



# SCIENCE COMMUNICATIONS FOR HUMAN DIMENSION RESEARCH

## REQUEST FOR PROPOSALS

Proposals due July 5, 2018

The Oregon Department of Fish and Wildlife's Marine Reserves Program is seeking a contractor to assist with planning and implementation of science communications for our human dimensions research program. This contract is for up to **\$30,000** and work is to be completed by **January 31, 2019**.

### BACKGROUND

#### **Oregon's Marine Reserves**

Marine reserves are areas in Oregon's coastal waters dedicated to conservation and scientific research. In 2012, Oregon completed designation of five marine reserve sites. All removal of marine life and ocean development is prohibited in the reserves. The Oregon Department of Fish and Wildlife (ODFW) is the lead agency responsible for the management and scientific monitoring of these sites.

#### **The ODFW Marine Reserves Program**

Our Program's responsibilities include ecological monitoring, human dimensions (social science) research, developing and implementing site management plans, providing information to the public, engaging communities, and supporting compliance and enforcement.

In the year 2023, the state Legislature has mandated an evaluation of the Oregon Marine Reserves Program. The evaluation will reflect upon all aspects of the Program and serve as a point where the state will consider if and how marine reserves will continue to be used as a management tool moving into the future.

In order to contribute to an informed dialogue in 2023, our Program's communications and outreach to stakeholders and decision makers is aimed at: (1) raising general awareness of Oregon's marine reserves, (2) raising awareness of the ongoing scientific research that ODFW and our research partners are conducting for the reserves, and (3) raising awareness of how that information is being used to support nearshore ocean management.

Starting in 2012, our Program has been working under a strategic communications plan. Our communications goals are to improve understanding of the marine reserve system and the current objectives of the Marine Reserves Program (through 2023), while increasing awareness and support for ODFW's impartial scientific and management role. To date our Program's communications efforts have largely been focused on general marine reserves awareness, rules, and our ecological monitoring activities and contributions. We are now in need of communications focused on our human dimensions research.

## HUMAN DIMENSIONS RESEARCH – SCIENCE COMMUNICATIONS CONTRACT

Our Human Dimensions Research for the reserves is a long-term, complex research program that entails multiple studies (currently 16), research partners from a diversity of institutions, and spans multiple social science disciplines.

### Scope

Communications are to be for non-technical audiences and focused on the Program's human dimensions research activities and contributions, with emphasis on:

- Connecting people to the human dimensions research being conducted by ODFW scientists and our research partners, including:
  - How the research program meets our legislative mandates
  - How the various studies fit together
- Sharing what we're learning and how that information is being used

### Target Audiences

Our Program's communications are aimed at reaching scientists and marine resource managers, coastal leaders and decision makers, as well as members of the conservation and fishing communities that are influential in ocean policy here in Oregon. For this contracted project, communications are to be developed that target:

1. Oregon Scientific and Technical Advisory Committee (STAC) members
2. Oregon Ocean Policy Advisory Council (OPAC) members
3. Oregon Marine Reserves Partnership members (a coalition of conservation organizations)
4. Community Advisory Committee members (leaders of local marine reserve community groups)
5. Our research partners and advisors

These target audiences are predominately non-technical, with most having only a rudimentary understanding or familiarity with human dimensions (social science) research.

### Working with ODFW Staff

The contractor is expected to work closely on this project with ODFW's Marine Reserves Program Leader (Cristen Don), Human Dimensions Project Leader (Dr. Tommy Swearingen), and Communications and Engagement Project Leader (Kelsey Adkisson). The contractor may also work with additional ODFW staff and/or people from our identified target audiences. Contractor must have the resources to work virtually with ODFW staff (e.g. online meetings, conference line) if they are not locally based.

### Deliverables

The contractor will be responsible for the following deliverables, on or before January 31, 2019:

1. **Message Development**

Contractor will work with ODFW staff to develop clear and concise messages (verbal and/or visual) that elucidate the following questions:

  - a. What is human dimensions research (in natural resource management)?
  - b. What research are ODFW and partners doing, including:

- i. How does the research meet our legislative mandates?
- ii. How do the various studies fit together?
- iii. How is the information from this research being used?

## 2. **Written Strategic Plan**

Contractor will develop a plan that outlines strategies for communications that will reach our target audiences (listed above). Plan will include, but not be limited to:

- a. How ODFW will keep target audiences informed leading up to the 2023 evaluation
- b. Identification of communications products, tools, channels and/or pathways to be used
- c. Description of best practices for communicating human dimensions science/data/results
- d. Strategies for how to leverage and amplify ODFW's communications
  - i. Strategies that will reach target audiences
  - ii. Where are there easy opportunities to reach additional audiences

## 3. **Development of Products and/or Tools**

- a. Contractor will assist ODFW staff with the development of new products or tools identified in the strategic plan.
  - i. At a minimum, contractor will assist with development of two products or tools
- b. Contractor will assist ODFW staff with developing an outline for a comprehensive synthesis report, covering the Program's human dimensions research, which will be used in the 2023 evaluation. Specifically the contractor will give guidance on:
  - i. How to best organize the information to be included in the report
  - ii. Where and how data might be presented visually and/or more succinctly

## **ADDITIONAL INFORMATION**

**Contract Amount:** Up to \$30,000

**Deadline to Apply:** July 5, 2018 at 5 pm

**Duration of Contract:** Work must be completed on or before January 31, 2019

### **Qualifications:**

- At least 3 years of human dimensions (social science) science communications experience
- Strong understanding of human dimensions research; experience conducting social science/economics research or applying human dimensions science to management/policy
- Excellent writing skills
- Strong project management skills
- Must carry the necessary workers compensation as required by the state of Oregon (see Exhibit B - page 29 of official RFP) or qualify as an independent contractor (see Exhibit C, Part B - page 30 of official RFP)

### **Preferred Qualifications:**

- Experience working with government agencies and agency staff
- Familiarity with marine reserves and marine protected areas

- Experience developing science communications for a diversity of audiences
- Experience with communications planning
- Experience developing content for online platforms (e.g. social media, blogs, websites, listservs)
- Graphic design skills
- Experience developing infographics

## HOW TO APPLY

1) Review official RFP here:

[https://drive.google.com/open?id=1PwRwPfvv6Pxx6\\_fYuMYy1-2IVo4qnTqh](https://drive.google.com/open?id=1PwRwPfvv6Pxx6_fYuMYy1-2IVo4qnTqh)

2) Include in your proposal:

- **Attachments 1-5** from RFP (download here):  
<https://drive.google.com/open?id=1mZlCg8kbDBtWSoMVutzaXx2hVJfeGiY>
- **Three examples** of science communications work that you have produced that exemplify your skills and are pertinent to this project.

3) Submit Proposal:

- **Via email:** [ODFW.Bids@state.or.us](mailto:ODFW.Bids@state.or.us) (please also cc: [cristen.n.don@state.or.us](mailto:cristen.n.don@state.or.us))  
Proposers must address the Subject line as follows: **Subject Line:** Bid for ODFW-3195-18
- **Via mail:**  
Attention: Alan Hansen, Procurement Services  
Oregon Department of Fish and Wildlife  
4034 Fairview Industrial Drive SE  
Salem, Oregon 97302
- **Via Fax:** (503) 947-6069  
Attention: Alan Hansen, Contract Services