



## **REQUEST FOR PROPOSALS**

### **Enhancing the Gulf Online Mapping Open Data Platform (GOMOD) RFP #122536**

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Deadline for proposal submission: **November 7, 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 Data & Monitoring Priority Issue Team develops integrated networks for monitoring and mapping. These frameworks provide the foundation for increased coordination; integrated data efforts; data sharing; and information / products that address local, state, and regional issues. Funding is available to the Data & Monitoring Team to implement a project to develop a thematic sourcebook of mapping standards for habitats in the Gulf of America region. Funding is available to the Data & Monitoring Team to implement a project that will enhance the Gulf Online Mapping Open Data Platform (GOMOD).

In 2021, GOAA released the Gulf Online Mapping Open Data Platform (GOMOD), a digital mapping platform that allows users to visualize information from multiple providers in one location. Being the Regional Ocean Partnership for the Gulf region, GOAA designed GOMOD to be of service to all Alliance Priority Teams, as well as to local and regional resource managers and the public, helping people find and understand open geospatial data sources via sample web apps to assist with their work, their visual understanding and management decisions, GOMOD is purpose-built to connect to authoritative and open sources of publicly available data. Today the GOMOD Platform includes a set of curated Theme Maps for coastal and ocean management topics of interest to Gulf stakeholders, two comprehensive Priority Habitat Maps, and access to a suite of regional data tools developed by GOAA. GOMOD leverages Esri's ArcGIS Hub, AGOL web maps, Experience Builder, and other apps.

GOAA is seeking to contract geospatial development resources for the GOMOD Platform to enhance data

accessibility, to increase understanding of ecosystem status and trends, and to support collaboration for all Gulf stakeholders across the region.

Through this Request for Proposals (RFP), funding from the National Oceanic and Atmospheric Administration (NOAA) will be available to enhance the content of our GOMOD platform and provide regional analytics based on user defined key habitats and parameters around the Gulf. This effort is needed to increase data accessibility collection, monitoring and collaboration across the region.

#### **CONTINGENT FUNDING NOTICE**

The ability and extent to which GOAA is able to make awards is contingent upon receipt of funds from Federal agencies and/or other funding partners. Final funding decisions will be made based on proposals received and the level and timing of funding received by GOAA.

Federal funding is available for Phase I (the design portion) of this project. GOAA anticipates additional funding for Phase II (the build portion). GOAA expects a single contract to be issued for Phase I with an option to expand to Phase II if/when contingent Federal funding becomes available.

GOAA is under no obligation to contract for any scope of services for which Federal funding is not received. 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.

#### **PROJECT SUMMARY**

**Project Title:** Enhancing the Gulf Online Mapping Open Data Platform (GOMOD)

**Scope of Work:** GOAA is seeking to contract geospatial development resources for the GOMOD Platform to enhance data accessibility, to increase understanding of ecosystem status and trends, and to support collaboration for all Gulf stakeholders across the region.

Water quality is one of the nine Theme Maps in GOMOD. With support from Esri and the USGS and EPA in 2023, GOMOD leveraged python scripting to query the EPA Water Quality Portal (WQP) API to extract and geospatially summarize water quality monitoring stations for the coastal counties in the five Gulf states. GOAA is seeking to build on this connection to the WQP by:

- 1) Automating the query/download process to the WQP API quarterly; and
- 2) Implementing QA/QC processes on the query result, ensuring the returned data are in the correct format as needed for performance rendering and further analysis.

One primary goal is to develop and use a refined Water Quality layer from its host Theme Map to create an ArcGIS dashboard featuring statistics and analytics of these data, against/in-reference to the Seagrass Priority Habitat data.

A second goal is to create a series of end-user specified dashboards to analyze and understand oyster habitat, sediment status, and other habitat features with reference to ecosystem variables such as sea surface temperature, turbidity, chlorophyll, and others.

GOAA is seeking a contractor to develop EPA WQP scripting and implement QA/QC processes on the query result, ensuring the returned data are properly prepared for rendering and further analysis. Scripting must be compatible with existing GOMOD infrastructure and the ArcGIS family of products.

To accomplish the goals of this project, the selected contractor will develop a series of GIS Dashboards and analytics using data connected to the GOMOD Platform as well as other publicly available data, to be hosted in the above-mentioned application and/or directly hosted in the GOMOD Platform. To be included will be the following prioritized dashboards to design and build, ranked from highest priority to lowest priority:

1. Seagrass
2. Oysters
3. Water quality
4. Regional sediment

GOAA is seeking a contractor to connect additional open data sources to GOMOD. These would include but not be limited to open source data formats, the Esri Living Atlas, and other API-dependent data sources, such as buoys, gliders, or other real-time sensors that are deployed along the Gulf coast states.

It is expected that the selected contractor will work with the Gulf stakeholders through GOAA Teams to develop the content of each theme experience (i.e., which mapping standards and other data sources are utilized to effectively communicate that particular theme).

#### **Informational Links:**

Gulf Online Mapping Open Data Platform: <https://gmod-portal-gomalliance.hub.arcgis.com/>

**Travel to a GOAA Conference:** The contractor of the winning proposal will be required to attend in-person GOAA meetings. This will include travel to the 2026 Gulf Conference in Mobile, AL for the dates of May 4-7, 2026, and the GOAA All Hands Conference for the dates of June 21-24, 2027 in New Orleans, LA. Proposals should include costs to attend both of these meetings.

#### **Deliverables:**

##### Phase I – Designing the Dashboards and Requirements Gathering

1. GOMOD Integration: The contractor will collaborate with the GOAA stakeholders to develop a detailed requirements document to integrate datasets into GOMOD and to develop GIS analytical tools through the design of dashboards. The contractor will gain an understanding of the end-user's perspective.
2. The contractor will develop EPA WQP scripting and implement QA/QC processes on the query result, ensuring the returned data are properly prepared for rendering and further analysis. See GOMOD water quality theme; resource hyperlinks below.
3. The contractor will maintain open lines of communication with the GOAA leadership to assist with the iterative process of finalizing the design phase. Fine tune designs throughout the project timeline.

## Phase II – Building the Dashboards

1. The contractor will build multiple dashboards based on the requirements document produced in Phase I.
  - a. Prioritized dashboards from the following GOMOD maps, ranked from highest priority to lowest priority:
    - i. Seagrass
    - ii. Oysters
    - iii. Water quality
    - iv. Regional sediment
2. The contractor will integrate dashboard analytics in collaboration with GOAA stakeholders. Parameters for each map may differ. The contractor will work closely with GOAA stakeholders to determine the end user's desire for statistics and analytics to be included in the dashboards.
3. The contractor will maintain open lines of communication with the GOAA leadership to assist with the iterative process of finalizing content and design. Fine tune content throughout the project timeline.
4. The contractor will provide all final products in the GOMOD Platform on the GOAA website. All scripts and tools will be made publicly available.

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

- (1) Title Page (GOAA fillable PDF form, contact Dave Reed at [Dave.Reed@gulfalliance.org](mailto:Dave.Reed@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.)
- Proven computer scripting knowledge and experience

- 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 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 are 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:** \$60,000 is currently available for Phase I and \$106,000 is available for Phase II.

**Performance Period:** The base period of the contract may not extend beyond/past November 30, 2027 for Phase I.

**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:** November 7, 2025, 5pm U.S. Central Time

Proposals received after the proposal deadline will not be considered.

**Question and Answer Period Regarding this RFP:** Questions about this RFP will be received until October 24, 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 Dave Reed, GOAA Program Director, at [Dave.Reed@gulfalliance.org](mailto:Dave.Reed@gulfalliance.org). No questions by telephone will be considered. On October 28, 2025, 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.

**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:  
Dave Reed, GOAA Program Director  
[Dave.Reed@gulfalliance.org](mailto:Dave.Reed@gulfalliance.org)  
with "RFP-GIS Dashboards in GOMOD" 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 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.