

Ocean Protection Council
Request For Qualifications
Marine Policy Services

January 26, 2011

The California Ocean Protection Council (OPC) is seeking an environmental services consultant to provide full time marine policy services to the OPC, the Fish and Game Commission (FGC), and the Department of Fish and Game (DFG).

The Ocean Protection Council (OPC) will retain a contractor for a period of one year (March 1, 2011 – February 29, 2012) to provide the following coordination amongst state agencies on marine policy and technical expertise in the following areas:

- Coordinate and/or participate in the joint project of the Fish and Game Commission (FGC), The Department of Fish and Game (DFG), and the OPC to review the Marine Life Management Act.
- Help coordinate and/or participate in the OPC five-year strategic planning process including development of relevant focal areas, specifically including the innovative fisheries.
- Advise the FGC on a broad range of relevant marine policy issues.
- Stay informed of management activities and priorities of the Department of Fish and Game (DFG), the Pacific Regional Fishery Management Council, the National Marine Sanctuary Program, the OPC, and other relevant management authorities.
- Conduct research and prepare analyses of the performance of existing marine management measures previously approved by the Commission, including but not limited to the State's Master Plan for Fisheries, the Restricted Access Policy, and various Fishery Management Plans.
- Lead and/or participate in efforts to develop new approaches to marine resource management for consideration by the FGC, including but not limited to Fishery Management Plans under the Marine Life Management Act, new or revised State legislation, and new or revised State policies.
- Keep the FGC informed of advances in marine science and management such as ecosystem-based management and dedicated access privileges for fisheries. Organize occasional briefings for Commissioners, Commission staff, and DFG staff on topics and issues of particular interest such as aquaculture, fisheries certification, desalination, and alternative energy development.
- Provide staff support to the FGC's Marine Resource Committee, including helping organize its meetings, drafting agendas, preparing background documents and analyses as directed, and briefing Commissioners.

- Interact with Commissioners, FGC staff, a broad range of State and Federal government officials, and the public under the guidance of the Executive Director of the FGC.
- Prepare periodic reports and summaries of activities as directed by the Executive Director of the FGC or his/her designee.
- Research and pursue funding sources to support the FGC's increasing marine regulatory and policy workload.

In carrying out these tasks, the contractor enables improved coordination between the FGC and the OPC. Specifically, the contractor's services will enable:

Improved Communication and Science Coordination: The contractor will help ensure representation of OPC activities at FGC Marine Resources Committee meetings. The contractor will also work as appropriate with the OPC's Science Advisory Team, through the California Ocean Science Trust.

FGC participation in the OPC Strategic Plan Update: The OPC is beginning a process to update its strategic plan, which staff anticipates will be ready for OPC adoption at its last meeting of 2011. The strategic plan will focus on actions related to high-priority issue areas, one of which will be sustainable fisheries management. The contractor will facilitate FGC engagement in the planning process.

Required Knowledge, Skills, and Abilities:

The contractor must possess knowledge of relevant federal and state marine and coastal environmental laws and policies (as specified above) and the regulatory and management agencies that operate in the coastal zone (including, but not limited to California Coastal Commission, California State Lands Commission, California Department of Fish and Game, the Coastal Conservancy and the Fish and Game Commission). Specifically, the applicant must demonstrate:

- Working knowledge of the FGC, OPC, and DFG roles and responsibilities;
- Ability to aid in the Ocean Protection Council's current strategic planning process;
- Knowledge and excellent communication skills with marine stakeholders, state/federal agencies, and commissioners and/or councilmembers;
- Well versed in National and California State Marine Policy, specifically, the Marine Life Management Act (MLMA), and subsequent lessons learned report, the Marine Life Protection Act (MLPA) and other important marine statutes and regulatory requirements;
- Solid understanding of natural resource policy issues and the role of natural and social science in achieving policy outcomes, preferably with respect to California marine resources;
- Proven experience leading successful strategic analysis and planning efforts;

Resumes and qualifications should also reflect the following skills and abilities:

- Well-developed analytic abilities;

- Ability to synthesize complex information and present findings accurately, clearly, and effectively to a broad variety of audiences;
- Excellent writing and editing skills, and the ability to prepare clear, complete, and useful communication products;
- Ability to work independently or cooperatively with others;
- Ability to interact with various levels of OPC staff and management in a professional and courteous manner; and,
- Ability to negotiate and resolve issues without confrontation.

In addition, the following criteria will be used to rank contractors who otherwise have comparable qualifications and competence under the above criteria:

- State-Certified small business status of the contractor submitting a statement of qualification.
- State-Certified Disabled Veteran Business Enterprise (DVBE) status of the contractor submitting a statement of qualification
- The “good faith effort” of the contractor to subcontract with DVBEs. “Good faith effort” means that a contractor has taken all of the following steps: (a) made contact with the Conservancy to identify DVBEs; (b) made contact with other state and federal agencies and with local DVBE organizations to identify DVBEs; (c) advertised in trade papers and papers focusing on DVBEs unless the Conservancy's time limits do not allow; (d) submitted to DVBEs invitations to bid or other offers to contract; and (e) considered available DVBEs.

Terms of Environmental Services Contract

The consultant will be hired under contract to the State Coastal Conservancy (Conservancy), on behalf of the Ocean Protection Council. The Conservancy will attempt to negotiate a contract with the best qualified individual or firm at compensation which the Conservancy determines is fair and reasonable to the State of California. If the Conservancy is unable to do so, negotiation with that individual or firm will be terminated and negotiations will then proceed in the same manner with the other individuals or firms on the list in order of ranking. If the Conservancy is unable to negotiate a satisfactory contract with any of the selected individuals or firms, the Conservancy may select additional individuals or firms and continue the negotiation process.

The retained consultant will be paid for his or her actual time and expenses for work under the contract up to the amount provided for each task in the final project budget. The consultant should anticipate that ten percent (10%) will be withheld until all work is completed to the satisfaction of the Conservancy. The consultant will also be required to comply with the substantive requirements of the “Standard Provisions”, provided as [Attachment 1](#).

Materials to be Submitted

Statements of Qualifications should include:

1. Cover letter describing relevant experience and qualifications
2. Resume/Curriculum vitae of consultant or participating employees of consultant
4. At least one writing sample
5. Name and contact information of three professional references
6. A budget to perform the actions outlined in the RFQ
7. Any potential conflicts of interest that the individual or firm may have in carrying out the tasks described herein.

At present, the OPC has budgeted \$114,902 as the maximum amount available for the work sought under this solicitation. Ranking of potential contractors will be based on qualifications alone; however firms should bear in mind the maximum currently available for the proposed work.

Submission and Timing

Statement of Qualifications must be received by the Ocean Protection Council on or before **5pm on February 7, 2011** to be considered.

Interested consultants should submit a Statement of Qualification (SOQ) on or before February 7, 2011. SOQs should be addressed to Valerie Termini, Project Manager, OPC, 1330 Broadway, 13th floor, Oakland, CA 94612 or by email vtermini@scc.ca.gov **on or before 5 PM February 7th**.