



Request for Proposals

State of the Bay Report Consultant

Introduction and Background

[The Bay Foundation](#) (TBF) is a 501(c)(3) non-profit environmental group founded in 1990 to restore and enhance Santa Monica Bay and local coastal waters. TBF is staffed by science and policy experts who are passionate about understanding and protecting the Bay and its watershed. TBF is seeking an individual or consultant team to help facilitate the **State of the Bay Report** for the [Santa Monica Bay National Estuary Program](#) (SMBNEP).

SMBNEP is one of the United States Environmental Protection Agency's 28 National Estuary Programs, dedicated to protecting and restoring water quality and the ecological integrity of estuaries of national significance. SMBNEP's ongoing purpose and annual work plans are centered around management, governance and policy, stakeholder education and engagement, research, monitoring, and other actions identified in the 2018 Comprehensive Conservation and Management Plan (CCMP). The CCMP contains strategic plan priority actions and supplemental information for SMBNEP, as well as a Comprehensive Monitoring Program (CMP).

The CMP is a framework to use monitoring data from seven key habitats to inform managers, practitioners, and the public on conditions and trends of Santa Monica Bay and its watershed. The seven habitats include the following: pelagic, soft bottom, rocky reef, rocky intertidal, sandy shores, coastal wetlands, and freshwater / riparian analyzed across four indicator categories (i.e., habitat extent, ecological condition, stressors, and climate change vulnerability). The CMP builds on the long history of monitoring of the environment in Santa Monica Bay, and it is the assessment framework developed for the **State of the Bay Report**, which is the focus of this RFP. The CMP aspires to address the relative impact of the many regional investments made to improve water quality, protect ecosystems and natural features, restore ecosystem functions and structure, and adapt to climate change.

Scope of Project

TBF is seeking to hire an individual or entity ("Consultant") to provide professional services for facilitating the writing of the **State of the Bay Report**, which builds on data collected as part of SMBNEP's Comprehensive Monitoring Program. The State of the Bay Report is a science-based comprehensive assessment of the Bay's environmental condition, with the goal of measuring progress in restoring the Bay's natural habitats and resources, educating the public about the Bay's valuable natural resources, and identifying and helping scientists and managers to address



remaining and emerging challenges. The Consultant shall utilize information provided by TBF and partners, data acquired online or from public databases, or informed by other sources to develop a public-friendly, concise State of the Bay Report and a separate Summary document.

The expectations for the Consultant are to manage the project, support synthesis of existing data and a bibliography, draft Report language, and support development of indicator graphics and figures. Staff will help guide data acquisition, but the Consultant role will be integral for the overarching synthesis of data and for soliciting review and feedback from the SMBNEP Technical Advisory Committee (TAC). The CMP has a list of indicators by category that will be used to develop the graphics. Example trend graphics for each habitat can be found in the [2015 State of the Bay Report](#); graphic structure may be replicated from the 2015 Report including a summary color bar, maps, and other simple data visualizations or graphics. The TAC will approve final data analyses and contribute to the data acquisition.

Data acquisition will be a component of this project, including summarizing larger scale information or data provided for each habitat. Data will be housed using a shared platform such as Box. The CMP identifies existing data gaps for each habitat, which are not expected to be included in the deliverables. The final product may also have narratives or anecdotes that tie directly to implementation of CCMP Actions such as habitat restoration (see CCMP 2018).

Deliverables (minimum)

- Develop (in partnership with staff and Technical Advisory Committee) an appealing, understandable, concise, public-friendly State of the Bay Report document
- Summary document (approximately one page per habitat, seven pages maximum), including graphics, data visualizations, infographics, pictures, and other visual and summary elements that can be used in an online format
- Recommendations for elements that could be shared and interpreted easily online (e.g., infographics) through SMBNEP's website: <https://www.smbnep.org/> (new page)

Recommended Qualifications

- Professional technical document and scientific group facilitation experience
- Completion of several deliverables in a timely manner
- Ability to acquire and manage substantial datasets
- Authorship of technical documents
- Experience communicating complex scientific information in a distilled and understandable public-friendly manner, including creation of visualizations and graphics

Timeline

- Proposals must be received by **5 pm on 14 January 2022**.
- Selected interviews based on preliminary evaluations: January 2022.



- Consultant selection will be made by 11 February 2022.
- Final deliverables shall be completed by 30 November 2022 (draft targeted for review in September 2022).

Additional Relevant Resources

- [SMBNEP Comprehensive Conservation and Management Plan](#)
- [SMBNEP Comprehensive Monitoring Program](#)
- [2015 State of the Bay Report](#)

Proposal Submission Instructions

Proposal shall include the following (as a single pdf):

1. **Cover Letter** – Include RFP name and consultant information
2. **Technical Approach** – Your proposed approach to the project and brief description of ideas (< 1,000 words). Indicate how you will work with the TAC to develop the report, e.g., understanding indicators, gathering and summarizing data, etc. Include a project timeline that corresponds to the timeline listed above (not included in word count).
3. **Background** – Briefly describe Consultant background and qualifications. Include copies of abbreviated lead resume(s) or CV(s), and examples of skills listed above.
4. **Budget** – Provide detailed budget.
5. **References** – Provide contact information for three professional references.

To apply, send the complete proposal as an email with the pdf as a single attachment to Karina Johnston, Science Director (kjohnston@santamonicabay.org). TBF is an equal opportunity employer and encourages diverse applicants and entities. Please note any small business or minority certifications in your background information. Final proposals will be selected by a hiring committee. Questions are encouraged and may be directed to the point of contact listed above. Applicants will be evaluated based on qualifications, experience, technical approach, and budget.

About The Bay Foundation (TBF)

The Bay Foundation (TBF) is a 501(c)(3) non-profit environmental group founded in 1990 to restore and enhance the Santa Monica Bay and local coastal waters (from the LA-Ventura County line to the Palos Verdes Peninsula). The Bay Foundation is a partner in the Santa Monica Bay National Estuary Program along with the Santa Monica Bay Restoration Commission and many other organizations. TBF works collaboratively with a broad group of stakeholders, including government agencies, industry, environmental groups, and community members. TBF engages scientists and conducts research while mentoring student interns and volunteers in conjunction with the Frank R. Seaver College of Science and Engineering through the Coastal Research Institute at Loyola Marymount University (TBF: www.santamonicabay.org, CRI: lmu.edu/cri).