



Request for Proposals: Marine Park Natural Areas Framework

Project Summary: Marine Park Alliance (MPA) has been awarded a grant from the New York-New Jersey Harbor & Estuary Program (HEP) to lead the development of a Marine Park Natural Areas Restoration Framework. Building on decades of restoration by NYC Parks, the U.S. Army Corps of Engineers, the Natural Areas Conservancy, and other organizations, this project will identify 5-10 priority restoration opportunities in Marine Park. A consultant-led process will integrate scientific expertise with extensive engagement of southern Brooklyn residents. Each restoration opportunity identified will include preliminary conceptual designs and cost estimates that position projects for future implementation funding through city, state, federal, and philanthropic sources.

Marine Park Background: Marine Park is a 798-acre park owned by the New York City Department of Parks and Recreation (see park map [here](#)). Marine Park is one of New York City's most significant estuarine landscapes – a rare mosaic of salt marsh, coastal grassland, maritime forest, and tidal creek embedded within a dense urban environment. With 530 acres of protected natural areas, the park forms a critical ecological link within the Hudson-Raritan Estuary, supporting migratory birds, fish, crabs, pollinators, and other marsh-dependent wildlife. As a nonprofit partner of NYC Parks, MPA helps steward Marine Park in close collaboration with agency and community partners. As the recipient of this HEP award, MPA is serving as the lead sponsor of the Marine Park Natural Areas Framework (refer to Appendix A for the physical boundaries of this project).

Project Need: Despite its history of restoration efforts over the past several decades, Marine Park currently lacks a comprehensive, community-driven restoration vision to guide future stewardship. Ongoing stressors, including brushfires, shoreline erosion, overabundant invasive species, hydrologic impairments, abandoned vehicles, dumping, and unauthorized motorized recreation, continue to threaten ecological gains. Climate change intensifies these pressures through sea level rise, saltwater intrusion, and increased storm surge. Without a unified framework that integrates science, management priorities, and community values, past investments remain vulnerable, and opportunities for new capital funding are limited.

A comprehensive restoration framework is therefore urgently needed to consolidate decades of ecological progress, address current and emerging threats, and establish a clear roadmap for the next generation of habitat restoration, shoreline resilience,

and public access improvements. In doing so, this project directly responds to HEP's call for community-centered restoration planning that advances Target Ecosystem Characteristics (TECs) while strengthening local stewardship capacity. This project will focus on six TECs in particular: Coastal & Maritime Forests, Wetlands, Shoreline & Shallows, Habitat for Waterbirds, Habitat for Fish & Crabs, and Public Access.

Receivables: Selected consultants shall receive the following from MPA during project kickoff:

- Project contract, outlining schedule, deliverables, communications protocols, and other important details for project governance
- Synthesis of existing ecological data and planning documents for Marine Park
- List of important stakeholders and community leaders to engage in the planning process

Expected Outcomes:

1. Site Assessments & Technical Engagement (Fall 2026-Winter 2027)
 - a. Convene technical workshop to engage selected scientists, land managers, and partner organizations to identify restoration opportunities across the six TECs.
 - b. Conduct site assessment with the stakeholders described above to identify stressors, invasive species, debris, hydrologic impairments, and shoreline vulnerabilities
 - c. Consultant to provide facilitation, compile input, synthesize discussion, and summarize recommendations
2. Consultant-led Community Engagement (Spring-Summer 2027)
 - a. Organize and convene robust series of 3-5 public workshops/listening sessions to gather community input on restoration priorities and access improvements. Each event to include:
 - i. Multilingual outreach/access
 - ii. Focus groups
 - iii. Mapping exercises
 - iv. Community advisor participation [stipends for participation are separately funded]
 - v. Youth engagement through MPA's Teen Leadership Program
 - b. Consultant to deliver event facilitation, discussion synthesis, and summary of input for the final framework document [MPA to provide venue space and translation services]

3. Comprehensive Restoration Framework (Summer-Fall 2027)
 - a. Synthesize information above to create a publishable document that identifies 5-10 priority habitat restoration and shoreline resilience projects that integrate community knowledge and priorities
 - b. Framework to include preliminary conceptual designs, permitting considerations, and basic cost estimates that position future projects for implementation funding through city, state, federal, and philanthropic sources.

Qualifications: Competitive proposals will demonstrate the following characteristics.

- Experience in ecological restoration with a focus on wetland and estuarine habitats
- Experience with community engagement and communications with multiple stakeholders/audiences
- Experience in working with small non-profit organizations
- Experience delivering quality work on a tight budget
- Knowledge of Marine Park

We strongly encourage Brooklyn-based and MWBE-certified consultants to apply.

Questions: MPA will provide a clarification period during which prospective bidders may submit questions regarding the RFP, scope of work, submission requirements, or other aspects of the procurement process. **All questions must be submitted to reachus@marineparkalliance.org by October 21, 2026.** Please include “Marine Park Natural Areas Framework” in the subject line of all inquiries. MPA will compile responses to substantive questions and incorporate them into the RFP as an addendum. The questions and responses will be made publicly available. Bidders are encouraged to submit questions early during the clarification period to ensure adequate time for responses and review.

Proposal Submissions & Evaluation:

Proposals in response to this RFP should include:

1. Brief introduction
2. Relevant experience on this type of project
3. Proposed approach to working with us
4. Draft scope of work with timelines
5. Sample work: messaging and strategy, as well as graphic work
6. Itemized budget with estimated hours and hourly rates for each portion of the scope.
7. Contact information for three references from similar engagements

Marine Park Alliance has a limited budget of \$100,000 available for this work, but may pursue additional funding to expand the project. The services listed in this RFP represent MPA's desired scope, but respondents should explain what can realistically be accomplished within a \$100,000 budget and identify additional services or enhancements that could be added as funding becomes available. Proposals will be evaluated in part on the clarity, flexibility, and scalability of the proposed scope and budget. MPA will prioritize proposals that demonstrate the flexibility to work with limited resources.

Evaluation of proposals will be made based on clarity and specificity of how the contractor will address the needs indicated in this RFP, relevant experience/work sample(s), and cost. After the proposal submission and initial review process, all RFP respondents will be notified of the outcome. Virtual presentations may be scheduled for submission finalists. Proposals must be received electronically.

Deadline to Submit: November 18, 2026.

- Submit via email to reachus@marineparkalliance.org. Phone inquiries will not be accepted.
- Interviews may be conducted with selected finalists.
- Contract to be awarded by December 15, 2026 with a view to complete the project by December 15, 2027.

Appendix A: Marine Park Natural Areas Framework Project Boundary

