



## **REQUEST FOR PROPOSALS**

### **Update of Publications for the Clean and Resilient Marina Program RFP #122532**

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Deadline for proposal submission: **October 15, 2025, 5:00pm Central Time**

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#### **BACKGROUND**

The Gulf of America Alliance (GOAA) 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 America. For more information about the Gulf of America Alliance visit <https://gulfofamericaalliance.org/>.

GOAA's Coastal Community Resilience Priority Issue Team develops strategies and tools that allow communities to prepare for natural and man-made hazards and recover from disasters more quickly. Actions are focused on risk and resilience communication; risk and resilience assessment; and resilience planning and adaptation. Funding is available to the Coastal Community Resilience Team to implement a project that will update digital publications used for the Clean and Resilient Marina Program.

Harbors and marinas along the Gulf of America are directly exposed to storms, flooding, land loss, and other coastal hazards. Being resilient means being able to prevent loss of life and personal injury, reduce property damage, and resume normal business activities as soon as possible after a storm. The Clean and Resilient Marina Program is a voluntary, incentive-based program that promotes environmentally responsible and resilient operations and best management practices.

Through this Request for Proposals (RFP), funding from the National Oceanic and Atmospheric Administration (NOAA) will be available to review and update the Clean and Resilient Marina Program's digital publications. This effort is needed to increase resilience planning and adaptation as well as enhance data sharing across the region.

## **PROJECT SUMMARY**

**Project Title:** Update of Publications for the Clean and Resilient Marina Program

**Scope of Work:** GOAA seeks proposals from qualified contractors to review and update the Clean and Resilient Marina publications to eliminate outdated information and broken links, and to provide the most current aspects and best management practices for harbors, marinas, and boaters. The current publications are available digitally on the Gulf of America Alliance's website (click on the "Coastal Community Resilience" folder on the "Publications" page of the website; <https://gulfofamericaalliance.org/resources/publications/>). They include:

- Clean and Resilient Marina Checklist
- Hurricane Preparedness Plan
- Outreach and education materials
- Guidebook At-a-Glance
- Clean and Resilient Marina Policy Guide
- Clean and Resilient Marina Guidebook and Appendices

The contractor is expected to coordinate closely with GOAA's Coastal Community Resilience Team throughout the duration of the project through regularly scheduled status updates, task-related calls, and other meetings as required. In addition, the contractor should collaborate with partners and additional stakeholders to identify needs and available information. Publications will be posted to the Gulf of America Alliance website and shared with partners across the region.

**Travel to a GOAA Conference:** The contractor of the winning proposal will be required to attend at least one GOAA meeting. This will include travel to the 2026 Gulf Conference in Mobile, AL for the dates of May 4-7, 2026. Proposals should consider these costs.

### **Deliverables:**

(1) Updated versions of the following publications:

- Clean and Resilient Marina Checklist
- Hurricane Preparedness Plan
- Outreach and education materials
- Guidebook At-a-Glance
- Clean and Resilient Marina Policy Guide
- Clean and Resilient Marina Guidebook and Appendices

Proposals should provide for the delivery of draft final products to the GOAA Project Management Team, review and return of comments by the project team, and revision by the contractor of the draft based on received comments before delivery to GOAA. All relevant project-derived material (data, metadata, reports, products, etc.) must be provided to GOAA at the completion of the project.

### **Proposal Specifications, Content and Format:**

(1) Title Page (GOAA fillable PDF form, contact Lauren Pourciau at [Lauren.Pourciau@gulfalliance.org](mailto:Lauren.Pourciau@gulfalliance.org) to request form)

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

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

**Description:**

- Technical Qualifications (see technical qualifications below), goals and objectives, methods or approach to achieve goals and objectives
- 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

**Technical Qualifications:**

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

- Prior Experience with similar initiatives, 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)

**PROPOSAL EVALUATION**

Proposals will be evaluated by members of the GOAA Headquarters staff and representatives from any of the Priority Issue Teams as deemed necessary. Proposed start date should be planned for December 1, 2025.

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) - Contractor has the experience in delivering similar projects.
3. Qualifications (10 points) – Contractor team is well qualified to perform the proposed work and demonstrates intent to be active on GOAA 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 America Alliance contemplates award of the contract to the responsible offeror with the highest total points. Note: The Gulf of America Alliance reserves the right to re-advertise this RFP if an adequate number of responses is not received.

**GENERAL INFORMATION**

**Contracting Entity:** Execution of any contract agreement will be with GOAA.

**Entities Eligible to Apply:** This RFP is open to all types of domestic applicants other than individuals.

**Agreement Type:** Procurement Contract for Services

**Budget:** Not to exceed \$20,250.00

**Performance Period:** The base period of the contract may not extend beyond/past November 30, 2026.

**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

**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 America Alliance.

**Foreign Travel Allowed:** No

**Proposal Deadline:** October 15, 2025 5pm U.S. Central Time

**Question and Answer Period Regarding this RFP:** Questions about this RFP will be received until October 6, 2025, 4pm U.S. Central Time. No questions regarding this RFP will be considered after this time period. Questions should be sent by email to Lauren Pourciau, GOAA Program Coordinator, at [Lauren.Pourciau@gulfalliance.org](mailto:Lauren.Pourciau@gulfalliance.org). No questions by telephone will be considered. On October 8, a copy of questions and answers will be posted to the GOAA website at <https://gulfofAmericaalliance.org/announcements/funding-opportunities/>.

#### **CANCELLATION OF SOLICITATION OR CONTRACT**

GOAA reserves the right to rescind award of a contract at any time, before execution of the contract by both parties, if rescission is deemed to be in GOAA's best interest. In no event shall GOAA have any liability for cancellation of this Solicitation or the rescission of award.

#### **Proposals Received After the Proposal Deadline will not be Considered**

**Preferences:** When the opportunity exists, GOAA 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:  
Lauren Pourciau, GOAA Program Coordinator  
[Lauren.Pourciau@gulfalliance.org](mailto:Lauren.Pourciau@gulfalliance.org)  
with "RFP-Clean and Resilient Marina Publications" in the subject line

Proposals must contain an original or digital signature.

**Notification of Award:** It is expected that a decision selecting the successful contractor will be made within four (4) weeks of the closing date for the receipt of proposals.

It is expected the contract shall be a 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 and any Principal Investigator(s) must be not be debarred or suspended.
3. Offerors must have the institutional, managerial, and financial capability to ensure proper planning, management, and completion of the project.
4. 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.
5. Offerors must have the capacity to initiate and complete the work within the applicable time frame.

**Requirements of Successful Contractors**

**Laws and Policies:** If selected, Contractor 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, including any required flow-down provisions; and National Policy requirements, including but not limited to, those protecting free speech, religious liberty, public welfare, the environment, and prohibiting discrimination.

**Reporting:** If selected, Contractor 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 contractor.