



REQUEST FOR PROPOSAL

GENERAL INFORMATION

Project Title: Gulf of Mexico Open Data (GOMOD) Platform Geospatial Data Coordination

Federal Prime Agreement No: DOCEA133C16CQ0046

Federal Awarding Agency: Department of Commerce – National Oceanic and Atmospheric Administration

Subcontracting Entity: Gulf of Mexico Alliance (GOMA). The Gulf of Mexico Alliance (GOMA) is a partnership of the five Gulf States, federal agencies, academic organizations, businesses, and other non-profits in the region. Our goal is to significantly increase regional collaboration to enhance the environmental and economic health of the Gulf of Mexico. For more information about the Gulf of Mexico Alliance visit <https://gulfofmexicoalliance.org/>. Execution of any contract agreement will be with GOMA.

Entities Eligible to Apply: This Request for Proposal (RFP) is open to all types of domestic applicants other than individuals.

Agreement Type: Procurement Contract for Services

Budget: Not to exceed \$90,000.00

Performance Period: Project duration can be no more than 9 months and must be completed prior to July 31, 2024. Anticipated start date is November 1, 2023.

Number of Contracts Anticipated from this RFP: 1 (one)

Proposals for Renewal of Existing Projects Accepted: Yes

Proposals for Supplementation of Existing Projects Accepted: Yes

Proposals for New Contracts Accepted: Yes

Cost Sharing or Matching Required: No

Pre-Award Cost Authorization Allowed: No. All costs incurred in preparation of a proposal responding to this RFP will be the responsibility of the Offeror and will not be reimbursed by the Gulf of Mexico Alliance.

Foreign Travel Allowed: No

Proposal Deadline: October 27, 2023, 5pm U.S. Central Time



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Question and Answer Period Regarding this RFP: October 23, 2023, 10am U.S. Central Time through 4pm U.S. Central Time. Inquiries concerning this RFP should be received during this time period. No questions regarding this RFP will be considered outside of this time period. Questions should be sent by email to Dave Reed at dave.reed@gomxa.org. No questions by telephone will be considered. On October 24, 2023, offerors/bidders will receive a copy of questions and answers by email from Dave Reed at dave.reed@gomxa.org.

Proposals Received After the Proposal Deadline will not be Considered

Preferences: When the opportunity exists, GOMA reserves the right under applicable laws and regulations to apply preferences for Women-Owned Small Businesses, Small Disadvantaged Businesses and 8(a) Small Businesses, Historically Underutilized Business Zones (HUBZone) Small Businesses, and Service-Disabled Veteran-Owned Small Businesses (SDVOSB).

Limits on Number of Applications: An entity or Principal Investigator may only be associated with one proposal for this announcement. If more than one proposal is received for the same entity or Principal Investigator, only the first will be accepted. Any subsequent associated proposals will be discarded.

Submission Instructions:

Via Email: Proposals should be submitted in PDF format to:
Dave Reed, GOMA Program Director
dave.reed@gomxa.org
with RFP-GOMOD in the subject line

Or via U.S Mail to:
Dave Reed, GOMA Program Director
1151 Robinson Street
Ocean Springs, MS 39564

Proposals must contain an original or digital signature. Proposals may be submitted in electronic or hard copy format but not in both.

Notification of Award: It is expected that a decision selecting the successful contractor will be made within two (2) weeks of the closing date for the receipt of proposals. Upon conclusion of final negotiations with the successful contractor, all Offerors submitting proposals in response to the Request for Proposal will be informed, in writing, of the name of the successful contractor.

It is expected the contract shall be a nine-month (fixed price) contract.

Eligibility Criteria at time of Application:

1. Offeror entity must have a valid Unique Entity Identifier (UEI) number in SAM.GOV
2. Offeror entity must have an active registration in SAM.GOV at the time of application and for the duration of the project



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3. Offeror entity and any Principal Investigator(s) must be not be debarred or suspended.
4. Non-profit organizations must demonstrate current evidence of good standing, such as a statement from the Internal Revenue Service (IRS).
5. Offerors must have the institutional, managerial, and financial capability to ensure proper planning, management, and completion of the project.
6. Offerors must have established safeguards to prohibit employees from using their positions for a purpose that constitutes or presents the appearance of personal or organizational conflict of interest, or personal gain.
7. Offerors must have the capacity to initiate and complete the work within the applicable time frame.

PROPOSAL SPECIFICATIONS

Background:

GOMA developed and deployed an open data hub, GOMOD (Gulf of Mexico Open Data), in 2020 using Esri's HUB software. Since that time, we have improved and expanded upon the mission of our platform: to help users discover, explore, and access data for the Gulf of Mexico region. The GOMOD platform includes comprehensive maps of extent for priority habitats across the entire Gulf of Mexico, curated theme maps for key coastal and ocean management topics of interest to Gulf stakeholders, a data explorer where users can choose their own datasets of interest, and access to a suite of regional data tools developed by GOMA.

Through this RFP, funding from the National Oceanic and Atmospheric Administration (NOAA) is available to support GOMA's open data platform, GOMOD, using Esri's HUB framework. This effort is needed in order to maintain GOMOD's infrastructure as well as enhance data sharing across the region. Therefore, all terms and conditions of the resulting sub-contract agreement will be subject to Federal regulations concerning the receipt and use of Federal funds.

Scope of Work:

The Gulf of Mexico Alliance is looking for a contractor to provide geospatial data coordination and prioritization for GOMOD; support to promote community contribution and use; and technical Esri ArcGIS Hub maintenance, user management, and licensing management to GOMA. The contractor will report to and coordinate with GOMA on all contractual, technical, and community engagement topics. GOMA seeks proposals that include but are not limited to:

- Collaborating with established communities of practice within the GOMA community
- Participating in and collaborating with GOMA Teams
- Attending meetings and conferences (virtual and in person) as appropriate
- Maintaining/monitoring Esri licenses structure
- Executing any necessary Esri processes that support GOMOD maintenance and updates



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- Maintaining and managing existing GOMOD Theme maps
- Developing new Theme maps (define new Theme maps)
- Deliver a live presentation and demonstrate GOMOD capabilities and usage at the 2024 Gulf of Mexico Conference in Tampa, Florida February 19-22, 2024.
- Conduct one (1) webinar to GOMA team members to demonstrate GOMOD's capabilities and updates.

The contractor is expected to coordinate closely with GOMA staff throughout the duration of the project through regularly scheduled status meetings, task-related conference calls, and other meetings as required. The contractor is also expected to engage with specific GOMA Priority Issue Teams (Data and Monitoring; Habitat Resources; Wildlife and Fisheries) throughout the duration of the project through regularly scheduled Team calls and meetings.

Proposal Content and Format:

(1) Title Page (GOMA fillable PDF form, contact Dave Reed at dave.reed@gomxa.org to request form)

(2) Proposal Description and Budget (GOMA fillable PDF form; 5 pages maximum, not including requested attachments)

GOMA's Proposal Form requires that the narrative / description and budget be no longer than 5 pages and should contain the following elements:

Description:

- Qualifications, goals and objectives, methods or approach
- Work to be performed, hours, timeline, and project team
- Any identified or potential collaborating organizations

Budget:

- Proposal Cost Details: Salary, Fringe, Travel, Supplies, Equipment, Contractual, Federally Negotiated Indirect Rate or Federally-acceptable Profit Margin
- Justification should be provided for each applicable cost category
- A contract line-by-line may be included with the proposal.

OFFEROR'S TECHNICAL QUALIFICATIONS

The Offeror, in its proposal, shall, as a minimum, include the following:

- Prior Experience using Esri software, specifically ArcGIS Hub platform, provide examples
- Organization, Size and Structure
- Staff Qualification (only include resumes of staff to be assigned to the project team, position in the firm, years and types of experience, etc.
- Understanding of Work to be Performed
- Certifications (if applicable)



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PROPOSAL EVALUATION

Proposals will be evaluated by members of the GOMA Headquarters staff and representatives from any of the Priority Issue Teams as deemed necessary. Proposed start date should be planned for November 1, 2023. Proposals will be evaluated on the following criteria (40 maximum points):

1. Proposal Merit (5 points) – Proposal describes the work to be performed, including procedures, estimated hours, timeline, and other pertinent information.
2. Experience (10 points) - Offeror has the experience in delivering similar projects.
3. Offeror Qualifications (10 points) –Offeror team is well qualified to perform the proposed work and demonstrates intent to be active on GOMA Team(s) throughout the term of the contract. Contract lead and other assigned staff are experienced and have proper expertise to perform the proposed work.
4. Proposal Specifications (5 points) – Proposal is limited to 5 pages and contains all information required by the RFP.
5. Budget (10 points) – Budget costs are detailed, reasonable and justifiable.

The Gulf of Mexico Alliance contemplates award of the contract to the responsible Offeror with the highest total points. Note: The Gulf of Mexico Alliance reserves the right to re-advertise this RFP if an adequate number of responses is not received.

REQUIREMENTS OF SELECTED OFFERORS:

Laws and Policies: If selected, Offeror must agree to follow provisions of the U.S. Constitution; Federal, state, local, and tribal laws and regulations; terms and conditions of the award agreement; and National Policy requirements, including but not limited to, those protecting free speech, religious liberty, public welfare, the environment, and prohibiting discrimination.

Compliance with Federal Acquisition Regulations (FAR): The Prime Agreement is for services to be performed for the federal government or an entity required to comply with provisions of the FAR. The Offeror will be required to comply with FAR or other flow-down provisions.

Reporting: If selected, Offeror must agree to financial and programmatic reporting on a regular basis as required by terms and conditions of the contract.

Failure to Meet Eligibility Criteria: Failure to meet eligibility criteria at the time of execution of the contract may be grounds for eliminating an applicant and making an award to another Offeror.

Travel to a GOMA Conference: The offeror of the winning proposal will be required to attend at least one GOMA meeting. This will include travel to the 2024 Gulf of Mexico Conference in Tampa, Florida for the dates of February 19, 2024 through February 22, 2024. Proposals should consider these costs.