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CALIFORNIA WILDLIFE FOUNDATION

REQUEST FOR QUALIFICATIONS (RFQ)

January 4, 2012

Notice to Prospective Proposers

You are invited to review and respond to this Request for Qualifications (RFQ), entitled:

Spiny Lobster Fishery Management Plan: Facilitation for Public and Advisory Committee Meetings

CWF is seeking the qualifications of contractors to facilitate public meetings and advisory committee meetings as part of the Spiny Lobster Fishery Management Plan (FMP) process of the California Department of Fish and Game (DFG).

Your Summary of Qualifications (SOQ) must have three sections: Transmittal letter discussing your interest and intent, your organization qualifications, and your scope-specific qualifications and process and methodology plan.

In submitting your proposal, you must comply with these instructions. Note that all agreements entered into with California Wildlife Foundation (CWF) will include by reference the agreement between California Wildlife Foundation and California State Coastal Conservancy, authorizing the Spiny Lobster Fishery Management Plan. If you do not have Internet access, a hard copy of this RFQ can be provided by contacting Amy Larson, CWF, whose contact information is listed below.

In the opinion of the California Wildlife Foundation this RFP is complete and without need of explanation. However, if you have questions, or should you need any clarifying information, the contact person for the RFQ process, contracting and billing is:

Amy Larson
California Wildlife Foundation
428 13th Street, Suite 10A
Oakland, CA 94612
alarson@californiawildlifeoundation.org



If you should need any clarifying information for the Scope of Work and related qualifications in Sections 2-4 included in this RFP, the contact person is:

Kristine Barsky
California Department of Fish and Game
2419 E. Harbor Blvd. #149
Ventura, CA 93001
kbarsky@dfg.ca.gov

Please note that no verbal information given will be binding upon CWF or the State of California unless such information is issued in writing as an official addendum.



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Spiny Lobster Fishery Management Plan: Facilitation for Public and Advisory Committee Meetings

A. Purpose and Description of Service

1. Background

The State Coastal Conservancy ("Conservancy"), on behalf of the Ocean Protection Council ("OPC") has entered into a grant agreement with the California Wildlife Foundation ("CWF") to assist the California Department of Fish and Game ("DFG") in the preparation of a fishery management plan ("FMP") for the California Spiny Lobster. The FMP shall be developed in accordance with the requirements of the Marine Life Management Act (MLMA) for submission by DFG to the Fish and Game Commission for approval.

The Department of Fish and Game is mandated to seek the widest range of public and stakeholder participation in the preparation of a FMP for the California spiny lobster. The FMP is designed to provide a comprehensive framework on which to base sound decisions for management of the species and associated fisheries. The Department is seeking qualified organizations to submit proposals to provide facilitation services to the Department in connection with the lobster FMP development process.

2. Scope of Work

2.a. Facilitate six public meetings; two each in the years 2012, 2013 and 2014.

Assist the Department in convening and facilitating two public meetings with identical content in each of three years. The purpose of the meetings is to gather public comments and input on content and potential management issues for the lobster FMP.

Public meeting dates are April 18 and 19, 2012, April 23 and 24, 2013, and two dates to be determined in either March or April of 2014. Each year one of the meetings will be held in Orange County and the other in Ventura County.

Anticipated tasks required to accomplish the purpose of the meetings are:



- Prepare meeting objectives, approach and materials for each pair of meetings after conversations with the Department and review of background documents
- Travel to meeting sites and facilitate both meetings each year in coordination with Department participants
- Debrief with Department staff; write key outcomes and describe follow-up activities required
- Prepare draft and final meeting summaries for final acceptance by DFG, CWF and OPC project managers.

2.b. Facilitate six meetings of the Lobster Advisory Committee; three in 2012, two in 2013 and one in 2014.

Assist the Department in convening and facilitating a series of six meetings of the Lobster Advisory Committee. The MLMA recognizes that successful fishery management is a collaborative process that requires ongoing communication and participation between all interested parties. Specifically, the MLMA requires the Department to seek advice and assistance from all stakeholders. The formation of an Advisory Committee is a proven method of having meaningful communication and involvement with all interested parties.

The Committee will consist of 12 individuals representing various constituencies and five alternates. Alternates will attend all the meetings if they desire, but may only vote when a member of their constituency is absent.

Three meetings will be held on June 21, August 1, and December 4, 2012. These meetings will be all day, likely 9 a.m. to 4 p.m. depending on content, with a break for lunch. Two meetings will be held on June 12 and August 15, 2013. The meeting date in 2014 has not been selected, but is expected to be in March or April.

Anticipated tasks include:

- An initial assessment of group constituent representatives and situation to identify interests and the range of issues to address as well as identify convergence and divergence among representatives.
- Prepare goals and approach for the Advisory Committee process and materials for each meeting after conversations with DFG staff and review of background documents
- Contractor to conduct or participate in teleconference meetings to advance time-sensitive work between regular meetings
- Outline and oversee methods for coordinating discussions between science experts and stakeholders that will minimize and avoid adversarial disputes on the issues



- Skillful management and effective use of the work group including the establishment of ground rules at the first meeting
- Travel to meeting site and convene and facilitate the six lobster advisory committee meetings with agreement focused facilitation
- Debrief with DFG staff; note key outcomes and follow-up required
- Prepare draft and final meeting summaries for final acceptance by DFG, CWF and OPC project managers.

In addition to meeting-specific tasks, the consultant is also asked to conduct strategic planning and outreach throughout the project timeframe with:

- DFG and CWF to track progress and ensure achievement of project goals
- Advisory Committee members to maintain project focus and momentum

2.c. Consultant coordination with DFG and CWF.

Both DFG and CWF project managers will be responsible for certain activities related to the public meetings and Advisory Committee meetings, as outlined below. Consultant will coordinate with these activities as required to carry out project objectives and methodology.

DFG will:

- Select meeting dates, and produce clear objectives for these meetings
- Provide the Consultant with background materials and edit all materials produced by the Consultant
- Work with the Consultant's staff to produce a leadership strategy for the meetings so that the role of Department and facilitation staff is clearly defined. All participants need to know who is responsible for presenting specific information, leading discussions, answering questions, and taking notes
- Attend and participate in all meetings
- Review all draft and final meeting summaries
- Put agendas and meeting summaries on the Lobster FMP website
- Interact with the Consultant and CWF on a monthly basis to ensure the meetings are well run, and progressing in a timely manner, answer questions, and provide feedback
- Provide monthly progress reports to OPC and authorize the Contractor's monthly invoices

CWF will be responsible for meeting logistics such as arranging for the locations, room setups and audiovisual rentals and operation and will also work closely with DFG on tracking RSVPs. Consultant will work with CWF to



determine and ensure that the logistical arrangements support the format and content of each meeting and coordinate with CWF on any equipment that consultant will be bringing to the meetings.

It is anticipated that CWF staff will be onsite to manage logistics at the public meetings only. Onsite management of Advisory Committee meetings will be the responsibility of DFG.

2.d. Contract Amendment

If additional public or Advisory Committee meetings are required, the contract, with agreement of the contractor, may be amended to allow for such meetings.

3. Consultant Minimum Qualifications

Consultant must demonstrate expertise in facilitating not only public meetings, but multi-stakeholder work groups that provide implementable recommendations. Experience in conducting small workgroup meetings that nurture full participation, provide mutual education and understanding, as well as agreement focused results and work products. Facilitation should be neutral based with emphasis on assisting the advisory committee in collaboration and promoting clear communication and effective decision-making.

- Contractor must provide a minimum of three personnel for facilitation of both the public and advisory committee meetings.
- Contractor should be adept at conducting effective and productive teleconference meetings to advance time-sensitive work between regular meetings.
- Contractor should provide concise and clear meeting notes that capture key concepts and issues during deliberations of advisory group members.
- Contractor should have extensive experience in facilitation of projects dealing with natural resource policy, planning, and law with particular expertise in marine resource management. Respective applicants should provide the Department with examples of past facilitation work.
- Contractors should have a minimum of 10 years of experience in environmental dispute resolution.

4. Developing your Statement of Qualifications

Statements of Qualifications (SOQ) must be in the following format and contain the information listed below.

4.a Transmittal Letter – provide the following information:

- Brief background, scope and location of the firm(s) and the location of the office(s) where the work is to be performed (if the work is to be shared among



other firms and offices in different locations, indicate where each office is located and what work is to be performed in each office);

- A summary description of the work to be performed by each sub-consultant (if any) for the project;
- Attach a memorandum from each sub-consultant, if any, signed by the principal of the sub-consultant firm;
- The person(s) authorized to act on behalf of your firm during the selection process and contract negotiations if any; and
- State when the proposed team is available to start.

4.b Personnel and Organization Qualifications and References:

- **Resumes**– Provide a description of the principal personnel (resumes and curriculum vitae) and a description of all supporting personnel.
- **Qualifications and Experience**– Provide a summary of qualifications, including any previous experience with any successful and similar projects that demonstrate how you meet the minimum qualifications to perform the work.
- **References** -Complete Applicant References (see Reference from elsewhere in this RFQ), including names and phone numbers.

4.c Scope-specific Process and Methodology:

- **Scope-specific team and qualifications**- Provide an organization chart that will include the prime Consultant and any sub-Consultants for this project; show the proposed relationships between the project manager, key personnel, support staff, and other resources that are expected to participate in the project. Show which aspects of the work each person will be responsible for performing and the number of hours each will devote to the project. Changes in lead Consultant/sub-Consultant personnel will not be made during the contract period without prior written approval from the Department, OPC and CWF. Describe personnel qualifications that show expertise in each SOW bid on. (Any personnel substituted will have similar skill sets.)
- **Process and methodology for program development**-Provide a description of the manner in which you intend to carry out this project. Include a description of the firm's management process, project management, or assigned individuals and any sub-Consultant's management process, as well as possible approaches to analyzing the specific project.
- **Budget**
The budget amount allocated for this project is in excess of \$100,000 to include all substantiated labor costs and expenses.
CWF, with approval of OPC and DFG, reserves the right to increase or decrease this figure to meet the needs of this project as well as the overall Spiny Lobster FMP process. Proposers are not required to submit a detailed budget with their SOQ. Proposers are encouraged to include a total estimate for each subtask in Section 2 Scope of Work. It is anticipated that that a detailed budget by subtask (including hours and rates for each person



working on the project) will be drafted by the chosen contractor(s), to be approved by DFG and OPC, prior to work beginning. This time is billable.

4.d **Questions** - SOQs must answer the following questions (500 word maximum per question):

1. Based on your understanding of Sections 7070-7088 of the Fish and Game Code (available at www.dfg.ca.gov), describe how you would coordinate your services with the Department to set up an effective facilitated process for creating a lobster FMP.
2. Describe your recommended approach and procedure for setting up Advisory Committee meetings to foster effective communications and to assure productive participation.

5. **Selection Process**

Applicants with the necessary expertise and resources to perform the work described herein are asked to submit a Statement of Qualifications package. Those firms judged to be the best qualified to undertake the work, will be interviewed by the Department's selection committee. The contract will be negotiated with the best-qualified firm after interviews are conducted and the selection committee ranks the firms.

The criteria for selection include: the background, scope and location of the firm(s); relevant experience of the firm(s), project leadership and assigned individuals; education and other credentials (awards, recognition and references) of the project leadership and team members, the resources available to them, and their time devoted to the project.

Any contract to be awarded as a result of this Request for Qualifications will be awarded without discrimination based on race, color, religion, sex, or national origin. The firm(s) finally selected must comply with all applicable laws, rules and regulations.

6. **Addenda**

Prior to the date set for submission of proposals, the Department may modify this RFQ by issuance of one or more Addenda that will be posted on the California Wildlife Foundation web site.

www.californiawildlifefoundation.org/opportunities

7. **Withdrawal and Disposition of RFQs**

It is the Department's policy not to solicit SOQs unless there is a bona fide intention to award a contract. However, DFG reserves the right to withdraw this RFQ at any time, and to accept or reject all SOQs received as a result of this RFQ.

Upon contract award, all documents submitted in response to this RFQ will



become the property of the State of California, and will be regarded as public records under the California Public Records Act (Government Code Section 6250 et seq.) and subject to review by the public. The State cannot prevent the disclosure of public documents. Do not disclose sensitive, confidential, or privileged information.

8. Timetable of Events

8.a. SOQ Due Date:

To be considered, submit original and three (3) copies of your Statement of Qualifications along with all required attachments by Friday, February 3, 2012 at 4:00 p.m. to the appropriate DFG contact and address.

Kristine Barsky
California Department of Fish and Game
2419 E. Harbor Blvd. #149
Ventura, CA 93001
kbarsky@dfg.ca.gov

Within 24 business hours of the deadline, on Monday, February 6, 2012, one copy must be delivered to:

Amy Larson
California Wildlife Foundation
428 13th Street, Suite 10A
Oakland, California 94612

Questions regarding the process for responding to this RFQ should be directed to Amy Larson (al Larson@californiawildlifefoundation.org). Questions regarding information about Spiny Lobster FMP process and key issues should be directed to Kristine Barsky (kbarsky@dfg.ca.gov).

8.b. Interview Process

The Department's selection committee will evaluate each applicant's Statement of Qualifications. Those consultants judged to be the best qualified to undertake the work will be interviewed by the Department's selection committee. Applicants should expect to receive a letter from the California Wildlife Foundation, approximately the first week of February, indicating whether or not their company was chosen for an interview.

Interviews are scheduled for Wednesday, February 15, 2012. Please be sure your team members that will attend the interview, if granted, are available to attend on this date.



9. REQUIRED DOCUMENT CHECKLIST

A complete Statement of Qualifications package will consist of the items identified below.

Submit three copies of your SOQ to the Department of Fish and Game Office listed above and one to the California Wildlife Foundation, also listed above in Section 8.a.

Place a check mark or "x" next to each item that you are submitting. For your solicitation to be considered responsive, all required documents must be included in your package. Include this checklist with your SOQ package.

Document	Document Name/Description
_____	Transmittal Letter
_____	Organization Chart/Resumes
_____	Qualifications and Experience Summary (Scope Specific)
_____	Process and Methodology Description
_____	Answers to Questions #1 and #2 in Section 4d
_____	Required Document Checklist
_____	Applicant References



10. APPLICANT REFERENCES

List below three references of similar types of services performed within the last five years. If three references cannot be provided, please explain why on an attached sheet of paper.

REFERENCE 1			
Name of Firm			
Street Address	City	State	Zip Code
Contact Person		Telephone Number	
Dates of Service		Value or Cost of Service	
Brief Description of Service Provided			
REFERENCE 2			
Name of Firm			
Street Address	City	State	Zip Code
Contact Person		Telephone Number	
Dates of Service		Value or Cost of Service	
Brief Description of Service Provided			
Section REFERENCE 3			
Name of Firm			
Street Address	City	State	Zip Code
Contact Person		Telephone Number	
Dates of Service		Value or Cost of Service	
Brief Description of Service Provided			

