

## **Request for Proposals**

Collecting Regional Economic Data for Southwest Alaska Fisheries – Survey  
Instrument Development and Key Informant Interview



**Actual issue date: April 4, 2014**

**Schedule/Instruction/ Provision/Clauses**

**DEADLINE FOR PROPOSALS: April 30, 2014**

## SECTION 1: REQUEST FOR PROPOSALS (RFP) TIMELINE

### Collecting Regional Economic Data for Southwest Alaska Fisheries Survey Instrument Development and Key Informant Interview

April 4, 2014	Request for Proposal (RFP) issued and distributed.
April 14, 2014	Deadline for notification of intent to respond. <ul style="list-style-type: none"><li>• Please notify PSMFC if your firm intends to respond to this RFP. Your information will be used to compile an email list so that PSMFC may notify you in the event of changes/amendments to this RFP.</li><li>• Your notification must be sent via email to <a href="mailto:MArredondo@psmfc.org">MArredondo@psmfc.org</a>.</li></ul>
April 14, 2014	Deadline for written questions regarding this RFP. <ul style="list-style-type: none"><li>• Please email questions to <a href="mailto:MArredondo@psmfc.org">MArredondo@psmfc.org</a></li></ul>
April 16, 2014	Responses to written questions available on PSMFC RFP page. <ul style="list-style-type: none"><li>• Responses to all questions will be provided to all participating parties and all those who notified PSMFC of their intent to respond.</li></ul>
April 30, 2014	Proposal submission deadline. <ul style="list-style-type: none"><li>• Only e-mailed proposals will be accepted. Submit proposals to: <a href="mailto:MArredondo@psmfc.org">MArredondo@psmfc.org</a></li><li>• Faxed and hard copy proposals will not be accepted.</li></ul>
May 1-5, 2014	Proposal Review.
May 5, 2014	Project Finalist Selected.

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## **Request for Proposals**

### Proposal Title:

Collecting Regional Economic Data for Southwest Alaska Fisheries – Survey Instrument Development and Key Informant Interview

### Problem Statement

Most regional economic models developed for North Pacific fisheries are designed to depict either the whole state (i.e., Alaska) or an administrative region (e.g., the Southeast region). While these models are well suited to calculate the impacts of fishery management actions on relatively large regions, they may not as accurately represent impacts on smaller, fishing-dependent areas such as boroughs, census areas or “fishing communities”. Therefore, results from these large models may be less useful for fishery managers, policy makers and other parties interested in illustrating impacts on specific communities, especially ones with very unique economic structures. No existing study has yet developed models designed to estimate impacts on individual fishing-dependent communities in Alaska. The goal of this project is to begin to fill these information gaps through (i) development of a survey instrument that will be used to obtain regional economic information such as employment and expenditures for fish harvesting vessels and (ii) interviews of key informants including seafood processors and local businesses.

### Project Objectives:

The primary objective of the proposed project is to (i) develop a survey instrument and supporting document(s) to be subsequently administered through a contractually unrelated project in which the instrument will be used to elicit regional economic information from fish harvesting vessels; and (ii) conduct key informant interviews with seafood processors and local businesses supplying inputs to the seafood industries in the Southwest Alaska region. For context, the data collected through key informant interviews from this project and through the survey instrument developed here will ultimately be combined with IMPLAN data to develop regional economic models for estimating borough and census area (BCA)-level economic impacts of various fishery management actions.

### Research Methods:

Performing a successful survey critically depends on how the survey is designed and tested before being implemented. One of the important tasks to be conducted in this project is to develop survey questions that can collect the desired information successfully. This involves drafting questions and conducting a pretest of the questions by interviewing / discussing with some members of target population (vessel owners). A good guideline for successful survey is Dillman et al. (2009) for a general survey and Lew and Himes-Cornell (2011) for social and economic information on Alaska fisheries.

The contractor will also conduct interviews of key informants including seafood processors and local businesses that provide inputs to seafood industries. Key informants include any representatives of seafood processing or input supplier businesses who have unique knowledge of their industry in Southwest Alaska,

Personal interviews with key informants from seafood processors will be used to determine relative expenditures for inputs made in ten geographical areas – (1) each of seven BCAs within the Southwest region, (2) non-Southwest Alaska region, (3) West Coast, and (4) the rest of US. Personal interviews with input supply industries will gather information on (i) the level of supplier sales to seafood industry businesses and (ii) the portion of business expenditures for labor and non-labor inputs, which were made in each of the above ten geographical areas.

### Tasks, Timeline, and Deliverables

The tasks to be completed in this project are categorized into two sets of tasks. The first set of tasks is to develop the survey questions and draft survey instrument, and to pretest the survey. The information that the survey will collect from vessel owners is for year 2012 (or 2013 depending on the availability of vessel landings data for 2013), and should include (i) total number of skippers and crew members employed by each vessel during the year, by fishery and by residency of employee, (ii) payments made to these skippers and crew members by fishery and by residency, (iii) information on which and how much of different types of expenses (e.g., fuel and lube, food) were deducted from total revenue before calculating labor payments if the labor payments are calculated based on labor revenue share system, and (iv) vessel expenditures on different goods and services made in the above ten geographical areas (i.e., seven BCAs in Southwest region, non-Southwest Alaska region, West Coast region, and rest of US). See Appendix A for the list of expense categories on which the contractor will need obtain information.

The information resulting from this vessel survey will be used in a subsequent, unrelated project to revise IMPLAN fish harvesting expenditure data. The total number of questions to be asked should not exceed eight. In addition, the contractor will be expected to prepare with NMFS PI (Chang Seung) Paperwork Reduction Act (PRA) document. Under PRA, the Office of Management and Budget (OMB) is required to review and clear all the data collections, including surveys, conducted by federal agencies before they start collecting the data. The federal agency planning for data collections should submit to OMB supporting statement that provides descriptions and justifications of the questions asked in the survey and other information for OMB's review.

The second set of tasks is to conduct key informant interviews with seafood processors and local fishery-related businesses to obtain their expenditure information for year 2012 or 2013. The contractor will obtain the list of names, addresses, and telephone numbers of the processors and local businesses to interview. The list of the key informants can be obtained through contact with seafood industry associations, Southwest Alaska port staff, and other industry representatives. The contractor will select the processors to interview based on the relative magnitudes of their first wholesale revenues using government data provided by us (such as Weekly Production Report, Commercial Operators' Annual Report, and AKFIN data). Key informant interviews will take the form of informal conversations, with interviewer worksheets

to be developed by the contractor used as a guide. Interview with each of key informants will take about 45 minutes.

Personal interviews (in person or telephone interviews) with key informants from seafood processors will obtain information on relative expenditures for different types inputs (including employment) made in the above ten geographical areas. See Appendix B for the list of categories for which the contractor will need to gather information. The contractor will select about 20 processors including catcher processors in waters off Alaska and motherships and shoreside processors operating in Southwest Alaska; develop interviewer worksheets; and conduct interviews. The number of interview questions should not exceed six. Once collected, this information will be used in a subsequent, unrelated project to validate and modify IMPLAN processing data.

Personal interviews (in person or telephone interviews) with input supply industries will gather information on (i) the level of sales of goods and services by different commodity categories to fishing industry businesses and seafood processors and (ii) the portion of business expenditures for labor and non-labor inputs, which were made in each of the above ten geographical areas. See Appendix C for the list of commodity/ service categories for which the contractor will need to collect data. The contractor will identify about 15 local businesses operating in Southwest Alaska and selling commodities to seafood industries; develop interviewer worksheet containing the questions to be asked; and conduct the interviews. The number of questions should not exceed six. This information is important because the multipliers from the resulting regional economic model depend to a large extent on accuracy of the supply industries' sales to seafood industries and accuracy of the supply industries' expenditures made on the different geographical areas. The information from these businesses will be used, in the subsequent, unrelated project, to validate and modify the IMPLAN data before developing regional economic models.

When performing all these tasks, the contractor will work closely with the NMFS PI. Although this RFP provides general guidance on what information is to be solicited from respondents, we will collaboratively solidify exactly what expenditures to include in the questions and interviews and how they will be grouped. Project output will include (i) well-developed survey questionnaire, (ii) well-developed key informant interview worksheets, (iii) processors' and local businesses' expenditure information, (iv) data on local businesses' sales of fishery-related inputs to seafood industries. It is expected that this project will be performed over the period of about two years. However, because this two-year period includes the estimated time to be taken to get the PRA documents to be cleared by OMB, the net amount of time that the contractor will spend for completing this project will not exceed six months. Table 1 below shows more detailed descriptions of the tasks to be performed.

**Table 1      Tasks**

Task Number	Description
Preparation for Mail Surveys	
1	Develop initial survey questions
2	Conduct pretest / focus group to test the initial survey questions
3	Revise survey questions
4	Prepare PRA documents, and obtain clearance (with NMFS PI)
Key Informant Interviews	
1	Identify, and make initial contact with, seafood processors and local businesses
2	Develop scripts for interviews with seafood processors and local businesses
3	Interview seafood processors and local businesses
4	Interview other key informants if necessary

Proposal Selection Criteria and Directions

The proposal will be weighted based on the following items (100 percent total):

1. Familiarity with regional fisheries (15 percent)
2. Familiarity and experience with developing survey instruments and conducting pretests and focus groups (20 percent)
3. Experience conducting interviews with seafood processors and/or local businesses (10 percent)
4. Detailed description of plans and methods for (i) conducting pretest and focus groups for harvesting vessel surveys, (ii) developing survey questions for the mail surveys, and (iii) conducting the key informant interviews. This should include description of the methods of maximizing responses from the vessel owners and the key informants (25 percent)
5. Familiarity and experience with basic concepts in regional economic analysis and the relevant regional economic models (such as input-output and social accounting matrix models) for regional fisheries (10 percent)

6. Itemized Budget: This includes detailed costs for performing the tasks above and details on the cities to which the contractor plans to travel for pretest of harvesting vessel surveys and informal interviews with key informants and a breakout of expected travel costs (20 percent).

In your proposal, please address each of these items. Non-response of any item will lead to that element receiving 0 of the total percentage points. The length of the proposal with the descriptions of these items should not exceed three pages. If necessary, you can attach an abbreviated CV that provides information supporting your descriptions of the above items. The content within the CV will not count against the three pages allowed for the proposal.

## References

Dillman, D., J. Smyth, and L. Christian. 2009. *Internet, Mail, and Mixed-Mode Surveys: The Total Design Method*. 3<sup>rd</sup> Edition. Hoboken, NJ: John Wiley & Sons.

Lew, D. and A. Himes-Cornell. 2011. A Guide to Designing, Testing, and Implementing AFSC Economic and Social Surveys. NOAA Technical Memorandum NMFS-AFSC-228. U.S. Department of Commerce. National Oceanic and Atmospheric Administration. National Marine Fisheries Service. Alaska Fisheries Science Center.

## Appendix A. List of Vessel Expenditure Categories

### *A.1 Variable Expenses*

Permit lease, quota purchase, etc.  
Vessel/engine repair  
Gear repair/replacement  
Fuel and lubricants  
Food and supplies (total including amount paid by skipper/crew)  
Ice and bait  
Transportation, shipping, and storage  
Crew shares (after deductions for food, etc.)  
Labor cost (harvesting crew)  
Labor cost (technical crew)  
Crew P&I insurance  
Equipment repair  
Fish and landing tariffs  
Management fees, observer costs, etc.  
Miscellaneous

### *A.2 Fixed Expenses*

Vessel insurance  
Moorage  
Interest payments (short term liabilities)  
G&A overhead, including employee recruitment, training

Licenses, equipment and gear leases  
Dues and fees  
Bad debt  
Miscellaneous

#### Appendix B. List of Processor Expenditure Categories

##### *B.1 Variable Expenses*

Tendering cost  
Other fish buying costs  
Labor cost (line workers)  
Labor cost (supervisors)  
Management and observer cost  
Packaging and other materials  
Other manufacturing  
Freight  
Supplies  
Fish and landing tariffs  
Bad debt expense

##### *B.2 Fixed Expenses*

Admin. Salaries  
Admin. Supplies  
Miscellaneous administration cost  
Maintenance and repairs  
Utilities  
Insurance  
Business/property taxes  
Interest payments (short term)

#### Appendix C. List of Commodity Categories Sold by Input Suppliers

Vessel/engine repair  
Gear repair/replacement  
Equipment repair  
Fuel and lubricants  
Food  
Ice and bait  
Transportation, shipping, and storage  
Moorage  
Utilities  
Insurance  
Accounting  
Legal services  
Packaging and other materials  
Other Supplies