National Marine Sanctuary Foundation

DIGITAL CONTENT CREATION FOR REGENERATIVE TOURISM TRAINING

PURPOSE

The National Marine Sanctuary Foundation (Foundation) in partnership with Florida Keys National Marine Sanctuary (Florida Keys NMS) is looking to develop and maintain digital and educational training material content for a regenerative tourism training program which will be utilized in online learning platforms.

OVERVIEW

Project Background

The Florida Keys National Marine Sanctuary protects 3,800 square miles of water off the southern tip of Florida. Designated in 1990, the sanctuary is home to the only barrier reef in North America and more than 6,000 species, including more than 40 species of reef-building corals. It also protects cultural and maritime resources such as shipwrecks that are important to our Nation's history. This unique and special marine environment draws many tourists to the region and tourism is a major driver of the local economy. As such, a healthy and thriving marine environment is essential for the local economy.

The Florida Keys regenerative tourism program aims to empower local businesses to embrace a regenerative tourism business model, while also inviting locals and visitors to participate in existing regenerative tourism opportunities that contribute to their time in the Florida Keys National Marine Sanctuary. Regenerative Tourism is a travel practice that aims to help the environment, communities, and cultures that tourism impacts to grow and recover. It's a proactive and intentional approach that goes beyond sustainability's goal of "doing less harm". Regenerative tourism seeks to create a positive impact by restoring and revitalizing a destination's natural and cultural environments. Due to a changing global climate, regenerative tourism is vital to the economy and marine environment in the Florida Keys.

Visitors to this Florida Keys regenerative tourism site are introduced to the variety of regenerative tourism opportunities available within Florida Keys NMS and provided with any advanced training required for the activities. This opportunity to complete training in advance will save valuable vacation time for visitors, making their participation in these activities more feasible.

Local businesses will be offered free training on how to re-direct their business model around the concept of regenerative tourism in a financially sound way.

Local businesses and organizations that offer regenerative tourism activities will be given a free platform on which to advertise their opportunities and host their training(s).

To facilitate this online platform, the Foundation and Florida Keys NMS plan to utilize Tovuti online learning management system (LMS), which the Foundation has already acquired. Each

business/organization's individual program will have its own individual educational training module to share with visitors.

Need

The awardee will be working with the Foundation to:
Create a two-sided platform for regenerative tourism (RT) in the Florida Keys. One side will train local businesses on the value of RT and the steps they can take to integrate RT into their business model. The second side will introduce visitors (and locals) to the ecological value of Florida Keys NMS, as well as the idea of giving back while on vacation through regenerative tourism and present these visitors with RT opportunities in different areas of the Florida Keys, allow them to sign up for these opportunities, and complete any required training prior to participating.

The final training modules should be completed in plain language within PowerPoint and the PowerPoints should be set up to be easily converted for different programs as the platform continues to grow. These modules should have all information necessary to develop into content that is interactive in a digital format: such as videos enriched with interactions, interactive slides, drag-and-drop tasks with images, or interactive 360 environments. The slides should include the following elements:

- Engaging and accessible to different learners of varying ages and backgrounds;
- Meet section 508 compliance - this includes captions for all audio/video content, alt text for all images, and appropriate tags for content.
- Easy to follow;
- Incorporate interactive components throughout the content;
- Follow Foundation branding guidelines.

Background information on Florida Keys NMS, the Foundation and participating partners, as well as relevant photos/videos, and other required documents will be provided to the selected awardee in order to generate the above-requested materials.

During the development of interactive materials, we anticipate the content creator working with the Foundation, Florida Keys NMS, and relevant Foundation partners to review and provide feedback. The content creator is expected to keep an open line of communication with the Foundation and provide check-ins/updates with regard to the status of project completion, as outlined in the deliverables below. The PowerPoints created will be converted into SCORM files by Foundation staff and will then be incorporated into the training platform. The content creator will work with the Foundation to edit materials as necessary.

We included an example of an existing training PowerPoint module/presentation under the Additional Resources section as a PDF.

DELIVERABLES

1. First drafts of eight modules pertinent to various topics on regenerative tourism for business owners and employees (PowerPoint presentations and corresponding narration) for review and feedback – specific content/information to be provided to chosen candidate
2. Final versions of the eight modules pertinent to various topics on regenerative tourism for business owners and employees (PowerPoint presentation and corresponding narration) for integration into Tovuti
3. First drafts of knowledge reviews and surveys that correspond to the eight modules for business owners and employees – specific content/information to be provided to chosen candidate
4. Final versions of the knowledge reviews and surveys that correspond to the eight modules for business owners and employees
5. First drafts of eight modules pertinent on various topics on regenerative tourism for recreational individuals (PowerPoint presentation and corresponding narration) for review and feedback – specific content/information to be provided to chosen candidate
6. Final versions of the eight modules pertinent to various topics on regenerative tourism for recreational individuals (PowerPoint presentation and corresponding narration) for integration into Tovuti
7. First drafts of knowledge reviews and surveys that correspond to the eight modules for recreational individuals – specific content/information to be provided to chosen candidate
8. Final versions of the knowledge reviews and surveys that correspond to the eight modules for recreational individuals
9. Routine check-ins/updates via email at least once a week to inform the Foundation of the current status of the items outlined in the above need. These check-ins/updates should include information on advancements, percent completion, estimated completion dates, and any barriers/obstacles.

FUNDING AVAILABILITY AND PERIOD OF PERFORMANCE

The total project budget is not to exceed $25,000.

The project timeline is expected to take place from October 2024 – March 2025 (content creation) April 2025 to May 1, 2025 (editing/maintenance period). Final deliverables are expected to be sent to the Foundation no later than May, 1 2025.

Timeline of project activities and overall completion should be clearly addressed and outlined in the applicant's proposal.

TECHNICAL REQUIREMENTS AND EXPERIENCE

The organization or individual chosen should have:

- Educational background that includes knowledge of digital learning theories and experience with online digital learning platforms such as Tovuti, BlackBoard, Canvas, etc.
- Experience with digital creation, such as interactive videos and/or images.
- ∉ Experience working within Google Drive and commenting on/editing live documents.
- Access to and knowledge of PowerPoint.

- Experience with or understanding of the scuba diving community and marine conservation is preferred.
- Experience with regenerative tourism programs is preferred.

ELIGIBILITY

By submitting an offer in response to this RFP, the offeror certifies that it and its principal officers are not debarred, suspended, or otherwise considered ineligible for an award by the U.S. Government. The Foundation will not award a contract to any individual or firm that is debarred, suspended, or considered to be ineligible by the U.S. Government.

HOW TO APPLY

Please submit your application package to the Foundation through C-STAAR – the Foundation's Collaborative System for Tracking Activities, Awards, and Reporting – using the following link: C-STAAR (https://marinesanctuary.smartsimple.com/s_Login.jsp?lang=1&prole=0).

You will need to register your organization to begin your submission. You can find registration steps and instructions here (https://scribehow.com/shared/C-STAAR_Registration_Steps__q-vR229KTAmgA-a5t_8tmA).

While you are registering your organization, there is an opportunity to add multiple contacts for the organization. Please add more than one contact so more than one person has access to your contract(s)/submission(s) in the system. All contacts that are added to the organization profile will receive an email asking them to register in C-STAAR. Once the additional contacts register in C-STAAR, their account will be tied to the organization, and they will have access to the organization's submissions in the system.

Once you have set up your organization profile, navigate to the applicant home page (you can always access the homepage by clicking the "Applicant Homepage" button in the top right corner). You should then scroll down and click "View Active Contract RFPs" to find the Regenerative Tourism RFP.

Please direct all questions regarding the RFP or registering in C-STAAR to support@marinesanctuary.org with the email subject line: RFP QUESTION "Regenerative Tourism RFP" [Organization Name].

Applicants must submit the project proposal in the C-STAAR by 11:59 pm ET on September 30th, 2024. Determinations will be made by October 31st, 2024, and applicants notified shortly thereafter.

Project proposal should include and will be evaluated against (via a technical review committee) the following elements, for a total of **20 points**:

- Vision for this digital and interactive learning experience (**5 pts**.)

- Clear project timelines, including deliverables (**5 pts.**)
- Proposed Budget (**5 pts.**)
- 2-3 examples of previous client products submitted in the supplemental attachment section in 1 pdf document (**5 pts.**)*

The applicant should include these additional materials in their project proposal:

- PI and project team's CVs and/or outline of qualifications submitted in the supplemental attachment section in 1 pdf document
- 3 references submitted in the references section

ABOUT US

The National Marine Sanctuary Foundation was founded in 2000 by America's most influential ocean conservation leaders and works with communities and NOAA to conserve and expand these special places for a healthy ocean, coasts, and Great Lakes. Sanctuaries and monuments are our essential network of protected waters, owned by every American and championed by us. Connected by currents, they sustain miraculous species, coastal communities, and our shared heritage. The Foundation is a leading voice for U.S.-protected waters, and our work extends from the ocean floor to the classroom to Capitol Hill. The Foundation supports a growing portfolio of Community Stewardship, Outreach, and Education programs aimed at providing students, educators, and lifelong learners with opportunities to explore and discover connections to the natural world, no matter where they live.

TERMS & CONDITIONS

This is a Request for Proposals only. Issuance of this RFP does not in any way obligate the Foundation to make an award or pay for costs incurred by potential offerors in the preparation and submission of an offer. In addition:

a) The Foundation may cancel RFP and not award;
b) Foundation may reject any or all responses received;
c) Issuance of RFP does not constitute award commitment by The Foundation;
d) The Foundation reserves the right to disqualify any offer based on offeror failure to follow RFP instructions;
e) The Foundation will not compensate offerors for a response to RFP;
f) The Foundation reserves the right to issue an award based on an initial evaluation of offers without further discussion;
g) The Foundation may negotiate with short-listed offerors for their best and final offer;
h) The Foundation reserves the right to order additional quantities or units with the selected offeror;

i) The Foundation may reissue the solicitation or issue formal amendments revising the original RFP specifications and evaluation criteria before or after receipt of proposals;
j) The Foundation may modify the specifications without issuing a formal notice to all offerors when the revisions are immaterial to the scope of the RFP;
k) The Foundation reserves the right to waive minor proposal deficiencies that can be corrected prior to award determination to promote competition.

DISCLAIMER

The National Marine Sanctuary Foundation is an equal opportunity provider that is committed to diversity and inclusion. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.

ADDITIONAL RESOURCES

Information On The Online Learning Platform

The Foundation utilizes Tovuti as an online learning platform for one of our existing regenerative tourism programs, Iconic Reef Guardians. Formats supported by Tovuti as an online learning platform: MP4, PDF, JPG, PPTs, SCORM. Also, YouTube and Vimeo Pro Videos are supported as a replacement for MP4. These formats must be kept in mind for the further development of program's educational materials. Content that is created should be developed in a format that allows it to be used on the Tovuti platform **as well as outside the platform.**

Below is the list of different interactive content that correlates to a Tovuti subscription.

Interactive Digital Content:

- Video - Create videos enriched with interactions
- Courses - Presentation - Create a presentation with interactive slides
- Advanced - fill the blanks - Fill in the missing words
- Accordion - Create vertically stacked expandable items
- Agamotto - (Image Blender) - Create a sequence of images that gradually change
- Arithmetic - Quiz - Create time-based arithmetic quizzes
- Audio - Recorder - Create an audio recording
- Chart - Quickly generate bar and pie charts
- Branching - Scenario - Create dilemmas and self-paced learning
- Collage - Create a collage of multiple images
- Column - Column layout for H5P Content
- Dialog - Cards - Create text-based turning cards
- Dictation - Create a dictation with instant feedback
- Documentation Tool - Create a form wizard with text export
- Drag and Drop - Create drag and drop tasks with images
- Drag the Words - Create text-based drag and drop tasks
- Essay - Create essay with instant feedback

- Fill in the Blanks - Create a task with missing words in a text
- Find Multiple Hotspots - Create many hotspots for users to find
- Find the Hotspot - Create image hotspot for users to find
- Find the words - Grid word search game
- Flashcards - Create stylish and modern flashcards
- Guess the Answer - Create an image with a question and answer button
- Iframe Embedder - Embed from a url or a set of files
- Image Hotspots - Create an image with multiple info hotspots
- Image Juxtaposition - Create interactive images
- Image pairing - Drag and drop image matching game
- Image Sequencing - Place images in the correct order
- Image Slider - Easily create an Image Slider
- Mark - the Words - Create a task where users highlight words
- Memory - Game - Create the classic image pairing game
- Multiple - Choice - Create flexible multiple choice questions
- Personality - Quiz - Create personality quizzes
- Questionnaire - Create a questionnaire to receive feedback
- Quiz (Question Set) - Create a sequence of various question types
- Single - Choice Set - Create questions with one correct answer
- Speak - the Words - Answer a question using your voice
- Speak - the Words Set - A series of questions answered by speech
- Summary - Create tasks with a list of statements
- Timeline - Create a timeline of events with multimedia
- True/False - Question - Create True/False questions
- Virtual - Tour (360) - Create interactive 360 environments

Example of Training Module/Presentation

Note: This is a draft and not for any distribution purposes. Finalized content will be provided upon contract selection. The PDFs below show all components of existing interactive presentations that are being used within Tovuti hence the formatting on some overlaps. If you would prefer to review these materials in a more detailed format and to see other examples of existing SCORM files please email jreinbott@marinesanctuary.org, cbenson@marinesanctuary.org and cc support@marinesanctuary.org. Please title your email with "Regenerative Tourism - Request For Materials To Review".

Disclaimer The National Marine Sanctuary Foundation is an equal opportunity provider that is committed to diversity and inclusion. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.

National Marine Sanctuary Foundation

National Marine Sanctuary Foundation

What is the Iconic Reef Guardians Program?

Credit: Coral Restoration Foundation

MISSION: ICONIC REEFS

Pre-Program Survey

A diver outplants staghorn coral.

Credit: Reef Resilience Network

MISSION: ICONIC REEFS

National Marine Sanctuary Foundation

Marine Protected Areas

Credit: NOAA

What is a marine protected area (MPA)?

What are the goals of MPAs?

What is a "no-take" zone?

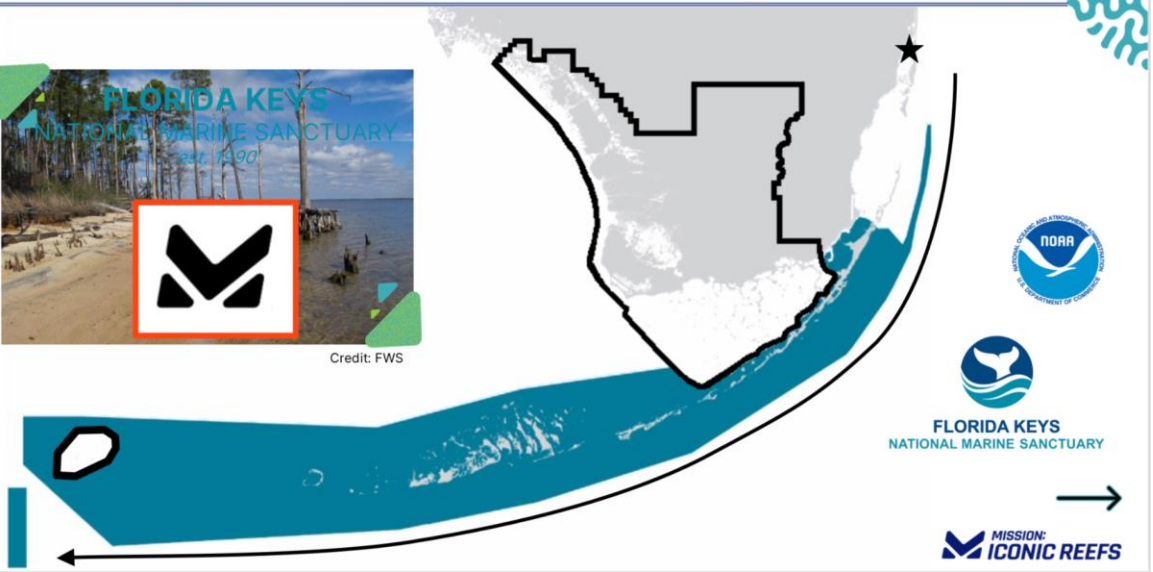
What role does NOAA play?

Map of NOAA's National Marine Sanctuary System

MISSION: ICONIC REEFS

Florida Keys National Marine Sanctuary

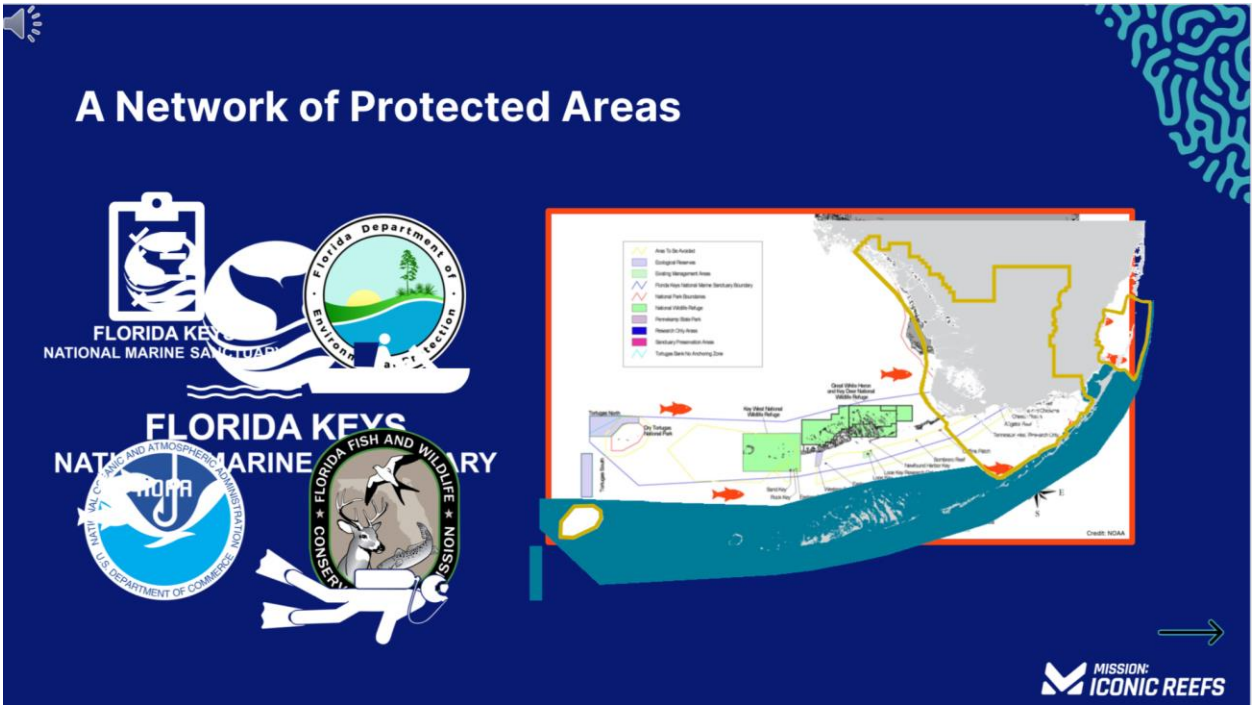
Credit: FWS

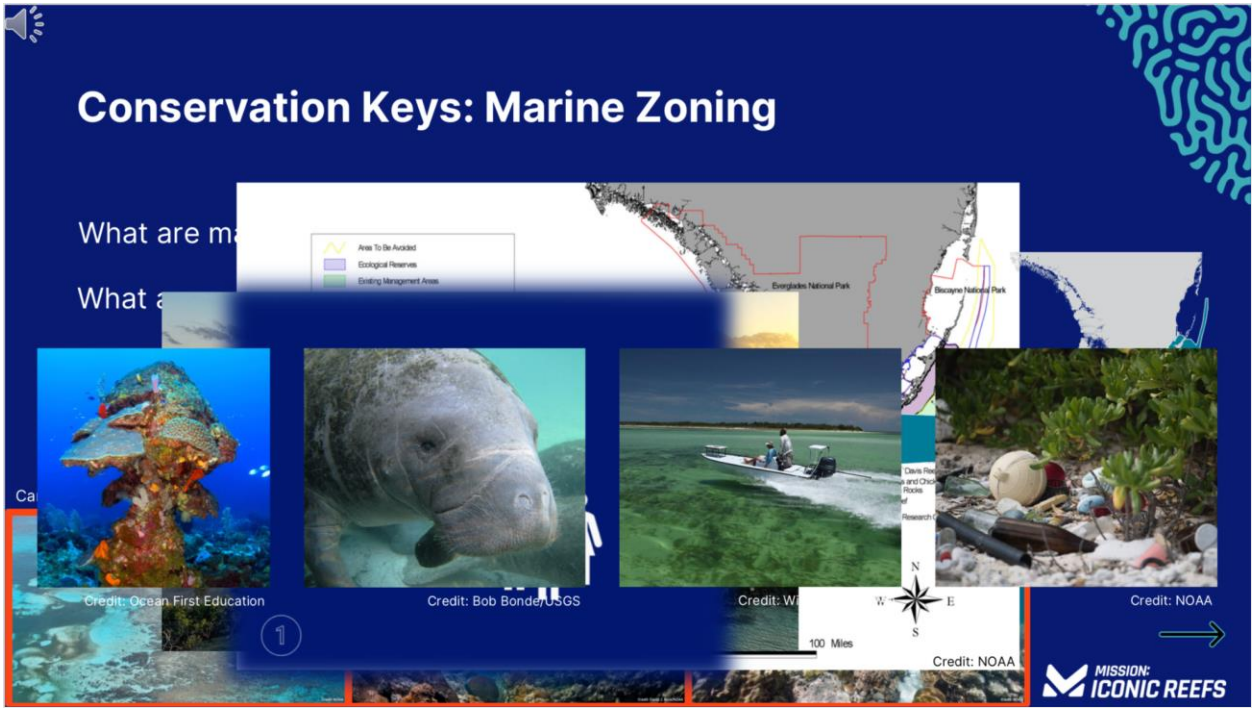


FLORIDA KEYS
NATIONAL MARINE SANCTUARY

MISSION: ICONIC REEFS

National Marine Sanctuary Foundation





National Marine Sanctuary Foundation

Check for Understanding

Select a question to begin:

1. What is a marine protected area?

2. Why is Florida Keys National Marine Sanctuary important?

3. What is the purpose of marine zones?

One of the seven iconic reef sites, Cheeca Rocks is dominated by large populations of star and other types of boulder corals.

Credit: NOAA

MISSION: ICONIC REEFS

Actions on Land Impact the Ocean

What is a

How do a

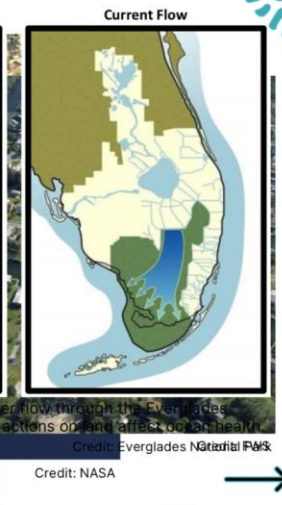
How the

Credit: Will Benson/NOAA

Credit: NPS

Credit: NOAA

Credit: FWS



The impacts of alterations to water flow through the Everglades provide just one example of how actions on land affect ocean health.

Credit: Everglades National Park

Credit: NASA

MISSION: ICONIC REEFS

National Marine Sanctuary Foundation

Coral Reefs Need Our Help!

How have corals been impacted over the last 40 years?

Who plays a role in

Credit:

Credit: Greg McFall/NOAA

Credit: Matt McIntosh/NOAA

Credit: Ocean First Education

Credit: NOAA

MISSION: ICONIC REEFS

Check for Understanding

Select a question to begin:

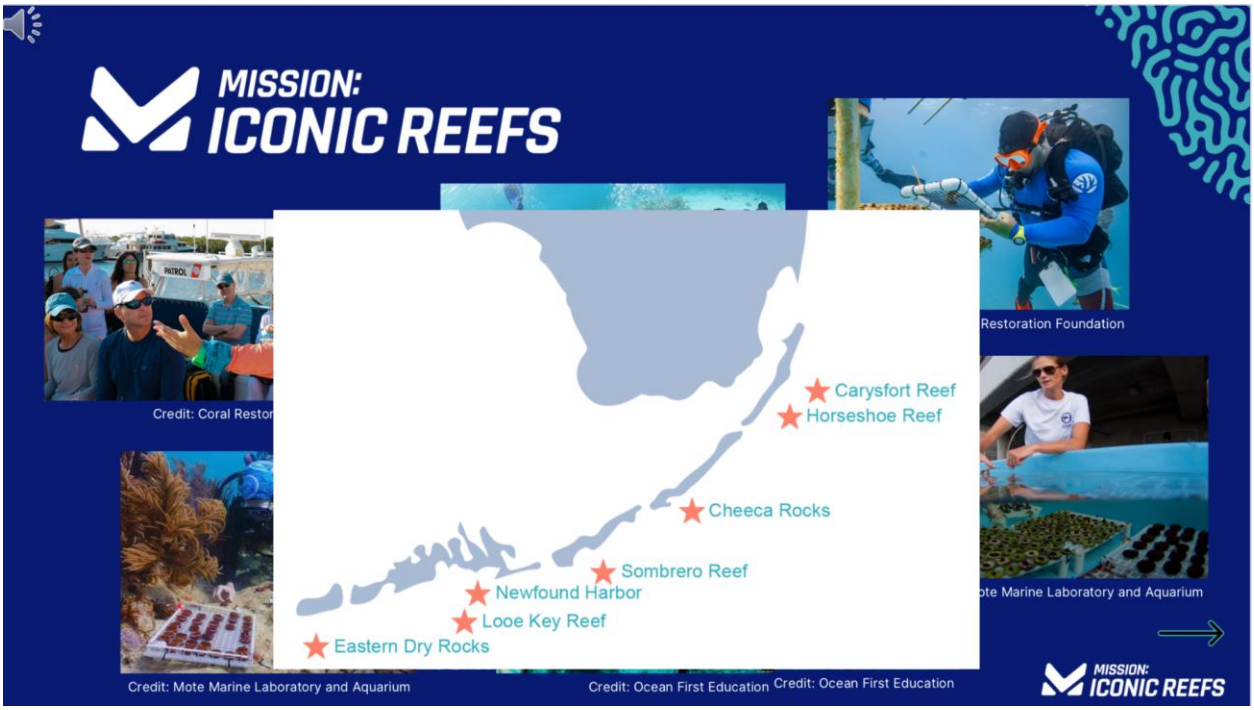
1. How can activities on land affect the health of the ocean?

2. Which statement best describes the loss of coral cover in the Florida Keys?

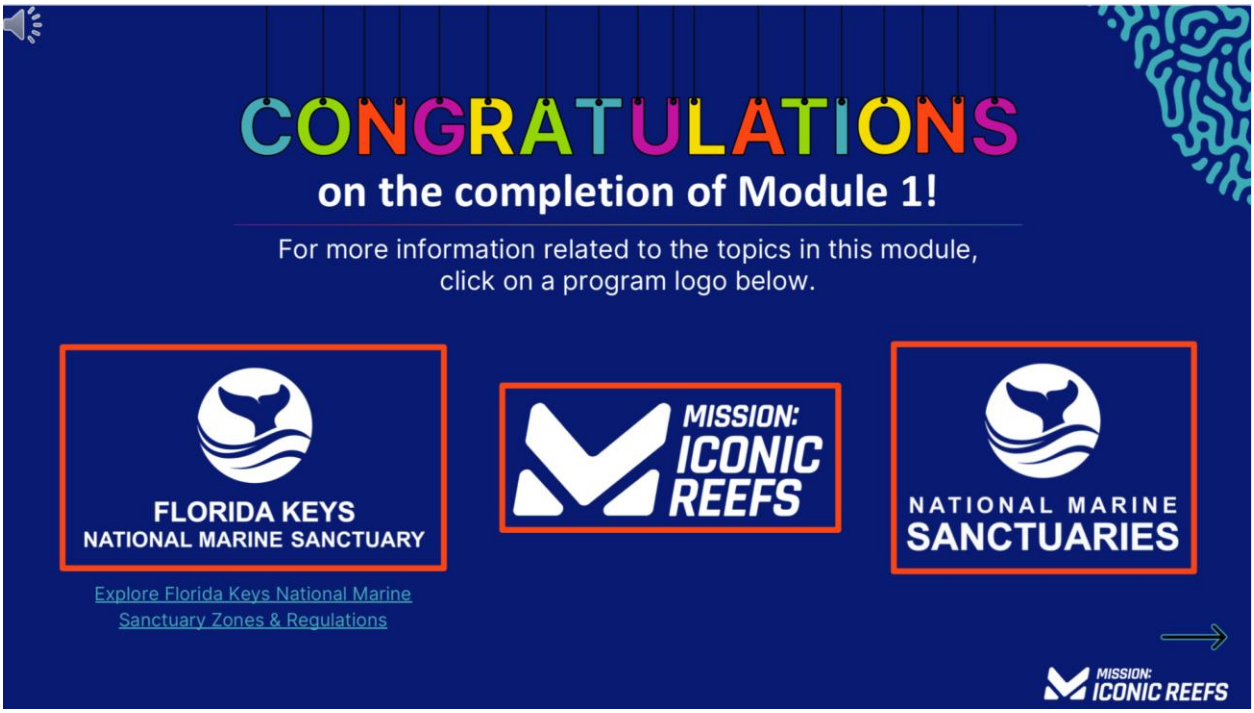
Deceased elkhorn coral at Sombrero Reef.
Credit: Ken Nedimyer/Coral Restoration Foundation

MISSION: ICONIC REEFS

National Marine Sanctuary Foundation



National Marine Sanctuary Foundation



301.608.3040 | 8601 Georgia Avenue, Suite 510, Silver Spring, MD 20910