

REQUEST FOR PROPOSALS (RFP)

Field Outreach to Boating and Fishing Communities – Seabird Protection Network

Issued by: Greater Farallones Association (GFA)

RFP Issue Date: January 12th, 2026

Questions due to GFA: January 30th, 2026

Proposal Submittal Deadline: February 6th, 2026

Evaluation of proposals and interviews: February 2026

Agreement awarded and contract executed; project begins: by March 31, 2026

1. Overview

The Greater Farallones Association (GFA), a 501(c)(3) nonprofit organization, invites proposals from qualified consultants or firms to lead boater outreach efforts as part of the Seabird Protection Network (SPN), a collaborative program of the Greater Farallones and Cordell Bank National Marine Sanctuaries and GFA. The goal of the Seabird Protection Network is to protect seabird colonies from human disturbance—particularly from close-approaching recreational and commercial fishing boats—by increasing awareness and changing boater behavior through education and outreach.

SPN has a long history of engaging with fishing and boating communities from Monterey to Bodega Bay. The selected consultant will build upon this work by conducting in-person outreach to ensure fishermen are informed on how to identify locations of sensitive seabird colonies and how they can avoid disturbing them while on the water. SPN has existing materials, messages and distribution strategies. The selected consultant will leverage these to conduct in-person outreach at harbors and marinas, as well as conduct in-person surveys that test the effectiveness of messages and materials. After wrapping up fieldwork, the consultant will analyze feedback from surveys and make recommendations on improving messages, outreach strategies and materials.

2. Scope of Work

The selected consultant(s) or firm will be responsible for implementing and analyzing field outreach strategies that engage boat-based recreational fishermen and commercial passenger fishing boat captains across the greater San Francisco Bay Area and North Central California coast through October 31, 2027. This work will be seasonal between March 31 and October 31 each year, and must focus field-based outreach for 2026 Project Tasks 1-14 and 2027 Project Tasks 1-14 during the nearshore rockfish season as set by the California Department of Fish and Wildlife.

2026 Period of Performance Project Tasks:

1. Attend and take notes on a two hour in-person orientation meeting at the beginning of the 2026 period of performance. Consultant must review SPN boater outreach materials prior to the meeting, and follow up with questions in email within one week of initial meeting.

2. Develop and share a distribution plan for in-person distribution of outreach materials to at least 60 tackle shops, harbor offices, passenger fishing vessels, and other boating/fishing-related businesses throughout the San Francisco Bay Area and Monterey. SPN has a list of these businesses used in past outreach efforts; the consultant must use this as a starting point.
3. Review this distribution plan with SPN staff in an online or in-person meeting, and incorporate feedback into a final plan.
4. Distribute at least 3,000 pieces of outreach materials in person (including tidebooks and brochures provided by SPN) between March 31st - August 31st to at least 60 clients on the agreed-upon distribution list.
5. Physically mail 2026 tidebooks to an existing client list in April (one time mailing of approximately 100 pieces). Physically mail materials to clients that periodically request them (usually between 5-10 requests /month) between April 1st - October 15th, 2026. SPN will provide address list, mailing materials, envelopes, and stamps.
6. Develop and share a field outreach plan for conducting outreach surveys to boat-based fishermen at launch ramps. The plan will include a survey design and a list of top-line messages and materials to give out, as well as target locations. The goals of field outreach are to conduct surveys, get e-newsletter sign ups, and distribute tidebooks and other outreach materials directly to fishermen.
7. Discuss the field outreach plan for conducting surveys with SPN staff in an online or in-person meeting, and incorporate feedback into a final plan. Existing field outreach plans shall be used as a starting point.
8. Develop a short field outreach survey, discuss surveys with SPN staff in an online or in-person meeting, and incorporate feedback into the final survey. Surveys will be crafted to evaluate outreach effectiveness and collect community feedback. Previous surveys shall be used as a starting point. Consultant must use SurveyMonkey to capture survey results; SPN has an active subscription that can be used.
9. Conduct field-based outreach directly to fishermen at launch ramps at peak times during rockfish season, including opening weekend and weekend days with weather suitable to fishing. Rockfish season is determined by the California Department of Fish and Wildlife.
 - a. While conducting field-based outreach, administer at least 150 in-person surveys to fishermen in the field in 2026. Input all survey results into spreadsheets and survey analysis software immediately after conducting them.
 - b. While conducting field-based outreach, collect at least 150 sign ups to SPN's e-newsletter. Ensure all sign ups are immediately entered into SPN's e-newsletter software.
 - c. Please note that in order to meet these goals, conducting outreach at launch ramps on busy weekends will be required.
10. Hang at least 50 posters throughout the project area advertising SPN's newsletter and offer for free tidebooks. Posters will be designed/provided by SPN staff and must be hung at

harbors, marinas, and tackle shops.

11. Compile list of five to ten 'lessons learned' from field outreach that can help inform 2027 outreach work. Share draft lessons learned documents with SPN staff for feedback. Incorporate revisions into a final document.
12. Analyze survey results to make recommendations for modifying messages, materials and outreach strategies. The analysis must be done in a powerpoint or google slides presentation at the end of the field season. Consultant must share draft analysis and recommendations with SPN staff for feedback by October 1st 2026.
13. Complete a final analysis and final set of recommendations to share with SPN staff for 2026 by October 30th, 2026 in an in-person presentation. Lessons learned may also be shared.
14. Meet with Seabird Protection Network program staff at least two times per month during the project period.
15. After each day in the field, promptly update a shared spreadsheet provided by SPN that tracks all outreach work including dates and locations of field work, product distribution, and surveys administered.

2027 Period of Performance Project Tasks:

1. Attend and take notes on a two hour in-person meeting at the beginning of the 2027 period of performance. Consultant must review SPN boater outreach materials prior to the meeting, and follow up with questions in email within one week of initial meeting.
2. Develop and share an updated distribution plan for in-person distribution of outreach materials to at least 60 tackle shops, harbor offices, passenger fishing vessels, and other boating/fishing-related businesses throughout the San Francisco Bay Area and Monterey. The consultant must use the 2026 plan as a starting point.
3. Review this distribution plan with SPN staff in an online or in-person meeting, and incorporate feedback into a final plan.
4. Distribute at least 3,000 pieces of outreach materials in person (including tidebooks and brochures provided by SPN) between March 31st - August 31st to at least 60 clients on the agreed-upon distribution list.
5. Physically mail 2027 tidebooks to an existing client list in April (one time mailing of approximately 100 pieces). Physically mail select materials to clients that periodically request them (usually between 5-10 requests /month) between April 1st - October 15th, 2027. SPN will provide address lists, mailing materials, envelopes, and stamps.
6. Develop and share a field outreach plan for conducting outreach surveys and to boat-based fishermen at launch ramps. The plan will include a survey design and a list of top-line messages and materials to give out, as well as target locations. The goals of field outreach

are to conduct surveys, get e-newsletter sign ups, and distribute tidebooks and other outreach materials directly to fishermen. The consultant must use the 2026 plan as a starting point.

7. Discuss the field outreach plan for conducting outreach surveys with SPN staff in an online or in-person meeting, and incorporate feedback into a final plan.
8. Develop a short field outreach survey, discuss surveys with SPN staff in an online or in-person meeting, and incorporate feedback into the final survey. Surveys will be crafted to evaluate outreach effectiveness and collect community feedback. The 2026 survey shall be used as a starting point. Consultant must use SurveyMonkey to capture survey results; SPN will maintain an active subscription that can be used.
9. Conduct field-based outreach directly to fishermen at launch ramps at peak times during rockfish season, including opening weekend as well as weekend days with weather suitable to fishing. Rockfish season is determined by the California Department of Fish and Wildlife.
 - a. While conducting field-based outreach, administer at least 150 in-person surveys to fishermen in the field in 2026. Input all survey results into spreadsheets and survey analysis software immediately after conducting them.
 - b. While conducting field-based outreach, collect at least 150 sign ups to SPN's e-newsletter. Ensure all sign ups are immediately entered into SPN's e-newsletter software.
 - c. Please note that in order to meet these goals, conducting outreach at launch ramps on busy weekends will be required.
10. Hang at least 50 posters throughout the project area advertising SPN's newsletter and offer for free tidebooks. Posters will be designed/provided by SPN staff and must be hung at harbors, marinas, and tackle shops.
11. Compile list of five to ten 'lessons learned' from field outreach that can help inform future outreach work. Share draft lessons learned documents with SPN staff for feedback. Incorporate revisions into a final document. The 2026 document must be used as a starting point.
12. Analyze survey results to make recommendations for modifying messages, materials and outreach strategies. The analysis must be done in a powerpoint or google slides presentation at the end of the field season. Consultant must share draft analysis and recommendations with SPN staff for feedback by October 1st 2027.
13. Complete a final draft analysis and final set of recommendations to share with SPN staff for 2027 by October 30th in an in-person presentation. Lessons learned may also be shared.
14. Meet with Seabird Protection Network program staff at least two times per month during the project period. Meetings may be in-person, or virtual, at the guidance of SPN staff.

15. After each day in the field, promptly update a shared spreadsheet provided by SPN that tracks all outreach work including dates and locations of field work, product distribution, and surveys administered.

3. Desired Qualifications

Proposals should demonstrate experience and capacity in some or all of the following areas:

- Demonstrated success in field outreach, canvassing, marketing, or campaign coordination, particularly within the context of coastal and marine conservation, boating, and/or fishing.
- Knowledge of the boating and/or fishing community in the San Francisco and Monterey Bay Areas and understanding of rockfish fishing practices, rules and regulations for sport fishermen. Direct experience with boat-based ocean fishing is highly preferred.
- Experience conducting in-person outreach and/or canvassing. Please highlight in-person survey and outreach experience in your application.
- Experience with Google Workspace and basic database management.

4. Term and Budget

The contract term is anticipated to begin on or before March 31, 2026 and will end October 31st 2027. Work will be seasonal between March 31st - October 31st 2026, and March 31st - October 31st, 2027. For the entire contract term, the total budget is \$70,000.

5. Proposal Requirements

Interested consultants should submit a single PDF containing:

1. Cover Letter (2 pages max) addressing relevant outreach experience, and experience with boating and/or fishing in the San Francisco Bay Area.
2. Resume or Organizational Qualifications Statement (2 pages max) summarizing experience and capabilities.
3. Proposed Work Approach (2 pages max) outlining how you would staff and carry out the Scope of Work. Include any proposed technologies for conducting in-field surveys (i.e. iPad). Note that while surveys may be conducted using pen and paper, SurveyMonkey must be used to capture survey results. SPN has an active subscription that can be used.
4. Budget Proposal. Include a detailed budget breakdown, not to exceed \$70,000 for the full contract term. Provide for all labor, transportation, and other services necessary to perform the work required to execute this RFP. Include hourly rate(s) and estimated total cost of staffing. You are welcome to provide for more than one staff person to do this work, as long as both staff are conducting field outreach - for example, an outreach lead that delivers all tasks and one field support staff. Include in cost the estimated total annual travel miles for each year of outreach not to exceed 2,000 miles @ government reimbursement rate of .73 cents/mile, which equals \$1460. Exact rate to be calculated based on the IRS reimbursement rates for 2026 and 2027. Selected consultants will need to travel regularly across the greater Bay Area as well as Monterey. Mileage reimbursement is provided in addition to the total budget.
5. Location of consultant(s)/staff for this project.

6. Three references familiar with your professional work or capacity to perform similar services.
7. If applying as a firm, please identify the proposed project lead and provide relevant team bios and resumes.

6. Submission Instructions

Please review RFP attachments before submitting your application.

All proposals must be received by 11:59 PM PST on February 6th, 2026.

Submit via email to: phobi@farallones.org

Subject line: Boater Outreach RFP – [Your Name or Organization]

7. RFP Questions

Proposers may submit written questions regarding this RFP. All questions must be emailed and received by January 30th, 2026. Questions asked after this date will not be considered. Submit all questions to Paul Hobi, Greater Farallones Association, via email at phobi@farallones.org. The subject line shall read: RFP Questions – Boater Outreach Consultant. Phone calls will not be accepted.

Answers to all written questions concerning this RFP will be posted as an RFP Amendment on the Greater Farallones Association SPN RFP website (<https://farallones.org/SPNRFP/>) on February 2nd, 2026. It is the responsibility of all interested parties to access the website for this information.

8. Selection Process

Proposals will be evaluated based on:

- Demonstrated experience with field outreach
- Familiarity with boating/fishing communities
- Quality and feasibility of proposed approach
- Cost-effectiveness
- References and past performance

Finalists will be invited to participate in an in-person interview.

REQUEST FOR PROPOSALS (RFP) - ATTACHMENTS

Field Outreach to Boating and Fishing Communities – Seabird Protection Network

The following documents represent work products from Seabird Protection Network's previous outreach work to boaters and fishermen. They will be used as building blocks to guide the selected consultant's outreach efforts. SPN's messages and materials are already well-refined. The selected consultant will work to get these out into boating and fishing communities, and will also solicit and analyze feedback via formal surveys in an effort to further hone messages, outreach strategies and materials.

Seabird Protection Network will provide the following to support the selected consultant:

- A marketing 'playbook' containing insights on audience, messaging, and outreach strategies
- Printed materials for distribution (tidebooks, brochures, etc.)
- Lists of existing clients for materials distribution
- Materials to support physical mailing of materials (envelopes, stamps, mailing lists)
- Spreadsheet for tracking materials distribution
- Software for conducting and analyzing surveys (SurveyMonkey)
- Support from SPN staff - please note, SPN staff will not accompany consultant on field outreach work.

LINKS AND ATTACHMENTS

1. **Seabird Protection Network Website:** <https://seabirdprotectionnetwork.org/>
2. **Outreach Products for Boaters:**
2025-26 Tidebook: <https://publuu.com/flip-book/142217/1886672/page/1>
Golden Gate MPA Collaborative Brochure:
https://www.mpacollaborative.org/documents/collaborative-brochures/GoldenGate_brochure_final.pdf
3. **Survey example from 2025**
4. **Lessons Learned from 2022 Boater Outreach**

Boater / Fisherman Survey Questions Summer 2025

1. What kind of fish do you go out for?
2. How often do you stay 1000 ft away from bird rocks?
Always - Usually - Sometimes - Rarely - Never
3. How often do you think fishermen and boaters (do) stay 1000 ft away from bird rocks?
Always - Usually - Sometimes - Rarely - Never
4. Do you know about wildlife protection areas where you can't go in your boat?
5. Do you know why those exist?
6. What fishing or boating related clubs/groups/forums are you a part of?
7. Where do you connect with other fishers either online or in person?
8. Would you like to sign up for the Monthly Drifter? It's our monthly newsletter that includes interesting wildlife stories and local community events.

2022 Survey Season: Lessons Learned

Materials:

- Folding Chairs
- Rolling Cart / Wagon
- Printed surveys
- Clipboards (2 or 3)
- Beverages
- Cooler w/ Ice
- Quarters for hose down machine
- Bag of ice
- MPA brochures
- Seabird Aware Brochures
- Coloring Books
- Stickers

Goals for 2024 Boater Outreach Field Season:

1. Build connections in the recreational boat fishing community with individual boat owners; harbormasters; tackle shop owners
2. Distribute materials
3. Track all of the following information for each field day:
 - a. Number of tidebooks distributed and where
 - b. Number of surveys conducted
 - c. Number of boaters you spoke with
 - d. All Locations in which you conducted surveys or left tidebooks
 - e. Number of tidebooks left at each location
4. Get survey responses to inform our boater campaign
 - a. Ideally 20-25 field days over the course of five months, and 200+ surveys conducted
5. Take photos
 - a. Strangers' faces require a photo release form

Conducting Surveys:

Best three locations for getting contact with lots of power boaters that trailer their boats:

- Pillar Point Boat Launch at Half Moon Bay
- Berkeley Marina Boat Launch
- Bodega Bay Boat Launch

Others include:

- Sausalito Yacht Harbor is pretty good for conducting surveys with (primarily sail) boaters, Clipper Yacht Harbor was pretty good for sailors, power boaters and charters.
- Alameda boat launch: We did not go to the launch on Grand Street but heard it may have many boaters (on weekends).
- Monterey and Santa Cruz also have boat launch areas but we did not have time to conduct surveys there.

Timing: Target Weekend Days with AM Wind Forecast Under 15 Knots

Best to go to these locations on weekend days. Check the wind forecast (on Windy.com or [NOAA](#)). A forecast above 15 knots in the morning will seriously affect the number of boaters on the water. Weekend days with wind

under 15 Knots for the morning will be busy.

Approach boaters as they are returning from their day on the water.

The boaters return to the launch from about 11:00 – sundown but most come back between 1:00 – 5:00 unless the weather and/or ocean conditions have gotten unsafe (high winds, fog, heavy swell), then they tend to come back in earlier.

How To Approach:

We would bring a rolling cart with materials and a couple of chairs and set up near where the boaters bring their boats around to hose them off. From there, we would walk down to the launch or to the fish cleaning station or to the boat cleaning areas. The timing of approaching them is important:

- Try to catch people while waiting for hose or after they have hosed down their boat, not when they are busy stashing gear or hosing down
- Wait until they are done tying boat down to trailer and washing it off and going to the restroom

Distributing Materials:

- A spreadsheet including all possible marinas, boat shops (West Marine), sporting shops (REI), kayak and surf shops, bait and tackle shops, etc. was compiled by city with addresses, any contacts and other relevant information.
- Before visiting a city or area, we would look at Google maps to determine the best order of visiting the locations there and number them on the list of locations and on a paper map.
- We would drive to the various locations and distribute materials, post fliers (with permission) and talk with store managers, harbor masters, etc..
- The best places for leaving materials are at West Marine stores, marina/harbor master offices and bait and tackle shops.

Other Notes:

- Can get good information from CDFW folks working at launches
- Boaters generally think of gulls, pelicans, etc. as seabirds.
- Many boaters throw the fish guts to the gulls and herons that congregate at the fishing and boat cleaning areas at the boat launches and on the docks when the charters return and clean the fish at the dock.

Lessons learned by specific locations

(not all locations visited are included in this list)

Half Moon Bay

Johnson's Pier

- Do not post fliers on white boards at entrance to docks - they will be removed
- Better to visit on weekends

Pillar Point Boat Launch

- Pillar Point boat launch is just south of Johnson's Pier. Good place to intercept sports fisher- people
- Better to visit on Weekends
- Check wind forecast beforehand. 15 – 20 + knots is very high wind and there will be less boaters going out
- Try to catch people while waiting for hose or after they have hosed down their boat, not when they are busy stashing gear or hosing down
- Wait until they are done tying boat down to trailer and washing it off and going to the restroom
- Ask boaters to take your in-person survey. You can offer a tidebook QR code if they don't want to.
- Offering sodas and chips is well received. Ginger ale is good to add to the variety

- Bring quarters to have available if people need them for water to hose down their boats
- Working the launch docks and fish cleaning station is as well as the hose down area is effective in getting surveys conducted

Berkeley

Berkeley Marina

- Charter crews way too busy to engage for survey
- Better to visit on weekends

Berkeley Marina Boat Launch

- Better to visit on weekends
- Check wind forecast beforehand. 15 – 20 + knots is very high wind and there will be less boaters going out.
- Try to catch people while waiting for hose or after they have hosed down their boat, not when they are busy stashing gear or hosing down
- Wait until they are done tying boat down to trailer and washing it off and going to the restroom.
- Don't mention QR code on tide books until after encouraging them to take in person survey
- Offering sodas and chips is well received. Ginger ale is good to add to the variety

Bodega Bay

- USPO Good place to post flyers if possible

Westside Boat Launch

- Good place to catch sports fishing people and to conduct intercept surveys
- Better to visit on weekends
- Check wind forecast beforehand. 15 – 20 + knots is very high wind and there will be less boaters going out
- Wait until they are done tying boat down to trailer and washing it off and going to the restroom
- Don't mention QR code on tide books until after encouraging them to take in person survey
- Offering sodas and chips is well received. Ginger ale is good to add to the variety
- Most boaters coming in between 1 - 4 (most between 3-4)

Lawson's Landing

- Can leave materials with person in registration shack to hand out to boaters as they come through

San Francisco

- Hyde Street Harbor Pier East of Hyde St Pier is great place to leave materials

Sausalito

West Marine (Marin City)

- Tabling works well here
- Try to give tide books and ask to take survey before they go inside
(People seem to be in more of a hurry when coming out)

Clipper Yacht Harbor

Charters & Nature/Whale Watching Boats:

- They all have FB & Instagram sites that give contact and scheduling info
- Check FB & Instagram posts to find out if/when they are out and when coming back in
- Sports fisher -people return when they reach their limit(s)
- Bird & nature tours on weekends and are usually back at ~ 5/5:30

REQUEST FOR PROPOSALS (RFP) - FEB 2 2026 AMENDMENT

Field Outreach to Boating and Fishing Communities – Seabird Protection Network

This document responds to questions asked regarding the RFP.

Question: Is there an “ideal” or preferred or minimum number of field days where the consultant is in the field collecting surveys and conducting outreach?

Answer: The RFP specifies that the consultant must “conduct field-based outreach directly to fishermen at launch ramps at peak times during rockfish season”. There is not a minimum number of days. Based on our past experience conducting field surveys, it will be necessary for the consultant to spend at least 15 days conducting field surveys to gather 150 responses. Additional days in the field will be required to distribute products to partners.

Question: If the consultant gathers over 150 surveys well before Aug 31, are they expected to continue collecting surveys up to the season closure date? For example: 150+ surveys are gathered by June 15. Is the consultant expected to continue gathering surveys on busy weekends until the end of the season?

Answer: No, after hitting 150+ surveys, the consultant is not expected to continue with surveys until the end of fishing season. However, there are other field outreach responsibilities listed in the RFP that will need to be completed