

Social Science IDIQ Task Orders Awarded from FY2009 through FY2013

Task Name	Summary	Awarded Amount
Marine Spatial Planning Stakeholder Analysis	Perform a stakeholder analysis on the agencies and organizations involved in marine spatial planning (MSP). Provide information on specific stakeholders (e.g., regional ocean governance councils, state agencies, private industries, and consortiums), their interests, and their capacity to engage in MSP.	\$24,603.00
A Formative Evaluation of the Gulf of Mexico Climate Community of Practice	Conduct a formative evaluation of the Gulf of Mexico Community of Practice to determine if the program is meeting its objectives, the program is enabling the formation of new networks, the participants are satisfied and receiving benefits, and the overall program is effective.	\$24,818.00
Western Mississippi Sound Coastal Wetland Review	Design, organize, and conduct a workshop in Western Mississippi Sound to assess the coastal wetland stressors in the area, and develop a list of tools and strategies to address the stressors. Assess the gaps that need to be filled to reduce the trend of coastal wetland loss.	\$30,747.00
Multipurpose Marine Cadastre Focus Group Workshop	Provide process design and facilitation for a two-day workshop to identify data gaps and improve utility and functionality of the Multipurpose Marine Cadastre (MMC). Identify opportunities to extend the MMC utility to regional coastal and marine spatial planning efforts.	\$34,838.00
A Regional and National Inventory of Coastal Recreation and Tourism Data	Create an inventory of publicly available regional and national recreation and tourism data holdings to inform recreational and tourism-related employment, recreational activity preferences and participation, travel data, recreational expenditures, and recreational and tourism impacts.	\$34,845.00
Regional Data Management and Systems Development Workshop	Design, organize, and facilitate a regional data management workshop to identify standards and best practices that should be employed by the community to promote interoperability between national, regional, and state systems and to solidify a technical community of practice around ocean.data.gov.	\$35,656.00
A Summary and Review of Human Use Mapping in the Coastal Zone	Perform a compilation and synthesis of human use mapping approaches, considerations, and efforts underway. Characterize discrete methods, technical considerations, and recommendations based on current U.S. efforts, and identify barriers and benefits of approaches.	\$37,906.00

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New England Coastal Marine Spatial Planning	Design, organize, and conduct a multi-day workshop on coastal and marine spatial planning that advances the New England region's capacity and organization to develop a coastal and marine spatial plan for New England waters.	\$51,682.00
Hazard and Resilience Planning: Perceived Benefits and Barriers among Land Use Planners	Explore and document the factors underlying specific coastal hazards risk/resilience-related behaviors by specific target audiences. These underlying factors include individuals' attitudes, perceptions, beliefs, and historical experiences, as well as social, economic, and physical conditions that influence behaviors. Following a community-based social marketing model, explore perceived and actual benefits associated with engaging in specific resilient behaviors, as well as the perceived and actual barriers to engaging in those behaviors.	\$53,002.00
Pacific Services Center Facilitation Services 2011-2012	Provide process design and facilitation support to a number of workshops and meetings.	\$54,719.00
2013 Coastal Resource Management Trends Survey	Administer the 2013 trends survey to determine 1) priority coastal management issues by geographic region and audience type; 2) key science questions coastal managers are in need of addressing; 3) coastal management community practices in geospatial use and application; 4) training and technical assistance requirements, and what formats are most amenable; 5) priority partnership opportunities at the federal, regional, state, and local levels; and 6) how, to what degree, and for what discrete purposes coastal management professionals are using various types of communication technologies.	\$55,077.00
Shoreline Change Workshop of 2012: Perspectives on the Great Lakes	Design and facilitate the 2012 Shoreline Workshop in the Great Lakes and develop post-workshop materials.	\$55,460.00
Sea Level Rise Consensus Workshop	Design and facilitate a three-day workshop to bring together representatives from the agencies, institutions, and organizations with expertise in the area of sea level rise and related processes, as well as providers of products and tools used to support decision-making, to explore current understanding and reach consensus on the best information and best practices for the development and application of sea level rise (SLR) scenarios in Hawaii and the Pacific Islands.	\$56,585.00

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Pacific Services Center Facilitation Services 2012-2013	Provide process design and facilitation support to a number of workshops and meetings.	\$58,940.00
Economic and Social Impacts of a Changing Coastline in California	Analyze the economic and social impacts of changing coastlines in the State of California, including but not limited to use of harbors and beaches, impacts to coastal development and infrastructure, and impacts to other human uses of the coast. Identify and analyze existing documents and information, and identify information gaps.	\$59,395.00
Study of the Economic Effects of Shore Protection Projects in New Jersey, Delaware, and Maryland	Describe the economic impacts of the beach renourishment and other shore protection projects in New Jersey, Delaware, and Maryland. Characterize the direct and indirect economic impacts to the county, state, and national economies (including but not limited to jobs created, spending on tourism and recreation, storm damage reduction, and relative importance of the coastal economy to the total economy at both the local and state level) and to local (county or municipal), state, and federal governments (including but not limited to tax revenues generated, as a percentage of the total budget).	\$59,950.00
Needs Assessment for Training in Climate and Hazards Adaptation Planning and Implementation	Conduct a needs assessment for training and supporting resources for adaptation planning and implementation. Include the needs of coastal planners for information and skills to more effectively incorporate climate concerns into specifically existing comprehensive planning processes and pre-disaster recovery and redevelopment planning.	\$65,293.00
Adapting to Rising Tides	Provide process design, coordination, and meeting development support for the Adapting to Rising Tides project by supporting the subregional working group, providing economic analyses for asset vulnerability, and recommending next steps for roll-out of the project's products to communities within the subregion.	\$72,238.00
A Community-based Social Marketing Approach to Promoting Safe Growth in Coastal Communities	Use a community-based social marketing framework to provide a strategy for reducing planners' barriers to implementing hazard mitigation strategies and ultimately making communities safer by incorporating hazard-resilience practices.	\$76,514.00

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Task Name	Summary	Awarded Amount
Managing our Changing Shoreline: Site Selection: Site Selection Workshops	Provide process design and facilitation support to workshops as part of a larger project to develop and test climate adaptation planning and processes and tools at scales appropriate to developing solutions for San Francisco Bay area local implementation.	\$77,870.00
Understanding and Communicating the Value of the Gulf of Mexico "Coastal Restoration Economy"	Provide technical support to identify, compile, and communicate existing information on the economic benefits of previously constructed coastal restoration projects in the Gulf. Emphasis is on direct market benefits such as job creation, but ecosystem service benefits will be described as well, since both types of benefits are important when evaluating the return-on-investment of restoration projects. Describe the major components of the total economic benefits of restoration projects, including market and nonmarket benefits; market values (the primary focus of this effort) shall be addressed in quantitative terms, but potential nonmarket values shall be listed and described.	\$84,873.00
A Report on the Ocean and Great Lakes Economy of the United States	Analyze Economics: National Ocean Watch data and develop national, regional, and state reviews of economic activity that depends on the oceans and Great Lakes. Show the size and composition of the ocean and Great Lakes economy, its spatial distribution, and trends from 2005 to 2009. Present summaries and findings primarily through the use of infographics and other graphic visual representations in an engaging, user-friendly format that is easily understood by lay audiences.	\$86,571.40
Indicators for a Resilient Tourist Industry	Identify a set of benchmark indicators of tourism industry resilience in two select geographies of the United States: the San Francisco Bay (inner and outer coast) and the Central North Carolina Coast (maps defining these boundaries to be provided by the Center). Use a Delphi methodology for the information collection portion of this project. Determine the critical components of tourism in these geographies (i.e., what makes them unique travel destinations?) and assess which elements are most critical to maintain or market to secure their destination image to maximize tourism market revenue through times of adversity and crisis.	\$88,300.00

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Task Name	Summary	Awarded Amount
NOAA Coral Reef Conservation Program Question Bank	Develop an Office of Management and Budget (OMB) approved bank of questions from which the NOAA Coral Reef Conservation Program could draw for the triennial surveys. Develop the questions around socioeconomic variables (such as attitudes and perceptions of coral reefs and management) and shepherd these questions through the approval process required by the OMB under the Paperwork Reduction Act.	\$89,848.00
Support for the National Weather Service Hurricane Local Statement and Hazard Simplification	Refine and test an updated National Weather Service Hurricane Local Statement and Tropical Cyclone Valid Time Event Code (VTEC) product package and recommend final product package format and content. Refine and test and prototype hazard simplification products for winter weather and recommend final product format and content, including recommended headline terms to effectively convey the message, text used within the Watch, Warning, Advisory messages themselves, and associated graphics and formats for access via the Web.	\$89,929.00
A Policy Analysis of the Application of Ecosystem Services Values	Develop a snapshot of the current status of ecosystem service values (ESV), determine how ESV informs policy, develop the questions that ESV information should address, and develop recommendations on the prioritization of future investments in ESV.	\$90,330.00
"How To" Guidance on Quantifying Costs and Benefits of Resilient and Adaptive Infrastructure	Develop guidance on designing and conducting economic analysis to provide locally relevant information about the costs and benefits of resilient and adaptive infrastructure in the face of current and future inundation hazards.	\$90,808.00
Cultural and Economic Impacts of a Changing Coastline: The North Atlantic Coast from Maine to the Chesapeake Bay	Focus on the cultural and economic impacts of a changing coastline in the North Atlantic region, from northeastern Maine to the mouth of the Chesapeake Bay, including major estuaries. Include impacts related to the use of shipping harbors and beaches, impacts to coastal development, and impacts to other human uses of the coasts. Identify and analyze existing documents and information and identify information gaps.	\$91,734.00

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Florida Coral Monitoring Social Survey	Administer the South Florida survey of the National Coral Reef Monitoring Program (NCRMP). Gather and analyze a collection of socioeconomic variables, including those related to knowledge, attitudes, and perceptions of coral reefs and coral reef management of South Florida residents.	\$96,098.00
Scoping Study: Towards a Methodological Framework for Assessing the Value of the National Estuarine Research Reserve System Education Programs	Develop and produce a conceptual model and preliminary framework for assessing the value of site National Estuarine Research Reserve System (NERRS) education programs to site management, protection, and conservation of the research reserve system. Ground-truth the preliminary framework at selected NERRS sites. Produce a set of introductory educational materials, for use by NERRS managers and education coordinators, which will help them communicate the value of education programs (potentially in economic terms) and provide them with guidance to adapt and adopt the preliminary framework.	\$99,999.00
Economic, Environmental, and Social Benefits of Regional Ocean Partnerships	Determine the progress the three Regional Ocean Partnerships (ROPs) have made towards achieving their goals, the benefits that have been realized as a result of this progress, and the attribution of the benefits the nation receives to ROP activities. The ROPs included in this work are the Gulf of Mexico Alliance, the West Coast Governors Alliance, and the Northeast Regional Ocean Council.	\$109,217.00
Great Lakes Beach Hazards	Identify how beachgoers perceive the risk of dangerous currents and waves in the Great Lakes. Evaluate the effectiveness of current messages and delivery mechanisms. Recommend ways to increase the effectiveness of information beachgoers receive about hazards in the swim zone through general outreach material and through the current Warning/Information system. Develop a template for a comprehensive risk communication outreach and marketing strategy for Great Lakes audiences.	\$114,408.00
Facilitation and Coordination of Pacific Services Center-Affiliated Meetings and Workshops	Provide process design and facilitation support to a number of workshops and meetings.	\$115,485.00

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An Evaluation of Coastal Services Center Technical Assistance	Perform an evaluation of the technical assistance that the NOAA Coastal Services Center provides to its customers. Include in the evaluation the utility and effectiveness of technical assistance, the factors or qualities that customers most appreciate about the technical assistance provided, the value that customers find in case studies and other products documenting how technical assistance was used to address an issue in a specific locale, the return on investment generated by technical assistance provided to customers, and the factors that influence costs and benefits; performance measures that will improve future assessments of return on investment, based on the factors identified in the above item, the types of technical assistance that should be prioritized given the need, level of effort, and relative benefit associated with each type of technical assistance, the feasibility of using Web-based technologies to deliver technical assistance to customers, and options for organizing, delivering, and documenting substantial technical assistance that could increase its efficiency, effectiveness, and utility to the customer base.	\$116,800.00
Coastal Storms Program: An Evaluation of Outcomes in the Gulf of Mexico	Evaluate the outcomes of the Coastal Storms Program in the Gulf of Mexico project area, specifically to assess and describe the short- and mid-term outcomes and the related economic effects.	\$120,691.00
Storm Surge Marketing Plan	Develop a storm surge marketing plan to 1) make the target audience aware of National Weather Service (NWS) storm surge products that can be used to better explain the risk of storm surge in their community and 2) suggest actions community members can take to protect themselves from the risk. In addition, develop and deliver an interactive presentation and discussion session on risk behavior and risk communication to educate the target audience and NWS personnel. The target audience includes broadcast meteorologists and emergency managers. This work is a follow-on to a storm surge risk communication task order funded by the NWS.	\$123,007.00

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Economic and Social Impacts of a Changing Coastline in the Great Lakes Region	Analyze the economic and social impacts of changing coastlines in the Great Lakes region, including but not limited to the use of harbors and beaches, impacts to coastal development and infrastructure, and impacts to other human uses of the coasts. Include general socioeconomic and cultural trends, the cost of beach nourishment and other shoreline management expenditures, and examples of economic and cultural effects of erosion and accretion.	\$123,796.00
Response to Economic Impacts of Weather- and Climate-Related Disasters	Review and describe the data and methods currently and historically used by NOAA and others to generate estimates of the economic impacts of weather- and climate-related disasters, the purposes for which these estimates are being developed, and the uses to which they are being applied. Evaluate the internal consistency of data and methods used by NOAA to generate estimates of the economic impacts of these disasters, their consistency with the data and methods used by others for similar purposes, and their consistency with relevant government and private sector policy and guidance on damage estimation. Identify and suggest approaches to overcome time-dependent biases and uncertainties in the data and methods.	\$133,700.00
Economic Assessment of Climate Change Adaptation: Pilot Studies in the Great Lakes Region	Perform two pilot studies in the Great Lakes region to assess the effectiveness of managing future land use as a means of reducing the negative effects of future flooding. Specifically, identify threats from increases in extreme precipitation and identify land use policy options for minimizing damages from these events to include green infrastructure, gray infrastructure mods, and habitat restoration components.	\$207,162.00
Stakeholder Engagement to Demonstrate Integrated Water Resources Science and Services for River Basin Commissions in the Mid-Atlantic	Work with four River Basin Commissions and their stakeholders in the Mid-Atlantic region to validate existing gaps and identify new gaps in water resource services, quantify the socioeconomic benefit of addressing these gaps, and demonstrate new Integrated Water Resources Science and Services capabilities to address stakeholder needs.	\$279,959.00

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New York/New Jersey Shoreline Restoration Trade-Off Analysis	Develop information needed to assess trade-offs associated with shoreline restoration alternatives in affected areas of along the coast of New York and New Jersey. The shoreline restoration alternatives must address the needs of impacted coastal communities and contribute to their long-term resilience to hazards.	\$290,804.00
Hurricane Forecast Improvement Program Socioeconomic Research and Recommendations	Assess user needs for wind information, focusing on audience analysis and identification of their needs by characterizing discrete target audiences and identifying their perceived barriers and benefits of communicating information. Provide recommendations from the research on communicating tropical cyclone hazard predictions and how this affects segments of the at-risk populations by testing developed products.	\$324,406.00
Stakeholder Engagement to Document Information and Service Needs and Demonstrate Integrated Water Resources Science and Services for River Basin Commissions	Conduct and document stakeholder engagement activities with the Ohio River Basin Commission and the Russian River Watershed Association, and their respective stakeholders, through two one-day stakeholder forums and a follow-on survey in the Ohio River Basin and a one-day stakeholder forum and follow-on survey in the Russian River Basin. Conduct a three-day Flash Flood Summit and document stakeholder engagement activities with the Integrated Water Resources Science and Services partner agencies and approximately 50 flash flood stakeholders.	\$347,466.00
Fisheries Socioeconomic Monitoring Instrument Design and implementation	Design time series data collection program on social and economic information related to vessel crew and vessel captain/owners in the Northeast region using a methodological approach which best combines scientific rigor in sample frame characteristics and sample size. Prepare surveys for final implementation that best combine scientific rigor in sample frame characteristics and sample size. Shepherd the surveys through the approval process required by the Office of Management and Budget under the Paperwork Reduction Act. Implement the surveys and compile and analyze the results.	\$390,543.00