

APPENDIX C – Ocean Acidification and Hypoxia Messaging Campaign (Project 7)

Total Project Budget \$63,375

BACKGROUND:

Oregon's ocean is perceived to be an endless source of inspiration, productivity, and refuge for residents and visitors alike. Yet our ocean is showing significant signs of stress from ocean and climate change, including worsening impacts from ocean acidification and hypoxia (OAH) events. Oregon communities depend on increasing awareness of and planning for changes in our ocean - this can only occur through clear, strategic, and compelling communications. To inspire action, communities and individuals need to know what they can do and be inspired to do so. Oregon can best combat OAH by creating strong, diverse partnerships of informed individuals who understand OAH science, impacts, and solutions, and are well informed on how to act. Successful proposals for this RFP will describe a process to develop a messaging campaign and communications toolkit that will inspire key audiences to act to reduce the projected trajectory of ocean and climate change and build a more resilient future through OAH mitigation and adaptation planning and policy.

PURPOSE:

To develop a compelling and effective messaging campaign and communications toolkit that will advance understanding of ocean change and generate policy support for OAH adaptation, mitigation, and resiliency.

At a minimum, applicants are required to address the topics highlighted in blue text in this document.

DELIVERABLES:

The final messaging campaign should aid in the development of publicly supported approaches to OAH adaptation and mitigation planning and policy creation.

1. Prioritization of Actions and Audiences

Applicants will aid the OAH Council and our partners in prioritizing ocean health actions that Oregonians should take based on potential to effect change, the urgency of need, benefit of the actions, and the audiences who will be doing the actions.

Applicants should design and facilitate a planning process (e.g., workshops, interviews, surveys) for the OAH Council and our partners to prioritize actions, including those highlighted in Oregon's OAH Action Plan and Biennial Reports. The outcome will be to create a messaging campaign that identifies 3-5 key actions that address diverse interests and needs in planning and policy development.

Applicants should support the OAH Council and our partners in identifying policy makers, agencies, and key segments of the public that are decision makers in their communities and beyond. These audiences are the communities and individuals who, if inspired and informed by well-crafted messages and communications tools, will be able to act to address prioritized actions. The information needed by these audiences to enhance their understanding of ocean change and altering their behaviors should also be identified. Sub-audiences of the "public" should be identified.

The prioritization as well as resulting messages, toolkit, and performance metrics should be designed to incorporate diversity, equity, and inclusion principles into audience selection.

2. Creation of Messages and Communication Toolkit

Applicants will create audience-specific positive messages and a communications toolkit to inspire behavior change in identified audiences for each prioritized action.

Applicants should describe how positive solutions-oriented messaging for prioritized actions will be developed. Messages should communicate using effective language, positive tone, local connections, and specific behavior changes for individuals and governments to enact. Also, messages need to be relevant to coastal communities and inland communities, and include audience values, such as economy and outdoor recreation. Applicants need to consider access to information by audiences, including but not limited to, multilingual content.

Applicants should also describe how they will pilot/test a subset of messages to determine their effectiveness on the intended audiences. As part of the pilot/test, applicants should develop and implement a series of metrics to evaluate behavioral changes in the pilot audience group relative to understanding and support for policy. The delivery of this pilot/test should include participation by the OAH Council and our partners (see phase 1 of section 3).

The communications toolkit should incorporate messages into products, such as short videos, infographics, cartoons, or other appropriate media. Applicants should identify and create one or more tools (i.e., products) to effectively address audiences and prioritized actions. Tools should be developed and delivered so they can be leveraged and adapted by the OAH Council for future work.

3. Development of an Implementation Plan:

Applicants will develop a clear and timebound phased approach for implementing the messaging campaign, including future paths for assessing success.

Phase one should include a pilot that leverages the OAH Council and selected outside partners and individuals as “messengers” that can use the communications toolkit to reach audiences. The applicant should develop possible resources (e.g., trainings, printed materials) and propose ways to overcome barriers to participation (e.g., capacity, Information Technology tools) in this process. Applicants should also develop and implement a series of metrics to evaluate effectiveness of the communications toolkit and the ability of the OAH Council and our partners to use it.

In phase two, applicants should further develop an implementation plan that includes additional outreach methods (e.g., social media content, strategies for media, new websites) and geographic scale of impact (e.g., local, statewide). As part of this plan, applicants should identify what entities (themselves or others) would be responsible for implementing each step in the plan. In addition, applicants should state when steps would be completed – as part of the proposed messaging campaign or after its completion with additional funding. Applicants should also propose a series of metrics that could be used in the future to evaluate effectiveness of phase two implementation, and who suggest who could conduct the evaluation.

TIMELINE AND BUDGET:

Applicants will describe the process that will be used to develop the timeline for the messaging campaign, including work that will be completed by the applicant and the proposed work plan to be

implemented after the scope of the applicant's work is completed. The timeline should be associated with specific milestones and budget asks (including personal hours) associated with implementing each of the deliverables. Applicant will describe the process used to identify costs.

PROPOSAL FORMAT AND SUBMISSION:

Proposal submission requirements are described in detail in the main text document of the RFP application materials, including page requirements, Curriculum Vitae, project budget narratives, and conflict of interest forms. Consideration for project evaluation and scoring are also found in main text document of the RFP application materials. **See RFP website <https://www.oostoahrfp.com/>.**

Project 7 proposals (OAH messaging campaign) should not exceed a maximum of 6 pages BUT are not constrained to the same organizational framework as proposed in the main text document of the RFP. Applicants are encouraged to develop their proposal text and subsections to clearly articulate their deliverables and demonstrate that the proposal will meet stated purpose.

The OAH Council has prepared several key OAH documents and actions that should be considered and should serve as the foundation for the development of the messaging campaign by RFP applicants.

- [*2018 OAH Council Biennial Report – Theme 4; Recommendation 2 \(Audiences\)*](#)
- [*2020 OAH Council Biennial Report Appendix H – Education and Outreach Working Group*](#)
- [*2021 State of Oregon Climate Equity Blueprint*](#)

Applicants should list project costs within the RFP Budget Worksheets and describe these costs in further detail in the Budget Narratives.

Applicants are welcome to submit up to 3 examples of public engagement/communication plans/products/products that illustrate their proven ability to develop the type of plan described in this RFP. These additional materials will not be included in the applicants' page limits. Applications for project 7 are not required to submit additional figures/maps/tables or "Literature Cited / References" documents, as described in the main text document of the RFP.

Applicants should email a single PDF file version of the proposal with all materials by the RFP deadline of December 21st, 2021, to OOSTGrants@dsl.oregon.gov.

During the review process, Applicants may be asked for additional information, or for a short meeting, to further describe their proposed messaging campaigns.