



Washington Maritime Blue
1900 W Nickerson St., Suite 301
Seattle, WA 98119

February 27, 2024

Request for Proposals (RFP) - Blue Economy Impact Analysis

Washington Maritime Blue is seeking competitive proposals from qualified vendors to produce a report on the triple-bottom-line impacts of Washington State's Blue Economy in 2024 as well as its update in 2026.

Project Overview:

Work with Maritime Blue staff, members, and partners to develop a comprehensive triple-bottom-line Impact Analysis of Washington's Blue Economy that includes economic, environmental, and social indicators using a combination of traditional economic indicators, and natural and social capital accounting.

Background:

Washington Maritime Blue is a non-profit, strategic alliance formed to accelerate innovation and sustainability in support of an inclusive blue economy. With a mission to implement Washington State's Strategy for the Blue Economy delivered by Governor Jay Inslee's Maritime Innovation Advisory Council, we are a partnership between industry, public sector, research & training institutions, and community organizations. Maritime Blue works to create a world-class, thriving, equitable and sustainable maritime and ocean industry through knowledge sharing, joint innovation, entrepreneurship, commercialization, business and workforce development.

Our five strategic areas of focus include; Maritime Decarbonization, Ocean Renewable Energy, Sustainable Fishing & Seafood, Healthy Oceans, and Digital Transformations - all through a lens of justice, equity, diversity and inclusion. Specific programs include:

- **Blue Ventures** - startup support for ocean-based climate solutions
- **Joint Innovation** - strategic initiatives and projects through public/private collaborations
- **Equity Engagement** - accessible career pathways for underserved communities
- **Blue Hub** - convening members, stakeholders, and partners to strengthen the knowledge base and thought leadership.

Our target audiences for this work are:

- Industry, government, research, and community organizations that are engaged in work relevant to our mission for potential engagement and membership in programs and initiatives.



- Potential public, private and philanthropic funders interested to fund our organization, programs, initiatives, and/or projects associated with other member organizations.

Scope of Work:

Stakeholder Engagement and Outreach

- Work with and engage Maritime Blue members, partners, and stakeholders to analyze and report on the triple-bottom-line impacts of the Blue Economy in Washington State.

Methodology Development

- Design Key Performance Indicators (KPIs) for multiple project and program types to assess and evaluate the success of existing and future projects related to the Blue Economy.
- Build a transferable impact analysis framework that can be adopted by others in the Blue Economy ecosystem, developing a foundation for a global standard and/or utilized to create a specialized label.
- Use existing adopted frameworks for triple-bottom-line accounting for sustainable impact and investment from ocean, maritime and other sectors to inform our approach. Examples could include, the [Poseidon Principles](#), [Ocean Impact Navigator](#), [UN's HLP for a Sustainable Ocean Economy](#), [OECD Sustainable Ocean Economy](#), and/or other more traditional economic impact analysis.
- Maritime Blue will use the methodology created in this analysis for identifying impacts to inform and report on our projects and programs, both existing and anticipated.

Produce Report

- Design polished and publication ready written report including graphics and/or data visualization. Final deliverables could include a summary document or slides, full report, video presentation, or other means of delivery.

Budget and Timeline:

Total budget not to exceed \$50,000 and should include the initial report completed in 2024 and a follow-on update in 2026.

Proposal Submission Deadline:

All proposals must be submitted by March 19, 2024. Late proposals will not be considered.

Proposal Submission Address:

Proposals should be submitted to info@maritimeblue.org.

Point of Contact:

All communications regarding this RFP should be directed to:

Camille Smith



Contract and Finance Manager

camille@maritimeblue.org

(360) 230-8184

Questions about the RFP and review process must be submitted by March 14, 2024.

Proposal Requirements:

Full proposals should not exceed five pages single-spaced

Executive Summary: Provide a brief summary of your proposal, highlighting key strengths and differentiators.

Company Overview: Describe your company, including its history, capabilities, and relevant experience. Please include information about the company's diversity in contractor participation, if any.

Project Approach: Outline your proposed approach to the project, including a timeline, milestones, and any unique methodologies.

Qualifications and Experience: Provide information on your team's qualifications and relevant experience for similar projects. Please provide links to relevant examples of previous published projects.

Cost Proposal: Clearly outline the cost of your proposed services, including a detailed breakdown of all associated costs.

References: Provide references from at least two clients for whom you have completed similar projects.

Compliance: Confirm your willingness and ability to comply with all applicable laws, regulations, and standards.

Selection Criteria:

Proposals will be evaluated based on the following criteria:

- Proposal completeness and compliance with RFP requirements
- Vendor qualifications and experience
- Proposed approach and methodology
- Cost competitiveness
- References
- Diversity in contracting

Proposal Evaluation and Selection Process:



EVALUATION CRITERIA	Points
Overall Experience and Demonstrated Results <i>Evaluation includes assessment of company history and experience as it relates to the project described in the RFP, evidence of past performance, quality and relevance of past work, references, and related items.</i>	40
Strategic Approach and Methodology <i>Evaluation includes assessment of the company's approach to the work and the capacity to perform the scope of work within the specified time frame.</i>	30
Budget/Cost Effectiveness <i>Efficient use of resources and delivery of quality services in relation to budget. Allocation is reasonable and appropriate. Proposed budget may not exceed \$50,000 over three years.</i>	20
Diversity in subcontracting participation <i>Additional points possible for firms demonstrating either certified business enterprise or not-for-profit (WMBE, etc.) or non-certified, but meeting criteria as small (under 20 employees), women-owned or operated, veteran, and/or BIPOC owned or operated.</i>	5 pts

Proposers may be invited to a virtual presentation to Maritime Blue the week of March 25, 2024.

Proposers will be notified of the results of the competition by March 29, 2024.

Terms and Conditions:

Vendors may not include subcontractors in their proposal. Subcontracting is disallowed on this contract.

Washington Maritime Blue will remit payment no more frequently than monthly using Net 30 terms.

Standard contract terms and conditions are attached to this RFP.

Right to Reject Proposals:

Washington Maritime Blue reserves the right to reject any or all proposals received in response to this Request for Proposals (RFP). The rejection of a proposal may occur if, in the sole discretion of Washington Maritime Blue, it is determined that the proposal does not meet the specified requirements, lacks key information, or if the proposer fails to comply with the terms and conditions outlined in this RFP.



Washington Maritime Blue also reserves the right to reject any proposal, in whole or in part, if it is deemed in the best interest of Washington Maritime Blue to do so. The decision to reject a proposal will be final, and Washington Maritime Blue is under no obligation to provide feedback or justification for the rejection.

Vendors submitting proposals acknowledge this right of Washington Maritime Blue and agree not to challenge or dispute the decision to reject any proposal. In the event of a rejection, Washington Maritime Blue may, at its discretion, enter into negotiations with another vendor or reissue a revised Request for Proposals.

Washington Maritime Blue appreciates the effort and resources invested by all participating vendors and will notify each vendor of the outcome of the proposal evaluation process.

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Washington Maritime Blue looks forward to receiving your proposal and appreciates your interest in working with us on this project. Should you have any questions or require further clarification, please contact Camille Smith at camille@maritimeblue.org.