



REQUEST FOR PROPOSALS

Develop a Sourcebook of Mapping Standards for Habitats in the Gulf of America Region RFP # 122537

Deadline for proposal submission: **November 7, 2025, 5:00pm Central Time**

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.

The Gulf region is comprised of five states with rich coastal resources. Lack of knowledge regarding mapping methods and standards utilized to answer a wide variety of management needs within the Gulf states has led to incongruities in mapping efforts, limiting the utility of products and the ability to work across state project boundaries. The overarching goal of this project is to build a sourcebook of prioritized habitats across the Gulf of America region to improve data comparability.

Through this Request for Proposals (RFP), funding from the National Oceanic and Atmospheric Administration (NOAA) will be available to develop a thematic sourcebook of mapping standards for habitats in the Gulf of America region to improve data comparability.

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.

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: Develop a Sourcebook of Mapping Standards for Habitats in the Gulf of America Region

Scope of Work: GOAA seeks proposals from qualified contractors to develop an online resource of mapping standards. The contractor will compile mapping methods, standards, points of contact, and case studies from projects across the five Gulf states to develop an organized collection of searchable methodologies, documented metadata, standards, data management, and case studies for stakeholders, through the generation of a sourcebook to help stakeholders understand the variety of methods and standards states are using for delineating habitat. the sourcebook will help increase understanding, promote collaboration, improve harmonization across stands, and inform future mapping efforts in the region.

Priority habitats to be included in the sourcebook, from highest to lowest priority:

- Oysters
- Seagrasses
- Mangroves
- Saltmarsh

The contractor will utilize the results of the compilation described above to create a searchable sourcebook (format and update frequency to be proposed by applicant and will occur in coordination with GOAA). The contractor will attend workshops and meetings (virtual and in-person) on a regular basis to engage with stakeholders and to gain understanding of mapping standards in the Gulf of America region.

Travel to GOAA Conferences: 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 meetings.

Deliverables:

(1) Stakeholder Engagement. The contract will engage with GOAA stakeholders (federal and state agency mapping points of contact, Communities of Practice, GOAA Teams) through workshops and meetings to:

- Meet points of contact; generate and maintain an active list of key points of contact;
- Communicate and share project goals and progress;
- Identify collaborative opportunities; and
- Develop ideas for how to market the searchable sourcebook.

- (2) Reference Document to Improve Data Comparability. The contractor will generate a searchable sourcebook, to be placed on the GOAA website, of mapping standards for each Gulf state. Reference document should refer to the state agency's definitions of terms, including but not limited to habitats and metrics. The sourcebook will be developed in coordination with relevant stakeholders and GOAA to create an organized collection of searchable methodologies, documented metadata, standards, data management, and case studies.
- (3) Gulf Online Mapping Open Data Platform (GOMOD) Integration. The contractor will collaborate with the GOAA Gulf Mapping Network and the GOMOD team to identify methods to create an application based on the results. The contractor will work with the GOMOD team to integrate the sourcebook into the GOMOD Platform.

Informational Links:

Gulf of America Alliance Data and Monitoring Team: <https://gulfofamericaalliance.org/priority-issues/data-monitoring/>

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

Proposal Specifications, Content and Format:

- (1) Title Page (GOAA fillable PDF form, contact Dave Reed at 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.)
- 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 \$106,000.00

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

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. 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

with "RFP-Thematic Sourcebook" 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.