

## REQUEST FOR PROPOSALS

The Poudre Heritage Alliance (PHA) is soliciting proposals from qualified firms to complete work on a Comprehensive Interpretive Plan (CIP) for inclusion in the Cache la Poudre River National Heritage Area (CALA) Management Plan. The CIP will identify goals and strategies related to the interpretation of the CALA as required by the National Park Service (NPS) of all National Heritage Areas.

The CALA represents the flood plain area around the Cache la Poudre River and begins in the foothills of the Rocky Mountains northwest of Ft. Collins, crosses Interstate 25 near Timnath and passes north of Greeley before terminating at its confluence with the South Platte River in rural Weld County.

The full RFP and supplementary materials may be obtained via the City of Greeley website at <http://greeleygov.com/CommunityDevelopment/naturalresources.aspx>. Final project reports and final copies of all deliverables are due to the PHA no later than **February 3, 2012**, so the project timeline should be planned accordingly.

Sealed proposals must be received at the City of Greeley City Hall Annex, 1100 10<sup>th</sup> Street, Suite #202, Greeley, Colorado 80631 by **August 23, 2011 at 5:00 p.m.**

For additional information, contact Larry Gamble, Branch Chief - NPS at 970 586-1320, [larry\\_gamble@nps.gov](mailto:larry_gamble@nps.gov) or Chris Kennedy, Planner II, at (970) 350-9781, [chris.kennedy@greeleygov.com](mailto:chris.kennedy@greeleygov.com) between 7:30 a.m. and 6 p.m. Wednesday through Friday.

Poudre Heritage Alliance  
Rick Brady  
Board Chair

# REQUEST FOR PROPOSALS

## FOR

### A COMPREHENSIVE INTERPRETIVE PLAN FOR THE CACHE LA POUFRE RIVER NATIONAL HERITAGE AREA, AS REQUIRED BY THE NATIONAL PARK SERVICE.

#### I. BACKGROUND

The Poudre Heritage Alliance is soliciting proposals from qualified firms to complete a Comprehensive Interpretive Plan (CIP) as required by the National Park Service (NPS) of all National Heritage Areas. The CIP will identify goals and strategies related to the interpretation of the Cache la Poudre National Heritage Area (CALA).

NPS staff began work on the CIP in 2002, and although the project was never completed, the firm that is selected can anticipate having existing resources with which to begin work. Existing draft materials may be reviewed at the following location:

<http://greeleygov.com/CommunityDevelopment/naturalresources.aspx>

The CALA is defined by the 100-year flood plain of the Cache la Poudre River, extending some 44 miles across northern Colorado. The CALA follows the river from its mouth in the foothills of the Rocky Mountains northwest of Ft. Collins, crosses Interstate 25 near Timnath and passes north of Greeley before terminating at its confluence with the South Platte River in rural Weld County. The area is largely comprised of rural and agricultural lands, but does come in close proximity to Ft. Collins, Timnath, Windsor and Greeley.

The CIP project will be funded by the National Park Service and Poudre Heritage Alliance, the non-profit organization charged with managing the CALA.

#### II. SCOPE OF SERVICES

1. Develop a CIP that addresses but is not limited to the following topics:
  - a. Public Outreach;
  - b. Heritage Area Significance;
  - c. Interpretive Vision, Goals, Objectives;
  - d. Primary Interpretive Themes;
  - e. Desired User/Audience Experiences;
  - f. Heritage Area User and Audience Profiles;
  - g. Existing Conditions, Issues, and Influences;
  - h. Recommendations and Implementation Strategies.
2. Plan and conduct at least one (1) input meeting for the general public.

3. Provide a minimum of three (3) interim progress reports and plan drafts to the PHA for comment and revisions.
4. Provide final plan to the PHA and NPS. The consultant shall provide twenty (20) hard copies of the final work product and two CDs with an electronic version of all final work products, compatible with the Microsoft Office software, including a pdf version of the final report. The PHA will distribute to the NPS one hard copy of the final work product and one CD with the electronic version.
5. Revise plan as requested by the PHA and NPS.
6. The methodology will be in accordance with the National Association for Interpretation's Guidelines for Interpretive Planning.
7. The consultant will provide the following deliverables:
  - a. Initial overview meeting with PHA, consultant and NPS;
  - b. Minimum of one (1) public input meeting;
  - c. Twenty (20) hardcopies of the final plan;
  - d. Two (2) copies PDF version of final plan on CD;
  - e. Periodic Progress meetings as necessary with PHA as requested.

### **III. SCHEDULE AND TIME FRAME OF SERVICES**

Final CIP and final copies of all deliverables are due to the PHA and NPS no later than **February 3, 2012**.

The schedule for submission of proposals and final selection of the successful firm is as follows:

<u>Deadline</u>	<u>Completion Date</u>
Submission of proposals	<b>August 23, 2011</b>
Final Selection	<b>September 9, 2011</b>

### **IV. FORMAT FOR SUBMISSION OF PROPOSALS**

A letter of transmittal and fifteen (15) copies of the firm's proposal with information organized in the same order as requested herein are required.

1. Name, address, and brief description of the firm.
2. Resumes of the firm's key personnel and proposed organizational chart for this project.

3. Statement of the firm's abilities and qualifications to perform the services requested, including how the firm meets the Secretary of the Interior's Professional Qualifications Standards.
4. Description of the proposed method to be used by the firm to complete the required scope of services. Provide a timeline for completion for the required scope of services, which will include review and approval by the PHA and NPS.
5. Proposed cost of providing required scope of services. All prices quoted must be firm for a period of 250 calendar days following the opening of the proposal.
6. Description of other projects, complete with references, in evidence that the firm has provided similar services.
7. A maximum of five (5) pages of other information not included above which may be useful and applicable to providing the requested services.

## **V. ISSUING OFFICE AND POINT OF CONTACT**

Sealed proposals must be received at the City of Greeley City Hall Annex, 1100 10<sup>th</sup> Street, Suite #202 by **August 23, 2011 at 5:00 p.m.**

The request for proposals is issued by the Poudre Heritage Alliance in cooperation with the National Park Service. Questions should be directed to:

Larry Gamble, Branch Chief – NPS, 970 586-1320  
larry\_gamble@nps.gov

Chris Kennedy, Planner II – City of Greeley/PHA, 970-350-9781  
chris.kennedy@greeleygov.com

## **VI. EVALUATION OF PROPOSALS**

A selection committee representing the interests of the PHA and the NPS will conduct an evaluation of proposals. The selection shall be based on the following criteria:

1. The firm's history and resources demonstrating capability to perform the required services.
2. Listing and resumes of key personnel to be used on the project.
3. Related experience of key personnel.
4. Ability to relate to project requirements.
5. Ability to perform the services in a timely manner.
6. A reference check of previous clients.

The chosen firm will be the firm which best meets the criteria, not necessarily the firm with the lowest bid.

**VII. LIMITATIONS TO LIABILITY**

Neither the PHA nor the NPS assumes any responsibility or liability for costs incurred to consultants in responding to this request for proposals or in responding to further requests for interviews, additional data, etc. prior to the issuance of a contract.

**VIII. PROCEDURES IN THE EVENT THAT NO FIRM IS SELECTED**

Final selection of a firm to provide the selected services will follow successful negotiation that best serves the interests of the public, the PHA and the NPS. Should no firm be selected, a second advertisement and request for proposals may be issued.

**IX. CONTRACT**

The selected firm shall execute a contract with the PHA for Consulting – Professional Services.