
Alexandria, VA 22314

Phone: 703/778-5153
Email: jmartonik@rbff.org

Please contact Joanne with any questions you may have regarding this RFP.

Date of Issuance: Monday, December 2, 2024

Closing Date and Time: **Wednesday, December 18, 2024 @ 5:00 pm Eastern Time**

III. BACKGROUND

RBFF is an independent, not-for-profit 501(c)(3) organization. Our organizational mission is to implement an informed, consensus-based national outreach strategy that will increase participation in recreational fishing and boating and thereby increase public awareness and appreciation of the need for protecting, conserving, and restoring this nation's aquatic resources.

RBFF's funding is administered through the U.S. Fish and Wildlife Service (the "Agency") pursuant to a cooperative agreement between the Agency and RBFF. The original source of the funds, the Sport Fish Restoration and Boating Trust Fund, is comprised of excise taxes paid by manufacturers of fishing tackle and a consumer tax on motorboat fuel.

Stakeholders are vital to the success of RBFF. RBFF's mission can best - and arguably only - be accomplished through successful collaborating and

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partnering among stakeholders. In so doing RBFF intends to build ownership of its efforts, and outcomes, among a broad array of key stakeholder groups.

Stakeholder groups include:

- Fishing and boating industry, including manufacturers, distributors, wholesalers and retailers as well as service providers such as marinas, guides, etc.;
- State and federal natural resources agency personnel, including those involved with aquatic education, license sales and marketing, fisheries management, parks/access site management, communications and information management;
- State, federal and local law enforcement agencies with mandates in the boater safety, access and education arenas;
- Tourism agencies, parks and recreation agencies, convention and visitor bureaus and businesses relying on aquatic resource-based recreation;
- Outdoor and environmental educators;
- Recreation providers, youth and family advocacy and service organizations;
- Non-governmental advocacy or public interest groups such as:
 - Conservation organizations
 - Fishing and boating organizations
 - Safety organizations
 - Media and outdoor communications groups

RBFF is governed by a 26-member Board of Directors representing the various stakeholder groups listed above. We actively involve stakeholders in the development and implementation of our programs via several volunteer task forces and advisory groups.

RBFF works directly with state fish and wildlife agencies to implement marketing programs to increase national participation in recreational fishing and boating; as well as increase fishing license sales and boat registrations in each state. For more details on fishing participation, please see the [National Survey of Fishing, Hunting and Wildlife-Associated Recreation](#) conducted by the U.S. Fish & Wildlife Service and the [2024 Special Report on Fishing](#).

For more information about RBFF, please visit our organizational web site at <https://www.takemefishing.org/corporate/who-we-are/>

IV. PROJECT NEED

State agency engagement is a critical strategic initiative for RBFF. RBFF strives to provide marketing support and expertise to state fish and wildlife and natural resource agencies as they are the key interface with consumers and are critical to increasing both fishing licenses sales and boat registrations. In doing so, RBFF requires database support to more closely target boat owners who have lapsed in their registration. RBFF is searching for a contractor that can act as an extension of staff and work collaboratively with the program team and state fish and wildlife agencies in the launching of the Boat Registration Marketing Program with an anticipated 19 states.

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The selected contractor will analyze boat registration data to identify lapsed boat registrations households, provide help in identifying target audience, produce mail and email lists, provide NCOA database service and CASS certification, and evaluate the results including control groups and lift results. Contractor will produce evaluation reports to include data tables, summaries, conclusions and recommendations.

Most state agencies have their own system of coding details of the data (hull type, make, length, etc). Contractor may need to convert information into a single set of common vessel characteristics in order to manage data for the whole program with multiple states.

Beginning with pilot programs in 2009, RBFF has partnered with state agencies to run a yearly campaign to send reminders encouraging boat owners that had not been actively registered for at least one year to re-register their lapsed boat and get back on the water. Lapsed boat owner information is matched with state fishing license data to identify angler and non-angler households, and messaging is targeted accordingly.

Based on the success of the pilot programs, RBFF expanded the Boat Registration Marketing Program nationally. Key highlights of the program since it started are:

- Over 560,000 boats re-registered
- More than \$20.7M in gross program revenue from lapsed boat registrations
- 9.39% average response rate

The 2025 program will be rolled out as the fishing and boating season starts, beginning April 1, 2025 with an anticipated 15 states. The program will send email reminders to those due to renew that have an email on file and direct mail letters to any lapsed boater without an email on file.

Additional work for ad hoc projects as requested by RBFF regarding fishing license database analysis, boating registration database analysis, supporting market research and evaluation services to be billed on an hourly basis.

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V. PROJECT SCOPE

In order to conduct the work outlined in the project need, the services may include, but are not limited to:

- 1) Project Planning
- 2) Data Analysis
- 3) Evaluation Services
- 4) Primary Research
- 5) Economic Analysis
- 6) Reporting

VI. CONTRACTOR QUALIFICATIONS

Contractor must demonstrate high levels of expertise in the following areas:

- 1) **Prior Experience:** The successful partner will have demonstrable expertise in both data analysis and program evaluation services and the areas outlined in the project scope. Please provide a summary that details your experience, including experience driven by a complex business problem that required not only your expertise but also the ability to help the client in applying what was learned. In addition, preference will be given to previous evaluation and marketing research work experience with natural resource agencies; recreational fishing, boating and natural aquatic resources conservation organizations; and the outdoor recreation industry.
- 2) **Boat Registration Database Analysis and Program Evaluation:** Contractor will have demonstrable expertise in analyzing boat registration data and the ability to evaluate results of the email campaign compared to the direct mail campaign utilizing a control group. Contractor should detail the expertise in the proposal.
- 3) **In House Capability:** Please describe any in house capabilities that would have a direct impact on quality. Indicate in your proposal if any portion of the project will be subcontracted and describe the subcontractor relationship.
- 4) **Project Management:** Contractor will have demonstrable expertise in successfully managing projects, maintaining proactive communications and producing deliverables according to project schedules.

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VII. DELIVERABLES AND TIMELINE

The following deadlines apply to this request for proposals:

Issue RFP:	Monday, December 2, 2024
Proposal Due Date:	Wednesday, December 18, 2024 @ 5:00 p.m. Eastern Time
Final decision and vendor notification:	December 31, 2024
Contractor begins work:	January 2, 2025

VIII. PROPOSAL REQUIREMENTS

At a minimum, the proposal (of no more than 10 pages in length) should include the following elements:

1. Completed Proposal Cover Page.
2. Provide project plans and budgets for each of the two primary programs outlined in the project need. Contractor’s proposal must include a description of standard rates for ad hoc project requests and what specific services are covered by the standard rate and if it varies by personnel. In addition, the proposal must include all other factors relevant to RBFF’s ability to understand cost in regards to scope and depth of the project.
3. Description of how your corporation/organization/team fulfills the “Contractors Qualifications” outlined in Section VI. Examples of previous work that is similar to the work required here are requested.
4. Include a list of clients for whom you have performed similar work within the last two years with three client references that RBFF may contact.
5. Background on your corporation/organization/team, including history, staff size and experience, and other relevant information. If subcontracting is required, indicate whether you intend to subcontract with small businesses, minority-owned firms, and women’s business enterprises.

Applicants must submit proposal in the form of an electronic copy. Proposals should be prepared simply, providing a straightforward, concise description of the Contractor’s ability to meet the requirements of the RFP.

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The proposal must be received by **Wednesday, December 18, 2024 at 5:00 p.m. eastern time** for consideration. Late proposals will not be accepted.

IX. EVALUATION FACTORS FOR AWARD

Basis for Award

The award will be made to the applicant that conforms to the RFP's requirements and is judged to represent the best value to RBFF. Best value is defined as the proposal that presents the best overall value to RBFF, cost and other factors considered, and which presents the most advantageous offer. Such offer may not necessarily be the proposal offering the lowest cost or receiving the highest technical rating.

The contractor will be selected based on the following criteria:

1. Business Goals: Does the proposal meet goals and requirements?
2. Project Design and Management: Contractor will have demonstrable expertise in successfully managing projects, maintaining proactive communications and producing deliverables according to project schedules.
3. Case Studies: Does the proposal cite specific case studies which document relevant experience, driven by a complex business problem that required both expertise and the ability to help the client apply what was learned? Are examples provided of past new creative work?
4. Organizational Capacity: Is this a stable organization with the necessary resources and expertise to deliver expected outcomes for RBFF?
5. Industry/Non-Profit Experience: Does the organization have experience in the recreational boating or fishing industry or nonprofit sector?
6. Deliverables: Are detailed pricing, timeline, and deliverables included?

Evaluation Criteria

Applicants are cautioned that this is a best-value procurement and that best-value concepts apply to this solicitation. In making its best-value determination, RBFF may award a contract resulting from this solicitation to the responsible applicant whose offer conforming to the solicitation will be the most advantageous to RBFF, price and other factors considered. RBFF shall give due consideration, as appropriate, to the overall merits of the proposal (including the relative advantages and disadvantages to RBFF), the experience of the Contractor, the cost of the proposal, and the needs of RBFF. Preference, to the extent practicable and economically feasible, shall be given for products and services that conserve natural resources and protect the environment and are energy efficient.

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Applicants are cautioned that discussions may not be held and that RBFF may award the contract solely on the initial proposals. Accordingly, applicants should put forth their best efforts in their initial submission. However, RBFF reserves the right to conduct discussions if later determined by RBFF to be necessary. RBFF may reject any or all offers if such action is in the best interest of RBFF; accept other than the lowest offer; and waive informalities and minor irregularities in offers received.

X. SPECIAL REQUIREMENTS

Federally Imposed Obligations

RBFF has entered into a cooperative agreement with the U.S. Fish & Wildlife Service, the general provisions of which are the Administrative and Audit Requirements and Cost Principles for Assistance Programs cited in the “Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards” set forth in CFR Title 2, Subtitle A, Chapter II, Part 200 (2 CFR § 200.0 *et seq.*), including the appendices thereto. Inspection, acceptance and procurement are governed by these requirements and principles. The successful applicant will be required to assume all applicable pass-through obligations imposed by the cooperative agreement, such as compliance with federal equal employment opportunity requirements and debarment and suspension certifications.

Accounting Records

All accounting records of the successful applicant relating to its performance under this award shall be kept in a manner that is consistent with generally accepted accounting principles as well as and all applicable provisions of the “Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards” set forth in CFR Title 2, Subtitle A, Chapter II, Part 200 (2 CFR § 200.0 *et seq.*), including the appendices thereto. Upon reasonable notice to Contractor, RBFF, the U.S. Fish & Wildlife Service, the Comptroller General of the United States, and any of their duly authorized representatives shall have access to any books, documents, papers and records of Contractor that are pertinent to this award and have the right to audit and copy such materials during the term of this award and for a period of three (3) years after its termination or expiration.

Applicant Reimbursement and Compensation Policy

RBFF will not reimburse or compensate applicants for any time, fees and costs incurred while developing their proposals. Additionally, if an applicant is asked to present its proposal in person, RBFF will not reimburse or compensate the

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applicant for any fees related to the presentation, including but not limited to staff time, travel and out-of-pocket costs. RBFF will not compensate any applicant for time or fees incurred while negotiating a contract.

Use of Metric System

To the extent practicable and economically feasible, all accepted products and services shall be dimensioned in the metric system of measurement.

Ownership of Work Product

- A) The successful applicant will be required to acknowledge that it has been ordered or commissioned to create or prepare a work consisting of the work effort and work product set forth herein and agree that this work is a “work made for hire,” and that the applicant shall have no rights to title or interest in and to the work, including the entire copyright in the work or all rights associated with the copyright. The applicant will further be required to agree that to the extent the work is not a “work made for hire,” the applicant will assign to RBFF ownership of all right, title and interest in and to work, including ownership of the entire copyright in the work and all rights associated with the copyright, and will execute all papers necessary for RBFF to perfect its ownership of the entire copyright in the work. The applicant will not have rights to or permission to use the work without the prior written permission of RBFF.

- B) By responding to this RFP, the applicant acknowledges and agrees that all deliverable documentation under this RFP (and subsequent contract) will be transferred to the U.S. Government in accordance with RBFF’s government contract. If the applicant intends to submit a notice of limited rights in technical data regarding any delivered technical data to RBFF, the notice shall include sufficient information to enable RBFF to identify and evaluate the applicant’s assertions.

Original Work

The successful applicant will be required to represent and warrant that the work the applicant creates or prepares for RBFF will be original, will not infringe upon the rights of any third party, and will not have been previously assigned, licensed or otherwise encumbered.

Public Releases

Except as required by law or regulation, no news release, public announcement or advertising material concerning any subsequent contract awarded pursuant

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to this RFP shall be issued by any applicant without the prior written consent of RBFF; such consent shall not be unreasonably withheld.

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PROPOSAL COVER PAGE

(All applicants must submit this completed form with their proposal.)

RFP Number	#RBFF- 24-C-583
Company Name	
EIN or Social Security Number	
Contact Name & Title	
Mailing Address	
Telephone	
Facsimile	
E-mail address	
Website address	
Proposed cost	