



MPA Monitoring Program Request for Qualifications

The California Ocean Protection Council (OPC) is releasing a Request for Qualifications to select a grantee to support work related to the MPA Monitoring Program. The selected grantee will be awarded a grant through the California Natural Resource Agency, and the grant will be administered by the OPC. Grant funds can be awarded to public agencies, nonprofit corporations, or private entities subject to Public Resources Code Section 35650¹.

QUALIFICATIONS: This project will require the grantee to have the following qualifications:

- Five (5) or more years of related experience using socio-economic indicators and user perception data to determine impacts
- Experience working with state, federal or tribal government entities
- Familiarity with existing socio-economic data streams related to the California ocean and coastal economy
- Experience working with California fishermen and/or fishing communities
- Familiarity with California's Marine Protected Area (MPA) Network including the different sectors that interact with MPAs (e.g. recreation and commercial consumptive users, recreation and commercial non-consumptive users, tribes, harbors, local governments, etc.)
- Experience with sample design using both quantitative and expert opinion approaches to prioritize indicators and locations to evaluate effects of a management action
- Understanding of and plan to deal with the challenges of aggregating disparate data sources from a wide range of governmental and non-governmental sources
- Experience with regional economic modeling
- **Indirect costs are capped at 25%, lower rates will receive bonus points in the evaluation**

• **RFQ SCHEDULE:**

Event	Date
RFQ Release	October 2, 2017
Vendor Questions (if any) Due	ASAP
Proposal Responses Due	November 3, 2017
New Grant in Place	After grantee selection and grant negotiation completion, December 2017 at the latest

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https://leginfo.legislature.ca.gov/faces/codes_displayText.xhtml?lawCode=PRC&division=26.5.&title=&part=&chapter=4.&article=



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SUBMITTAL REQUIREMENTS:

Responses to this RFQ must include the following information:

- A description of the applicants experience working with socio-economic indicators to determine impacts. Please highlight any California specific or MPA specific projects.
- Statement of qualifications, including selected experience with similar types of projects and specific qualifications or resumes (1 page max) of key team members such as proposed Project Manager, Project Principal, sub consultant firms, etc., arranged in a Team Organizational Chart
- A total estimated budget for completion. If bid is selected, a detailed budget will be required that should not vary from the submitted RFQ budget >15%.
- Up to three (3) examples of similar projects (short one paragraph summaries and an associated reference that includes full name, title, phone and email)
- Responses must be limited to no more than ten (10) sheets excluding organizational chart, references, resumes and cover letter. Sheets should be printed double sided.
- Send submittal to Cyndi Dawson (cyndi.dawson@resources.ca.gov), Ocean Protection Council Program Manager/Policy Advisor

PROPRIETARY PROPOSAL MATERIAL: Any proprietary information revealed in the proposal should be clearly identified as such.

SIGNATURES: RFQ's must be signed by one of the legally authorized officers of the applicant. If awarded the grant, an approved Board resolution will be required.

EVALUATION CRITERIA: Evaluations will be based on the criteria listed below:

- Experience with similar projects
- Experience of proposed project team and key team members
- Overall quality of statement of qualifications
- Value for the state, including a demonstration of how existing partnerships or experience can be leveraged to keep costs low while producing scientifically robust and defensible deliverables within the required time frame

Project Duration: December 2017 – May 2018



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SCOPE OF WORK:

Designing long-term socio-economic monitoring for the MPA Monitoring Program

The grantee, in collaboration with the California Department of Fish and Wildlife (CDFW), the California Ocean Protection Council (OPC), and the MPA Statewide Leadership Team (collectively known as the Management Team), will develop a set of well-supported recommendations for long-term monitoring indicators and locations. These recommendations will allow the effects of the MPA Network on key sectors of the coastal economy to be evaluated, focusing on commercial and recreational fishing and coastal recreation. This will involve reviewing existing baseline economic studies ([North](#)², [North Central](#)³, [Central](#)⁴ and [South](#)⁵) to inform the development of both long-term indicators and a sample design that will allow the determination of causal relationships where feasible. Close coordination with the Management Team will be critical to ensure the recommendations meet the policy mandates while maintaining scientific robustness and defensibility.

The key objectives of this project are to:

- Review existing socio-economic baseline monitoring studies and use them to inform the development of a comprehensive list of the relevant data streams, including how to access the data that the state can use to help determine MPA effects.
- Identify gaps in existing data streams and provide detailed recommendations on the types of data needed and proposed mechanisms to obtain the data (e.g. add additional metric to existing data collection effort, new data collection effort, etc.).
- Develop a scientifically robust and defensible approach to prioritize a suite of metrics and monitoring locations to evaluate MPA effects on coastal recreation and commercial and recreational fishing. Recommendations should be presented as Tier 1: Minimum number of locations and indicators that will allow a focused evaluation of MPA effects on key fisheries and coastal recreation; Tier 2: Tier 1 + additional locations and/or indicators that will allow a more expanded evaluation of MPA effects on fisheries and coastal recreation; Tier 3: Tier 1 + Tier 2 + additional locations and/or indicators that will allow a comprehensive evaluation of MPA effects on fisheries and coastal recreation.

² <http://oceanspaces.org/projects/north-coast-baseline-characterization-human-uses-and-socioeconomic-dimensions-mpas>

³ <http://oceanspaces.org/projects/north-central-coast-baseline-characterization-human-uses>

⁴ <http://oceanspaces.org/projects/baseline-surveys-human-activities-central-coast>

⁵ <http://oceanspaces.org/projects/south-coast-baseline-characterization-human-uses>



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Background

To provide information that will help inform adaptive management of the MPA Network, a novel and cost-effective Statewide MPA Monitoring Program⁶ was developed, as required by the Marine Life Protection Act (MLPA). Phase 1⁷ of this program invested \$16 million and collected regional baseline data at or near the time the MPAs were established. Phase 2 focuses on long-term statewide monitoring and will be guided by the Statewide MPA Monitoring Program Action Plan.

Since the initiation of monitoring to characterize baseline conditions during or near the time of implementation of the MPA Network (2008-2015), there has been ongoing work to develop quantitative and expert informed approaches to long term monitoring. The MPA Monitoring Program is designed to evaluate the performance of the MPA Network at meeting the goals of the MLPA including ecosystem-based and specific ecological goals. This includes protecting the structure, function and integrity of marine ecosystems; protecting the natural diversity and abundance of marine life; sustaining, conserving, protecting and rebuilding depleted marine life populations; and protecting representative and unique habitats for their intrinsic value. Although the collection of socioeconomic data are not required by the MLPA, the 2016 MLPA Master Plan⁸ identifies socioeconomic data as a key to allowing a holistic evaluation of the effects of the MPA Network.

Timeline

All activities associated with this project must be completed by May 30, 2018.

Task 1. Review relevant socioeconomic studies and existing data streams

The grantee will review the existing materials related to socioeconomic monitoring of California and the region including the baseline MPA monitoring studies, socioeconomic monitoring related to Marine Life Management Act implementation and any relevant peer-reviewed studies, including those from other MPA systems. Through this work and additional collaboration with the Management Team, the grantee will develop a comprehensive list of existing efforts to collect relevant data.

- **Deliverable 1.1** Spreadsheet or database that includes, at a minimum, the following fields: data owner, data owner contact information, types of data collected, duration of data collected, geographic extent (e.g. centroid of sampling area or county preferable lat./longs. when applicable), sampling frequency, ongoing or one time.

⁶ <http://oceanspaces.org/monitoring>

⁷ <http://oceanspaces.org/monitoring/baseline>

⁸ <https://www.wildlife.ca.gov/Conservation/Marine/MPAs/Master-Plan>



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- **Deliverable 1.2** The grantee will perform a gap analysis on existing data streams identifying key metrics that could be added to existing data collection programs. The gap analysis will identify where National Oceanic and Atmospheric Administration (NOAA) Social Indicators of Fishing Community Vulnerability and Resilience^{9,10} are being collected. If a metric is identified as essential to determine MPA effects and is not being collected, the grantee will make specific recommendations about why the metric is essential and how the metric could be collected through a leveraged economical approach.
- Deliverable 1.3: A written report consisting of a detailed description of the methods used, materials reviewed and a spreadsheet/database of data sources discovered in Deliverables 1.1 and 1.2.

Task 1 Budget: \$ _____

Task 2: Long-term sample design for socioeconomic indicators to determine MPA effects

The grantee will design - using best statistical practices - a long term sampling approach for the collection of socioeconomic data that will provide insights into the effect of MPAs on key economic indicators.

- **Deliverable 2.1 - Written report that contains methodology, rationale, appropriate supporting citations and a list of**
 - Key locations where data needs to be collected using a Tier 1, 2, and 3 prioritization approach (see above) delivered in a written report.
 - Key metrics that need to be collected using a Tier 1, 2, and 3 prioritization approach (see above) delivered in a written report.
 - Identify weaknesses in current regional economic models and provide suggestions that will help future modeling efforts better capture the economic impacts of MPAs.

Task 2 Budget: \$ _____

⁹ <https://www.st.nmfs.noaa.gov/humandimensions/social-indicators/index>

¹⁰ https://www.nwfsc.noaa.gov/assets/25/499_01082008_153910_CommunityProfilesTM85WebFinalSA.pdf