

University of North Alabama

Request for Proposal

RFP2010-28

*Management Plan
For the*

Muscle Shoals National Heritage Area

Released: July 20, 2010

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I. General Information

A. Introduction and Proposal Expectations

The University of North Alabama is seeking proposals and cost estimates to develop a management plan and its accompanying environmental document (environmental assessment or environmental impact statement) for the Muscle Shoals National Heritage Area, (MSNHA) per the requirements outlined in the federal regulation. This management plan will provide short and long term strategies for managing the National Heritage Area (NHA) over the next 3-15 years as it protects and maintains cultural and natural resources; accommodates sustainable uses; provides for visitor education and enjoyment; develops public understanding of the identity, purpose and significance of the NHA; and ensures the implementation of activities that support partnership opportunities. The type of environmental document needed will be made after public scoping. For purposes of this request for proposal, the decision on an environmental assessment is considered appropriate.

The MSNHA is a federally designated NHA operating under the University of North Alabama (UNA). This NHA covers six counties in northwest Alabama in the Tennessee River watershed. The mission is to preserve, interpret and promote the heritage and culture of the area. MSNHA seeks to inform educate, develop and interpret visitor-ready sites, create living history experiences, chronicle the evolution of the area's landscape and extend the opportunities to the largest possible audience possible. Refer to the MSNHA website for copies of the federal regulations: <http://www.una.edu/msnha/>.

The contractor's proposal shall outline their ideas and approach for conducting the management plan and meeting the requirements of its accompanying environmental document. The contractor shall outline the tasks, strategies and deliverables they would perform and provide if they were selected to develop the management plan and environmental document. The contractor will also identify how they plan to use local experts in the development of this plan. This would include the possible role of local experts as sub-contractors as part of the management planning. The proposal should also provide a list of references, including those that can attest to the contractor's experience with the development of planning and environmental compliance documents related to National Park Service sites.

B. Schedule of Events

MSNHA will accept questions and inquiries from all potential bidders via email at msnha@una.edu. Questions should pertain directly to and follow the organization of the RFP and begin by referencing the RFP page number. **The end date for email questions and inquiries about this RFP is August 2, 2010.** In order to be considered for award, the bid must be received for the MSNHA by the required time. **Any bid proposal not received by 2:00pm on August 26, 2010, will not be considered.**

Prospective Contractors are instructed to deliver 1 original (marked as such) and 4 complete copies of the proposal (only one Disclosure Statement is required), enclosed in one sealed box or other package, in a manner that assures receipt by 2:00PM CDT August 26, 2010. Packages must be sealed and designate prominently the proposal number: "RFP 2010-28."

Mailing Address: Muscle Shoals National Heritage Area

Reference: RFP 2010-28

UNA Box 5231

615 N Pine St

Florence, AL 35632-0001

Hand delivery may be made to the Office of the Vice President of Academic Affairs, Room 214 Bibb Graves Hall, University of North Alabama prior to closing date and time. It is the Contractors' responsibility to ensure timely delivery of proposal; any proposal received after the bid closing time will not be accepted but returned unopened to the bidder.

C. Evaluation and Award

MSNHA and the UNA will review and evaluate the proposals and cost estimates and interview several firms before making a selection.

Bid proposals will be evaluated by a committee composed of members from the Steering Committee of the MSNHA and may make use of outside consultants in an advisory role. Original bid proposals once submitted cannot be changed in any way. The evaluation committee will complete its evaluation and recommend to the MSNHA Steering Committee for award the bidder whose bid proposal, conforming to the RFP, is most advantageous to the MSNHA, price and other factors considered. Final approval will be given by the UNA administration.

D. National Heritage Area Information and Background

MSNHA is a group of six counties in northwest Alabama whose history and culture was shaped by the rapids in the Tennessee River. This created a barrier in the settlement pattern which resulted in a unique culture.

The purpose of the MSNHA is to tell the stories not only of the river, but also the story of the Native Americans which inhabited this area and the world renowned music written and recorded here. These stories should be shared in a creative way. In order to create a real visitor experience, each site needs to offer some level of interpretive programming.

MSNHA will help communities develop and enhance sites and programs. Once these sites are “visitor-ready”, the NHA will assist in marketing support.

E. Legislation

In 2002 Congress approved the legislation to study the Muscle Shoals Area. In March 2009, Congress passed legislation (H.R. 146, section 8009; found on website link <http://www.una.edu/msnha/>) which created the Muscle Shoals National Heritage Area. The legislation (Appendix 1) required that a management plan for the national heritage area be completed within three years of appropriation of federal funding. The Muscle Shoals Regional Center at the University of North Alabama is the coordinating entity referenced in the legislation.

F. Plan Purpose and Scope

The purpose of the planning process is to develop national heritage management plan and environmental document that provides for the management, preservation and interpretation of the cultural, historic and natural resources for the educational and inspirational benefit of future generations.

The scope of the plan should further provide guidance to assist the north-west Alabama communities, organizations and citizens in preserving the special historic identity of the state and fostering a close working relationship among all levels of government, the private sector and local communities.

The plan should also strengthen the value of the NPS with the communities, governments, and organizations with in the heritage area by:

- Establishing a network of related historic resources, protected landscapes, education opportunities, and events depicting the landscape of the State of Alabama which when joined together created a unique area of our country.
- Establishing partnerships between federal, state, local and privately owned resources in the MSNHA that represent the significance of the story of this area.

The plan will adhere to both the requirements in the legislation (Appendix A) and also the guidance

provided in the National Park Service's *Components of a Successful National Heritage Area Management Plan* (Planning Notebook). The Planning Notebook is available for download from the National Park Service's National Heritage Area website at:

<http://www.nps.gov/history/heritageareas/FAQ/plans.htm>

The Planning Notebook provides detailed information and examples of the required components of a national heritage area management plan, including the requirements of the National Environmental Policy Act (NEPA). Legislative requirements must be included in the management plan while the components identified in the Planning Notebook may be customized to meet the needs of the MSNHA. The contractor will work closely with the MSNHA and the NPS to ensure these requirements are met.

The Secretary of the Interior will approve the final plan. The plan will be reviewed (as outlined in the Planning Notebook) to ensure that it includes a regional framework and specific strategies to assist the State of Alabama, local governments, organizations and private citizens to protect, preserve and interpret Alabama's cultural, historic, and natural resources. The plan must also demonstrate that it reflects the diverse interests of the citizens of the heritage area including governments, natural and historic resources protection organizations, educational institutions business and recreational organizations. The management plan must document that adequate opportunity for public and governmental involvement was provided, including public hearings. The plan must also contain adequate assurances that the appropriate state and local officials support the plan. Their support is needed for the effective implementation of state and local aspects of management plan.

G. Project Orientation

Contractor expressing an interest in submitting a proposal for a management plan/environmental document will review the contents of the websites listed in the Information Supplied to the Contractor section of the Scope of Services. The contractor should request any additional information from the Director of the MSNHA. Any documents and information supplied to the contractor should be considered propriety materials and shall not be made public. These materials shall be reviewed to develop a clear understanding of the project area and associated issues.

H. Information Ownership

All data, technical information, materials gathered, originated, developed, prepared, used or obtained in the performance of the contract regardless of the state of completion, which are a Result of the services required under this contract shall be and remains the property of the Muscle Shoals National Heritage Area and shall be delivered to the MSNHA upon 30 days notice.

I. Confidentiality

All financial, statistical, personnel and/or technical data by MSNHA to the contractor are confidential. The contractor will use reasonable care to protect the confidentiality of such data.

J. News Releases and Advertisements

The contractor shall not issue news releases related to the services being provided under this contract without the prior written consent of the MSNHA. The contractor shall not use the MSNHA name, logo, images, or any data or results arising from this contract as a part of any commercial advertising without obtaining the prior written consults of the MSNHA.

II. Submission Requirements for Complete Proposal

A. Company History / Qualifications

The Contractor should provide applicable experience showing evidence of qualifications to complete a detailed plan meeting all criteria set herein. Appropriate references with contact details must be included.

B. Legislative Requirements

The contractor shall include in the management plan the components presented in the Planning Notebook. In addition, the following requirements are outlined in the legislations. Many of these legislative requirements are aligned with those in the Planning Notebook. As mentioned earlier, legislative requirements must be included in the final management plan.

The legislation states that the management plan shall –

1. Describe comprehensive policies, goal, strategies, and recommendations for telling the story of the heritage of the area covered by the National Heritage Area and encouraging long-term resource protection, enhancement, interpretation, funding, management, and development of the Muscle Shoals National Heritage Area;
2. Include a description of actions and commitments that Federal, State, Tribal, and local governments, private organizations and citizens will take to protect, enhance, interpret, fund, manage, and develop the natural, historical, cultural, educational scenic and recreational resources of the Muscle Shoals National Heritage Area;
3. Specify existing and potential sources of funding or economic development strategies to protect, enhance, interpret, fund, manage, and develop the Muscle Shoals National Heritage Area;
4. Include an inventory of the natural, historical, cultural, educational, scenic, and recreational resources of the MSNHA related to the national importance and themes of the NHA that should be protected, enhanced, interpreted, managed, funded, and developed;
5. Recommend policies and strategies for resource management, including the development of intergovernmental and interagency agreement to protect, enhance, interpret, fund, manage, and develop the natural, historical, cultural, educational, scenic and recreational resources of the MSNHA.
6. Describe a program for implementation for the management plan, including-
 - A. Performance goals
 - B. Plan for resource protection, enhancement, interpretation, funding, management, and development; and
 - C. Specific commitments for implementation that have been made by the local coordinating entity or any Federal, State, Tribal, or local government agency, organization, business or individual;
7. Include an analysis of and recommendation for, means by which Federal, State, Tribal, and local programs may best be coordinated (including the role of the NPS and other Federal agencies associated with the MSNHA) to further the purposes of the subtitle; and
8. Include a business plan that-
 - A. Describes the role, operation, financing, and functions of the local coordinating entity and of each of the major activities contained in the management plan; and
 - B. Provides adequate assurances that the local coordinating entity has the partnerships and financial and other resources necessary to implement the management plan for MSNHA.

NOTE: It is the bidders responsibility to ensure that all steps are taken as outlined in Federal Regulation H.R. 146 Sec. 8009 <http://www.una.edu/msnha/> and not to assume that all requirements are listed here.

C. General Task List

The contractor shall work with the MSNHA to finalize and incorporate components of the management plan. The following are planning tasks required throughout the project:

- Work with the NPS Southeast Regional Office to ensure proper National Park Service review and other procedures are followed;
- Ensure the management plan meets the approval criteria of the Secretary of the Interior
- NPS Website: work with the National Park Service to use the NPS Planning, Environment and Public Comment (PEPC) website located at <http://parkplanning.nps.gov/> for collecting and responding to public comments. Responses to all public comments may be posted as a single file at this site;

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- MSNHA website: Ensure all documents and announcement (drafts, NOI (Notice of Intent), NOA (Notice of Action), newsletters, are converted and posted into appropriate website products for posting onto MSNHA website and that links to the NPS PEPC website are developed to capture public comments;
 - Travels as required for public meeting or to meet with federal, state, MSNHA members, and other entities;
 - Compile, edit, develop graphics, reproduce, and distribute all related publications (e.g., newsletters, fliers, Finding of No Significant Impact (FONSI) or Record of Decision (ROD) and the draft and final documents;
 - Generate and maintain a mailing list;
 - Compile the administrative history of the planning project (e.g., all decision-making phone calls, files, drafts, agreements).

The contractor will work closely with the MSNHA on all aspects of developing the management plan. The contractor will be responsible for ensuring that the management plan assembles all the required components into a plan that meets the approval criteria. Major tasks to be performed by the contractor

D. Development of Management Plan

Contractor shall work with the MSNHA to finalize and incorporate components as required by the legislation and the guidance in the Planning Notebook into a cohesive management plan. The management plan will include:

- Foundation Statement (vision, mission, purpose, national significance, interpretive themes, special mandates or specific planning requirements from the authorizing legislation, board regional goals)
- Resources inventories
- Comprehensive goals, strategies and actions
- Compilation of laws, guidelines, policies unique to the Muscle Shoals National Heritage Area
- Partner roles and commitments
- Interpretive Plan
- Business Plan
- Performance goals, benchmarks, and evaluation
- List of preparers and participants with their qualifications
- Draft and final management plan

E. Development of Environmental Document

The contractor shall work with the MSNHA to finalize the Environmental Screening form which determines the need for either an environmental assessment or environmental impact statement. This includes contracting the appropriate agencies (Fish and Wildlife Service, State Historical Commission, etc). The contractor will then be responsible for developing the appropriate environmental document and meeting the requirements of NEPA. This includes:

- Create and publish notices of intent and availability, FONSI/ROD and any other NEPA elements required for Federal Register publication
- Consultation and coordination with appropriate counties, towns, local, state, and federal agencies, the public, Tribes, Preservation Office and the Fish and Wildlife Service as required by the legislation and NEPA
- Collect, analyze and document public reviews and comments on draft and final documents to ensure the public's concerns, ideas and needs are addressed in the plan

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- Develop and analyze alternatives including the no-action alternative, alternatives considered but rejected and actions considered but rejected
 - Identify environmentally preferred alternative
 - Relationship to other planning projects
 - Mitigation measures
 - Affected environment
 - Methodologies and environmental impacts of each alternative, including natural and cultural resources, visitors experiences, socio-economic conditions and identify impact topics to be addressed and impact topics dismissed, analysis, intensities, duration, conclusion, and cumulative impacts
 - Consultation and Coordination
 - List of preparers and their qualifications

F. Alternative Solutions

The contractor shall gather all data and information necessary and available from the previous work of the MSNHA such as inventories, foundation statement, and public comments to develop draft alternative concepts.

Some of the issues and concerns that the alternatives might address are:

- What are the desired conditions of the resources and what needs to be done to protect and preserve them?
- What interpretive experiences should be provided first?
- What visitor experiences should the MSNHA pursue versus which would be better addressed by individual partner sites?
- What similar challenges are faced by a number of sites?
- What are the most important actions the MSNHA can take to encourage economic development in the national heritage area?

Affected Environment and Environmental Analysis of alternatives, including a no-action, and environmentally preferred alternative

The contractor shall use the previous work of the MSNHA Study committee, requirements in the legislation, and the comments and concerns obtained from the public (including state, local, federal, preservation organizations) to develop alternatives. The contractor will conduct an environmental analysis of the alternatives as required by NEPA. Impact topics to be considered or dismissed as well as mitigation measures will be included in the analysis. The contractor will be involved in assisting the MSNHA's steering committee in analyzing the alternatives in order to identify a preferred alternative.

G. Contract Management & Communications

The contractor shall describe the overall management approach; who will lead the planning effort (planning team or committee); how they will communicate with other decision makers, stakeholders and the public (e.g., the planning team or committee may lead internal discussions and the brief the MSNHA before discussion with key stakeholders and the public).

The contractor shall describe the roles and responsibilities of its planning team and their ability to perform the tasks assigned including the production, review and approval of the management plan/ environmental document.

H. Information Supplied to Contractor

The Muscle Shoals National Heritage Area will provide the background study and all information pertaining to that study. Upcoming event information will also be provided to the contractor.

The *Components of a Successful National Heritage Area Management Plan* Planning Notebook can be found at the National Park Service's National Heritage Area website located at <http://www.nps.gov/history/heritageareas/rep/heritage.htm>

The National Heritage Area Alliance website at <http://nationalheritageareas.com/> provides overviews of national heritage areas throughout the United States.

The National Park Service's Planning, Environment and Public comment (PEPC) website provides access to current plans, environmental impact analyses, and related documents on public review. Users of the site can submit comments on NPS documents available for public review. The external site is located at <http://parkplanning.nps.gov/>. The contractor should review and/or linked to the PEPC site. The contractor would work with NPS Regional Office Liaison for this project to load website materials.

I. Progressive Annual Project Plan

The contractor shall develop a yearly schedule for completing the plan by January 2013. This schedule should include adequate time for review as outlined in the *Components of a Successful National Heritage Area Management Plan*.

The contractor shall supply a firm fixed cost proposal for the planning process and completion of Management plan. This cost proposal should include public involvement meetings, materials, reproduction, travel, salaries, and consultant fees. The contractor should submit a budget including job titles and hourly rates for each job title.

Draft Management Plan/Environmental Document Schedule

The following draft schedule is to give potential contractors an idea about typical products and time frame. The schedule will be adapted to the selected proposal.

<u>Task/Management Plan Component</u>	<u>Schedule</u>
Determine NEPA Pathway	Oct– Nov 2010
Review existing information	
Update inventories	
Continue development of foundation statement	
Develop public involvement strategy; engage partners	Oct – Nov 2010
Begin NEPA process	
Public scoping begins	Dec 2010
Finalize foundation statement	Dec 2010
Meet with partners, stakeholders, government entities	Oct– Dec 2010
Develop alternatives, internal review, public review, public	
Comment analysis, review/revise alternatives	
Develop alternative, internal review, public review, public	Jan-June 2011
comment analysis, review/revise alternatives	

Select preferred and environmentally preferred alternative, Internal review	July-Sept 2011
Produce draft management plan/environmental document Business plan, benchmarks, evaluation criteria, Implemental plan	Oct – Dec 2011
NPS region review/revision, state review/revision	Jan- May 2012
Public review of Draft Document	June 2012
Prepare Final Document, review/revisions	July – Oct 2012
Submission of the plan to the Secretary of the Interior for approval	Nov 2012
End NEPA process	Dec 2012

III. Fees and Payment

Fees and payment shall comply with the above referenced request for proposal/scope of work contract and as stated herein. The contractor shall be paid a firm fixed price, based on hourly rates as provided under the contract and tasks completed in any year.

The Muscle Shoals National Heritage Area's obligation for performance of this delivery order beyond this price is contingent upon the availability of funds from which payment for contract purposes can be made, No legal liability on the part of the MSNHA for any payment may arise for performance under this contract beyond the amount that has been authorized through the issuance written delivery orders.

Original invoices are to be mailed directly to: Judy S. Sizemore, Director, Muscle Shoals National Heritage Area, UNA Box 5231, Florence, Al 35632.

The selected contractor shall be responsible for the furnishing of all supplies and services required to accomplish all services required under the preceding Scope of Services.

State of Alabama

Disclosure Statement (Required by Act 2001-955)

ENTITY COMPLETING FORM

Agreement Number

ADDRESS

CITY, STATE, ZIP

TELEPHONE NUMBER

()

STATE AGENCY/DEPARTMENT THAT WILL RECEIVE GOODS, SERVICES, OR IS RESPONSIBLE FOR GRANT AWARD

ADDRESS

CITY, STATE, ZIP

TELEPHONE NUMBER

()

This form is provided with:

☐

Contract

☐

Proposal

☐

Request for Proposal

☐

Invitation to Bid

☐

Grant Proposal

Have you or any of your partners, divisions, or any related business units previously performed work or provided goods to any State Agency/Department in the current or last fiscal year?

☐ Yes☐ No

If yes, identify below the State Agency/Department that received the goods or services, the type(s) of good or services previously provided, and the amount received for the provision of such goods or services.

Have you or any of your partners, divisions, or any related business units previously applied and received any grants from any State Agency/Department in the current or last fiscal year?

☐ Yes☐ No

If yes, identify the State Agency/Department that awarded the grant, the date such grant was awarded, and the amount of the grant.

1. List below the name(s) and address(es) of all public officials/public employees with whom you, members of your immediate family, or any of your employees have a family relationship and who may directly personally benefit financially from the proposed transaction. Identify the State Department/Agency for which the public officials/public employees work. (Attach additional sheets if necessary.)

2. List below the name(s) and address(es) of all family members of public officials/public employees with whom you, members of your immediate family, or any of your employees have a family relationship and who may directly personally benefit financially from the proposed transaction. Identify the public officials/public employees and State Department/Agency for which the public officials/public employees work. (Attach additional sheets if necessary.)

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If you identified individuals in items one and/or two above, describe in detail below the direct financial benefit to be gained by the public officials, public employees, and/or their family members as the result of the contract, proposal, request for proposal, invitation to bid, or grant proposal. (Attach additional sheets if necessary.)

Describe in detail below any indirect financial benefits to be gained by any public official, public employee, and/or family members of the public official or public employee as the result of the contract, proposal, request for proposal, invitation to bid, or grant proposal. (Attach additional sheets if necessary.)

List below the name(s) and address(es) of all paid consultants and/or lobbyists utilized to obtain the contract, proposal, request for proposal, invitation to bid, or grant proposal:

By signing below, I certify under oath and penalty of perjury that all statements on or attached to this form are true and correct to the best of my knowledge. I further understand that a civil penalty of ten percent (10%) of the amount of the transaction, not to exceed \$10,000.00, is applied for knowingly providing incorrect or misleading information.

Signature

Date

Notary's Signature

Date

Date Notary Expires

Act 2001-995 requires the disclosure statement to be completed and filed with all proposals, bids, contracts, or grant proposals to the State of Alabama in excess of \$5,000.