



July 13, 2009

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The National Marine Sanctuary Foundation (NMSF), a non-profit institution that supports the National Oceanic and Atmospheric Administration (NOAA) program activities, is issuing a Request for Proposals (RFP), seeking English to Spanish translation services for the California "Thank You Ocean" campaign's Web site: <http://www.thankyouocean.org>. The Thank You Ocean campaign is a public awareness campaign jointly managed by the State of California and NOAA Office of National Marine Sanctuaries. Specific duties of the contract are outlined in the RFP that follows.

The complete Thank You Ocean campaign consists not only of web presence, but television public service announcements, billboards, bus shelter, and phone booth advertisements, print ads, and various promotional materials, many of which have already been translated into Spanish. Every campaign element encourages Californians to visit the [thankyouocean.org](http://thankyouocean.org) website, so in order to use the Spanish-language materials, it is critical that the Web site be translated into Spanish.

Proposals should be submitted electronically to the National Marine Sanctuary Foundation at [Allison@nmsfocean.org](mailto:Allison@nmsfocean.org) by the close of business on Thursday, August 13, 2009. The contract award winner will be notified by email August 27, 2009. Please address all questions regarding the details of the RFP to Amy Vierra at 916-653-9416 or [amy.vierra@resources.ca.gov](mailto:amy.vierra@resources.ca.gov).

Sincerely,

Joy Williams  
Acting President & CEO

**California “Thank You Ocean” Campaign  
Request for Proposals  
Translation of Web site into Spanish**

**GENERAL INFORMATION**

**Submittal deadline:** Close of business on Thursday, August 13, 2009

**Email proposals to:** Allison Alexander  
National Development Manager  
National Marine Sanctuary Foundation  
8601 Georgia Avenue, Suite 501  
Silver Spring, MD 20910  
[allison@nmsfocean.org](mailto:allison@nmsfocean.org)  
(301) 608-3040

**Direct questions to:** Amy Vierra  
California Natural Resources Agency  
1416 Ninth Street, Suite 1311  
Sacramento, CA 95814  
[Amy.Vierra@resources.ca.gov](mailto:Amy.Vierra@resources.ca.gov)  
916-653-9416

**Contract award date:** Close of business Thursday, August 27, 2009

**Contract start date:** Immediate

**Location:** Anywhere in US

**BACKGROUND**

*“El océano nos mantiene. Devolvámosle el favor.”  
California Thank You Ocean Campaign Outreach to Spanish-speaking Communities*

The California Thank You Ocean campaign is a joint partnership between the California Resources Agency and the National Oceanic Atmospheric Administration (NOAA) with support from the California Ocean Communicators Alliance. The goal of the Thank You Ocean campaign is to raise awareness of ocean and coastal issues for Californians and encourage ocean stewardship by the general public.

A strong link exists between the public’s understanding of the natural environment and their willingness to protect and preserve natural resources. Statewide, a lack of public knowledge exists about the ocean and its problems, including such threats as ailing ecosystems, declining fisheries, climate change, aquatic pollution and invasive species. However, recent surveys indicate that Californians support efforts to protect the oceans and are interested in learning more about them.

The Thank You Ocean campaign is designed to educate and inform California citizens about the unique role the ocean plays in all our lives and what they can do to help restore the health of the ocean. By gaining exposure through the website and other marketing materials, the Thank You Ocean campaign seeks to increase ocean and coastal awareness in Spanish-speaking communities to help encourage ocean stewardship.

According to a 2006 Public Policy Institute of California poll on Californian's perceptions of ocean and coastal conditions, 88% of California residents say the condition of the coast is important to them personally and over 60% of Californians believe that the ocean is important to the overall economy and quality of life in the state. The study goes on to find that Latinos are more likely than the general population to consider issues such as water pollution, seafood contamination, and overfishing as "big problems" for the state. The Thank You Ocean campaign sees a strategic opportunity to interact with this very engaged and growing segment of the California population in both coastal and inland areas.

The campaign's website, [www.thankyouocean.org](http://www.thankyouocean.org), is designed to provide information about the ocean and coastal resources, in addition to serving as a portal for people who would like to get involved with ocean related issues. The website links to various agencies, non-profit organizations and events pertaining to the ocean environment and includes four focus areas; climate change, marine life decline, marine debris, and water pollution.

## **SCOPE OF WORK**

Since its launch in 2006, the Thank You Ocean media campaign has developed various educational materials aimed at increasing ocean awareness and literacy. The campaign is now seeking to translate the English website into the Spanish language to more effectively reach the Latino community in California about important ocean and coastal issues they can take action on to benefit themselves as well as future generations.

**The Thank You Ocean campaign is seeking a qualified translator(s) or translation firm to provide a complete Spanish language and culturally appropriate version of the Thank You Ocean website, [www.thankyouocean.org](http://www.thankyouocean.org).**

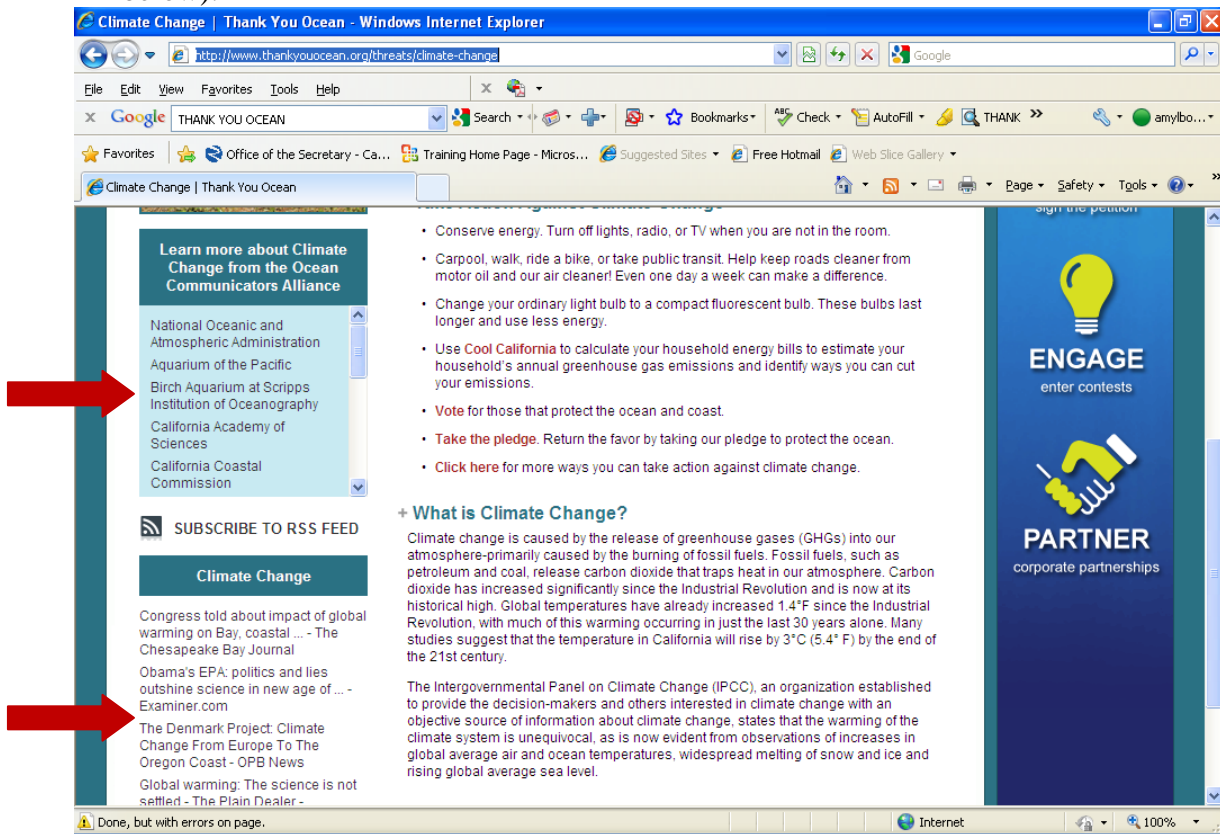
The principle objective of the contract is to translate the English version of the Thank You Ocean Website into Spanish. This effort will be enhanced with a new Spanish campaign to educate Spanish speaking communities via Spanish radio, television and other media outlets where appropriate.

The hired translator(s) will report to Allison Alexander and Amy Vierra. The translator may also work with the campaign team, comprised of staff from the State of California and NOAA, as well as from the California Ocean Protection Council.

The Thank You Ocean Campaign requires services for the entire website, excluding the following web pages:

- Daily News Stories (<http://www.thankyouocean.org/news>)

- Podcasts (<http://www.thankyouocean.org/news/podcasts>)
- Events (<http://www.thankyouocean.org/news/events>)
- Social media page (<http://www.thankyouocean.org/take-action/social-networks>)
- Shop page (<http://www.cafepress.com/thankyouocean>)
- Ocean Communicators Alliance page (<http://www.thankyouocean.org/ocean-communicators-alliance>)
- Ocean Communicators Alliance sign up page (<http://www.thankyouocean.org/ocean-communicators-alliance/add-a-link>)
- Although each of the four threats pages (climate change, marine debris, water pollution, and marine life decline) should be included for translation, please do not include the links under “Learn more...from the Ocean Communicators Alliance” and news (indicated by red arrows below).



- External web sites linked to thankyouocean.org and .pdf documents on Web site are not part of this scope of work

## EXPERIENCE

Proposer’s qualifications, including past experience in providing such services and knowledge of the Spanish language will be evaluated. All pertinent information in this regard should be provided as part of the proposal, including relevant experience, staff qualifications, similar contracts, and at least 3 references. Please indicate any certification(s) or credentials for translation services.

## INSTRUCTIONS

Proposals must be received by close of business on Thursday, August 13, 2009. Each submittal should include:

1. Name of interested party (firm or individual) and key contact information, including telephone numbers, postal and email addresses
2. A specific list of key competencies related to the project identified above. This should include a listing of relevant projects completed, including a clear description of work delivered and time frames.
3. Succinct biographical information for the individual(s) who would undertake work requested
4. A list of at least 3 references
5. An estimated cost for services based upon the Scope of Work above
6. Please also provide a per-word or per-hour cost estimate should additional services beyond the Scope of Work become necessary in the future

The submittal, including these elements, should be no longer than ten (10) pages.

Please submit your proposal in .pdf format only by the close of business on Thursday, August 13, 2009 via email to: Allison Alexander, National Development

National Marine Sanctuary Foundation, [Allison@nmsfocean.org](mailto:Allison@nmsfocean.org)

**Please clearly mark in the subject line that your submission is pertaining to the Thank You Ocean RFP.**

Questions may be addressed to Amy Vierra, 916-653-9416, [amy.vierra@resources.ca.gov](mailto:amy.vierra@resources.ca.gov)

Contract award will be noticed via email by close of business on Thursday, August 27, 2009.

NOTE: All content developed through this contract will become property of the State of California and NOAA. Academic and other publications based upon the work are acceptable if acknowledgement is given to the funding support given by the State of California and NOAA and the following statement is included in each publication: "The views expressed herein are those of the author(s) and have not been reviewed by, nor have been approved by, the State of California nor the National Oceanic and Atmospheric Administration."