

## **Request for Proposals**

### **Title: Key informant interviews to inform the Walton Family Foundation's US fisheries strategy**

**Submission Due Date:** Please submit questions and indication of interest by September 15 to Ruchi Desai at [rdesai@wffmail.com](mailto:rdesai@wffmail.com). A pre-bid conference call will be held on September 21. Full proposal due by September 30.

## **Background**

The mission of the Walton Family Foundation's Environment Program is to protect water in the face of climate change to sustainable healthy ecosystems and vibrant communities for generations to come. We will achieve this through a focus on driving innovation, leveraging market systems for sustainability, advocating for policy reform and building an inclusive ecosystem of support for sustainability. As WFF develops a new strategic plan for 2021-2025, we are seeking support to collect information from key stakeholders on how the foundation can ensure the ongoing sustainable management of US fisheries and increase the effectiveness of US fisheries management through innovation.

## **Project Objectives & Research Questions**

The Foundation is seeking a consultant to identify the priorities and goals of stakeholders engaged in the sustainable management of US fisheries. The consultant will:

- support Foundation staff in prioritizing and developing interview questions;
- conduct and summarize interviews with key partners including grantees, funding partners, government representatives, fishing organizations and additional stakeholders identified through the interview process;
- and produce a written summary of the findings.

The purpose of this research is identify emerging issues in US fisheries, establish a baseline of stakeholder alignment on shared goals and approaches, identify gaps in the strategy implemented between 2016 and today, and identify new stakeholder groups in an effort to increase diversity among the foundation's partners.

Through the interview process, the foundation would like to understand:

Where have we achieved success over the last ten years in US fisheries management?

What does success look like for US fisheries management in the next five years in terms of fisheries health, economic impact on fishing communities, effective policies and implementation and/or contributing to global best practices for fisheries management?

What are the biggest barriers to this success? What are the biggest opportunities to realize success?

Who are the stakeholders who are critical to achieving success or present significant barriers?

Are there stakeholders and communities important to influencing fisheries management who are not currently part of the conversation?

Are there key interventions that are not being used for US fisheries that could be advanced through philanthropic investment?

What tools and technologies being developed in US fisheries (e.g. climate ready fisheries management, electronic monitoring and data management, web-based direct to consumer tools) can be adopted elsewhere?

Are there interventions that have been supported by WFF in the past that are no longer relevant?

Are there other sources of funding to improve US fisheries that the foundation should be leveraging to advance shared goals?

Are there geographies or fisheries that are critical areas of focus that are well positioned to contribute to success? Pilot new approaches? Might be a barrier to success? Where are there opportunities or needs to focus on national or regional policies, either to improve implementation, clarify through regulation, modify existing policy or introduce new policy?

### **Available Resources for the Project Team**

The consultant will be provided with a list of key contacts, including industry, grantees, funding partners, agency staff or congressional staff, and introductions to facilitate scheduling interviews.

### **Budget**

We expect the full project budget to no more than \$35,000 inclusive of all costs, including any overhead (up to 15%). However, budgets should be estimated based upon professional judgment.

### **Proposal Components**

The completed proposal should include the following elements:

#### *A. Proposed Approach (2-page limit)*

The proposed approach must clearly describe how you plan to develop interview questions, a process for developing a list of Key Informants and approach to conducting interviews to ensure a broad representation of perspectives. Your plan may also propose additional questions, providing a rationale and recommended approach for each. Also, please describe any challenges or concerns you may have about this project, and suggestions for how they might be mitigated.

#### *B. Personnel and Team Expertise (1-page limit)*

Brief description of organization, relevant expertise, services offered, and experience with projects similar in nature and scope. Additional information can be included as attachments. For your application to be competitive, you will need to demonstrate experience in conducting key informant interviews. Knowledge of US fisheries management and stakeholders is a plus. Of Applications from single individuals or entities, and teams are acceptable.

### *C. Resources, Deliverables, and Timeline (2-page limit)*

The application should include key deliverables and a proposed budget detailing the resources needed to complete the project and how those resources will be deployed. The Foundation's preferred date of delivery for the final product is November 30, 2020. The Foundation would anticipate the following included in the deliverables:

1. Regular check in calls to discuss progress
2. Final list of interview questions and targeted interviewees
3. A draft summary of findings and list of interviewees
5. A final report, incorporating feedback from WFF
6. A webinar presentation and discussion of results with WFF staff

The specific timing and format of the above deliverables to be agreed upon with Foundation staff and adjusted as needed. We would anticipate the timeline would October-November with periodic check in calls with the Foundation. The Foundation's overhead rate may not exceed 15% of the budget.

### *D. Supporting Documentation*

Please include, as attachments:

1. One or two written products that demonstrate the project team's skills in concise synthesis of large amounts of data and communication of results.
2. Contact information of two previous or current clients who could provide a reference.

### **Proposal Submission Instructions**

Please email your initial expression of interest and proposal documents Ruchi Desai at **rdesai@wffmail.com**. Please feel free to share this RFP with those you think may be interested. The Walton Family Foundation reserves the right to do the following:

- Withdraw this RFP at any time without prior notice.
- Accept or reject any and all submissions, or any item or part thereof.
- Postpone qualifications due date.
- Not award a contract to any submitter responding to this RFP.

All materials submitted in response to this RFP shall become the property of the Walton Family Foundation and not be returned.