



Request for Proposals: Communications support for regional ocean planning in New England

Questions (and responses) received by January 31, 2013 deadline.

1. *What is the relationship between this communication work strategy and the stakeholder engagement strategy?*
 - a. This piece is an important part of our overall stakeholder engagement strategy. The project list on our web site (www.northeastoceancouncil.org) provides information on other projects underway that include other components of the stakeholder engagement strategy.

2. *There is reference in the RFP to attending focus group meetings. Have these meetings already started?*
 - a. Yes, and they will continue.

3. *Is there a specific target budget ?*
 - a. No. The RFP includes an estimate of hours for each of the tasks as guidance. NROC encourages creative approaches to completing these tasks, and recommends that proposals include justification for their proposed approach(es) and budget.

4. *Are you looking for someone within the region?*
 - a. Not necessarily; attendance at certain meetings in the region as described in the RFP will be very important. Understanding what is happening in the region will be vital to the success of this work. See the decision-making criteria in the RFP.

5. *In section vi under “proposal organization and content”, how much detail is needed to describe project team organization and management?*
 - a. As needed to ensure NROC understanding of the approach, noting particularly NROC’s interest in this issue (see language on Page 3, Objectives).