

REQUEST FOR PROPOSAL (RFP)

Ocean Acidification and Hypoxia (OAH), Monitoring Research, and Communication

Proposal Scoring Criteria

(Specific to Project 7 – Ocean Change Messaging Campaign)

(50 points) SPECIFIC PROJECT CRITERIA *(as stated in Appendices C)*

- Project is responsive to the specific criteria within the RFP Appendix C and is designed such that purpose and deliverables can be met within the timeframe of the proposal.
- Project advances ocean change communications through use of robust methods and products that are clear and understandable in the proposal.
- Project deliverables are clearly defined in the proposal and are in an appropriate format for intended users/audiences (and are useful to the users/audiences).
- Project evaluations, where applicable, are clearly defined in the proposal and are in an appropriate format, scale, and timeframe to be informative to communications.

(15 points) PROJECT TEAM QUALIFICATIONS

- Principal applicants must have specialized knowledge relevant to messaging campaigns and the ecosystem and processes impacted by ocean change.
- Principal applicants must have an amount of research or appropriate experience relevant to the proposed work.
- Principal applicants must have a demonstrated understanding of ocean change impacts on Oregon industry and/or coastal communities.
- Preference will be given to principal applicants that have experience working in Oregon.
- Preference will be given to principal applicant teams that are cross-disciplinary and/or comprise a wide range of backgrounds in education, skills, experience.

(15 points) PROJECT BUDGET

- Project total budget must be justified and aligned with project purpose, deliverables, and timelines.
- Project products as well as personnel costs are reasonable to accomplish project purpose and deliverables, as well as are clearly described in budget narrative.
- Project considers the cost/benefits balance to the development and delivery of communication products. *(Some communication tools are more expensive than others but offer greater impacts on targeted audiences or longevity to their use, these considerations should be addressed in budget narrative.)*
- Preference will be given to projects that have potential for leveraging other work (including past funded projects and/or current funded projects).

(10 points) OREGON IMPACTS AND FOCUS

- Project must support Oregon policy development around ocean change science, impacts, and solutions by complementing Oregon Action Plans (e.g., [OAH Council](#),

[Oregon Global Warming Commission](#), [Oregon Climate Research Institute](#), [Oregon Sustainability Board](#), Local Climate Adaptation Plans).

- Preference will be given to projects that engage, inform, and or explore the role of underserved people and communities who have not traditionally participated in ocean change issues in the past due to various barriers and perceptions in experimental design, engagement in work or as beneficiaries of deliverables (see [Oregon Climate Equity Blueprint](#)).

(10 points) INFORMATION SHARING

- Project must describe how communication tools and any data collected and created will be developed so they can be leveraged and/or adapted by the OAH Council for future work.
- Projects must clearly define and justify the timeline for data (e.g., survey data) and work product information sharing.
- Project must clearly state what work products will be developed as a result of the project and how access to work products will be considered throughout the project timeline (e.g., use of multiple languages in final products, use of both written and oral presentations at multiple locations around Oregon, considerations of internet access in rural communities, etc.).