

REQUEST FOR PROPOSALS

Supporting Commercial Fishing Industry Transition to Marked Fishing Line on the West Coast: Purchase and Distribution of Line

Proposal Schedule

February 14, 2025	Request for Proposal (RFP) issued and distributed
February 25, 2025	Deadline for written questions regarding this RFP Please email questions to Michael Arredondo at marredondo@psmfc.org and Caren Braby at cbraby@psmfc.org
March 5, 2025	Q&A document, including the answer to the written questions posted on the PSMFC website at: http://www.psmfc.org/procurements/blog
March 26, 2025	Deadline for submission of proposals Proposals must be submitted by e-mail in pdf or as a MS Word document to: <ol style="list-style-type: none">1. Michael Arredondo – marredondo@psmfc.org2. Caren Braby – cbraby@psmfc.org Must include in the subject line: “RFP – Marked Fishing Line Purchase & Distribution”
April 7, 2025	Estimated date for release of selection results.

I. Request for Proposals (Program Description):

West Coast commercial fisheries have experienced higher levels of unintended species entanglements over the last decade. Fisheries managers at the state and federal level are implementing regulatory changes to require marked fishing line so that the root source of entangled species entanglements may be quantified and evaluated. Multiple sectors of commercial ocean fisheries are currently working to meet new requirements for marked fishing line. The color pattern of line and rigging configurations are determined by the regulatory agency for each sector. While there are multiple ways to meet the marked line requirement in terms of method of marking (including external marks that can be applied after manufacture and rigging of line), this RFP is considering manufactured line only, for which the color is an integral part of the fibers of the line itself.

PSMFC is seeking **proposals for line purchase and distribution to fishermen**, specifically for the California Commercial Dungeness Crab Fleet and California Department of Fish and Wildlife (CDFW) line-marking requirements. The CA Dungeness crab fleet includes 500+ permits and each permit will be evaluated by the CDFW for eligibility to receive a one-time distribution of free line to help transition the fleet (and conversion costs) to using marked line in the fishery. This distribution will include a major push to equip the fleet prior to the start of the 2025-2026 fishing season (which starts November 15, 2025). The PSMFC will work closely with the **Contractor** (entity that is selected from this RFP) throughout the program to ensure that there is appropriate date, time, location opportunities for eligible **Recipients** to pick-up their allotment of free line at a centralized distribution location. The **Vendor** is the line manufacturer, as proposed and agreed upon in the contract. While this RFP and submitted proposals should focus on the California Commercial Dungeness Crab Fleet needs, there is a possibility that in the near future this RFP may be expanded to purchase marked line for other fisheries sectors.

Proposals must address the following program outcomes elements, and provide detailed costs breakdown for each component:

- i. **Acquisition** of marked line, following the California Department of Fish and Wildlife proposed regulatory requirements. This must include the proposed Vendor for line (and include supporting documentation from that vendor of the line specifications), the cost per unit to the Contractor (substantiated by Vendor quote(s)), the proposed cost per unit to be charged to the program. The amount of line (of high quality) acquired and distributed is very high priority (as further described in selection criteria, below).
- ii. **Distribution Plan** for providing opportunities for Recipients to pick-up line at strategic, centralized locations across the California Dungeness Crab ports geography (Half Moon Bay to Crescent City). This must include a combination of brick/mortar locations and temporary distribution locations (as further described in distribution plan, below).
- iii. **On-site verification** of eligibility of Recipient of line a) authorized by CDFW (fishermen, permittee or other, as approved by CDFW) and b) only receives a single allotment of free line. Recipient must present proof of eligibility to get free line (allotment to be determined prior by PSMFC and Contractor prior to commencement of distribution). Documentation by Contractor of distribution of line to Recipients is required, and must be reported back to PSMFC and CDFW.
- iv. **Documentation, reporting and reimbursement** invoicing by Contractor for all distributed line and for the Contractor's costs for acquiring and distributing line, as approved in the contracting

process that will follow this RFP. Contractor will provide detailed invoices to PSMFC (including proof of distribution/recipients of line) at least quarterly.

II. Line specifications

In brief, there are 1) Color, 2) Material, Strength & Durability, 3) Size & Properties for line, and 4) Cost per unit of line. Each of these specifications must be met or exceeded in the proposal and described in full (reiterated and values specified) in the proposal.

- i. Color
 - a. BLACK/PURPLE (light) quality manufactured line
 - b. **“only dual-colored lines of purple and black shall be used to mark all Commercial Dungeness crab fishing gear as follows: (A) The purple and black colors shall be clearly visible and applied using only the following methods: 1. Painted in alternating solid color mark of 6-12 inches in length and cover the entirety (circumference) of the line; painted lines shall be regularly serviced and maintained in a condition to readily identify the line marking scheme of purple and black; or 2. Applied during the manufacturing process by the manufacturer of the line; the line shall be three strands; two strands shall be purple and one strand shall be black.”**
 - c. Only the reference to manufactured line (Method 2.) is relevant to this RFP. Draft regulatory citation:
<https://nrm.dfg.ca.gov/FileHandler.ashx?DocumentID=227704&inline>
- ii. Material, Strength & Durability
 - a. “Hard lay commercial Dungeness crab rope”
 - b. Breaking strength at least 3,750 lbs
 - c. High strength co-polymer fibers
 - d. Abrasion resistant
 - e. UV resistant
- iii. Size and Properties: Provide options at each distribution location
 - a. 3/8” or 7/16” diameter line
 - b. Floating or sinking line (comparable to Blue Steel (floating line) and Hydropro (sinking/neutral line)
- iv. Cost of line per unit measure that will be the basis of reimbursement request to PSMFC, not including costs for distribution.

Note: Any costs associated with ordering and distributing the line must be built into the proposal (as further described, below).

III. Distribution Plan Specifications

Distribution Plan shall be described in detail in the proposal. Plan must include the following elements, at a minimum.

Option 1: One brick & mortar distribution location (that is a business in operation and is under the control of the Contractor), with a minimum of three additional temporary distribution locations to provide Recipients pick-up opportunities outside of the geography of brick & mortar location.

Option 2 (preferred): Two (2) or more brick & mortar distribution locations (that is a business in operation and is under the control of the Contractor), with a minimum of four (4) distribution locations in total; temporary distribution locations may be described in lieu of brick & mortar locations, to provide Recipients pick-up opportunities outside of the geography of brick & mortar locations.

For either Option 1 or Option 2, proposals must address the following elements in detail:

- i. **Contractor point-of-contact information** that can be used during normal business hours and during distribution events, if those are different. Include names, addresses, phone numbers, email addresses.
- ii. **Distribution locations** with addresses, phone numbers, email addresses. Hours and days of week/dates of operation for each location.
 - a. Schedule of temporary distribution location events (propose the number of days for each distribution location, with proposed exact dates and times of operation; the actual schedule will be negotiated by PSMFC and Contractor)
 - b. For temporary distribution locations, specify
 - i. if the location is associated with a business or facility
 - ii. how the Contractor will advertise the distribution opportunity (notice must be at least 3 weeks prior to each event)
 - c. The combination of brick & mortar and temporary distribution locations must cover geography from Half Moon Bay to Crescent City by
 - i. Should include three ports south of Point Arena (suggestion of Bodega Bay, San Francisco Bay, and Half Moon Bay), and
 - ii. Should include two ports between Point Arena and the Oregon border (suggestion of Eureka and Crescent City).
 - d. Provide more than one date/time for each location to provide opportunities for Recipients to pick-up line.
 - e. If the Distribution Plan diverges from these suggestions, proposal must describe why and how the Distribution Plan meets the needs of the fleet.
- iii. **On-site verification protocol by Contractor** to establish and document Recipient eligibility to receive free line such that individuals only receive line free-of-charge one time.
- iv. **Documentation, reporting, and invoicing for reimbursement of costs experience and protocols** must be described in detail.

Additional details may be worked out after this opportunity is awarded and the contract finalized, per mutual agreement.

Note: All costs associated with the distribution of line must be built into the proposal; eligibility for free line will be controlled by vessel permit number (Contractor will be responsible for distributing line one-time ONLY to approved vessels); costs will be reimbursed as they are accrued by the Contractor (funds will not be provided upfront).

IV. Funding available and selection criteria

- i. **Total Funds Available: \$837,500 maximum**
 - a. Budget TOTAL for the Contractor's proposal must include all costs incurred for all elements described above, including acquisition of line, distribution plan

implementation, and the documentation/reporting/invoicing of work as it is completed.

- b. Budget breakdown of costs by major category
 - i. Acquisition of line details (e.g., salary and wages, benefits, supplies, other goods and services, administrative overhead (if any), and total cost).
 - ii. Distribution of line: For temporary distribution locations, provide cost per location and per event. The sum of all locations and events should provide the total cost for Distribution Plan.
 - iii. Reporting and Invoicing costs (e.g., salary and wages, benefits, supplies, other goods and services, administrative overhead (if any), and total cost)
- c. Any future opportunity to add sectors or funds would be by a follow-on agreement/contract.

ii. PSMFC will select the winning proposal based on the following criteria:

- a. Line quality/source proposed by Contractor: (30%)
 - i. Line Vendor must provide sufficient detail in written specifications that show they meet the criteria in Line Specifications, above. Line Vendor must be a reliable, timely, manufacturer that provides consistent quality product and has experience manufacturing uniquely marked line that meets the specifications.
 - ii. Proposal must include a sample proof; also, an additional proof will be required just prior to the time of ordering line, for approval by PSMFC and CDFW.
 - iii. Total length of line that will be distributed to the fleet, that is of high-quality construction and meets the fleet's needs (line size, floating/sinking). In other words, a high score in this proposal characteristic will maximize the amount of high-quality line that is distributed to the fleet. Recipients' allotment will not be specified by the proposal, but rather by PSMFC and CDFW.
- b. Distribution Plan will meet the needs of the fishing industry, providing ample opportunity to pick-up marked line from the Contractor: (30%)
 - i. Contractor has at least one brick & mortar storefront, and
 - ii. Contractor submits a reasonable Distribution Plan for port cities with geographic coverage, as described in Distribution Plan, above.
 - iii. Contractor proposes a reasonable communications plan to reach out to fleet about distribution events, as applicable to proposal.
- c. Contractor's experience (supported by a list of key personnel, roles for this proposal, and experience in this work): (25%)
 - i. Demonstrated experience ordering and distributing high-quality line for the rugged ocean environment
 - ii. Demonstrated experience working with eligibility lists and documenting distribution of products to Recipients (e.g. fishermen, permittees, etc.).
 - iii. Demonstrated experience preparing detailed and itemized invoices for reimbursement, supported by documentation of distribution events.
- d. Budget/Cost: (15%)

Submission deadline. The deadline for submitting proposals to PSMFC is 5 p.m. Pacific on **March 26, 2025**. It is anticipated that selection results will be announced by **April 7, 2025**.

Proposals should be submitted by e-mail to Michael Arredondo (marredondo@psmfc.org) and Caren Braby (cbraby@psmfc.org).

Information requests or questions. Questions should be directed to Michael Arredondo of the PSMFC at marredondo@psmfc.org and Caren Braby at cbraby@psmfc.org. Written questions can be submitted via e-mail by February 24, 2025. Responses to all written questions will be posted on the PSMFC website by March 5, 2025.