

SECTION C
DESCRIPTION/SPECIFICATION/WORK STATEMENT

I. BACKGROUND

Interpretive planning:

- is a goal-driven process which, in its implementation, achieves management objectives for interpretation and education by facilitating visitor understanding and appreciation of the resources, which contributes to protection, preservation, and stewardship of those resources;
- is a focused process in which a skilled facilitator engages park staff and stakeholders in the articulation of park meanings and values; and
- is a strategic process which analyzes the park's interpretive needs, guides the park in articulating overall vision and long term planning goals, and creates a range of desired visitor experiences through the development of short- and long-term recommendations for media, services, and programs.

II. PURPOSE

The purpose of this contract is to provide interpretive planning services.

III. SCOPE OF WORK

The contractor shall provide all services including labor, materials, equipment, facilities, and travel (except as otherwise specified in this contract) necessary to provide interpretive planning services.

The planning services shall be in accordance with Attachment A, *Comprehensive Interpretive Planning*, Attachment B, *Draft Planning for Interpretation and Visitor Experience*, Attachment C, *HFC Editorial Style Guide*, and Attachment E, *Digital Image Guide for Media Production*.

As specified in each individual task order, the contractor shall provide the services listed below which support the interpretive planning and/or educational needs of specific parks.

Each task order will consist of an individualized combination of the following elements:

A. Elements of Interpretive Plans

1. Project Planning

The contractor shall conduct project planning. This shall include a site visit and background research. A Trip Report shall be submitted.

At a minimum, the trip report shall include:

- A brief project background;
- A review of site visit discussions and observations;
- A summary of significant topics the interpretive plan must address;
- Planning goals of Superintendent, Chief of Interpretation, and/or other key staff;
- A schedule for workshops, document submissions, and review deadlines; and
- A list of primary planning team players and responsibilities.

2. Foundation Section Workshop

The contractor shall facilitate a Foundation Section Workshop and shall conduct daily closeout meetings with the Contracting Officer's Representative (COR) and key park staff. Foundations Section Workshop Notes shall be submitted.

The participatory workshop shall include park staff, regional office staff, subject matter experts, park partners, and stakeholders. The government will choose the participants.

At a minimum, the Foundation Section Workshop Notes shall include:

- A list of workshop attendees and their affiliations;
- Discussion points;
- A transcription of key notes that reflect the core workshop topic elements; and
- Specific items of concern, consensus, and/or disagreement.

3. Foundation Section Document

The contractor shall submit a Draft Foundation Section Document. This document shall reflect consensus of the planning workshop participants. A revised Foundation Section Document, incorporating all review comments, shall be submitted.

At a minimum, the Foundation Document shall include:

- Park purpose;
- Park significance;
- Interpretive themes;
- Management goals that relate to interpretation and education;
- Visitor experience goals;

- Significant issues and influences that relate to interpretation and education;
- A profile summary of park audiences as well as those who may be underrepresented in park visitation; and
- A summary assessment of existing conditions (facilities, interpretive media, orientation, public programs, educational programs, and other visitor services.)

To ensure that the Foundation Document aligns with other park planning efforts, reference to past and concurrent planning activities which affect visitor experience shall be included. Applicable plans may include Concession Management Plans, General Management Plans, Education Plans, Historic Furnishings Reports, Historic Resource Studies, Historic Structures Reports, Visitor Studies, and Cultural Landscape Reports.

4. Recommendations Workshop

The contractor shall facilitate a Recommendations Workshop and shall conduct daily closeout meetings with the COR and key park staff. Recommendations Workshop Notes shall be submitted.

This element may require the participation of at least one subject matter specialist familiar with education, evaluation, accessibility, conceptual planning, and/or media.

The participatory workshop may include park staff, regional office staff, subject matter experts, park partners, and stakeholders. The government will choose the participants.

At a minimum, the Recommendations Workshop Notes shall include:

- A list of workshop attendees and their affiliations;
- A transcription of key notes that reflect the core workshop topic elements; and
- Specific items of concern, consensus, and/or disagreement.

5. Recommendations Document

The contractor shall submit a Draft Recommendations Document which reflects consensus of planning workshop participants. A revised Recommendations Document, incorporating all review comments, shall be submitted.

The Recommendations Document shall address the park needs, goals, opportunities, and challenges which have been identified in the park's Foundation Section Document.

At a minimum, the Recommendations Document shall include:

- Recommendations for personal services;
- Recommendations for non-personal services including interior and exterior exhibits and media;
- Websites;
- Publications;
- Social media;
- Staffing needs;
- Partnership activities; and
- Evaluation and/or research needs.

6. Implementation Plan

The contractor shall facilitate an Implementation Strategy workshop and submit an Implementation Plan. The framework, either in narrative or table format, and the timeframe for recommended actions will be determined by the government.

At a minimum, the Implementation Plan shall include,:

- Timeframes; and
- Recommended actions.

Other elements may include:

- staffing assignments or needs;
- themes;
- funding sources; and
- locations.

7. Full-Text Draft

The contractor shall produce a Full-Text Draft which incorporates the Foundation Section Document, Recommendation Document, and Implementation Plan. In addition, reports, plans, or analyses created through any of the additional elements listed below shall be included in the Full-Text Draft.

8. Design, Layout, and Print

The contractor shall design an Interpretive Plan using professional design standards and submit a Draft Interpretive Plan. A revised Interpretive Plan, incorporating review comments shall be submitted.

In the Interpretive Plan, the Full-Text Draft shall be enhanced with relevant photographs, maps, tables, captions, and/or graphics needed to adequately communicate essential messages. All images shall possess full rights for public domain. Images may be government-furnished and/or shall be provided by the contractor. If necessary, the contractor shall negotiate and purchase use rights. Provide signed agreements or other appropriate documentation approved in advance by the COR.

Professional design standards include the following concepts: conscientious use of white space; appropriate selection and sizing of photographs and tables; breaking into the 2" margin to add sophistication and avoid rigidity; and effective layout of "pull-out" sections such as purpose, themes, significance, implementation plan, and appendices. Full-color graphics shall be used on the front and back covers, and on approximately 35% of all pages. Additional guidance is provided on Attachment D "Design Template".

B. Additional Elements for Interpretive Plans

1. Stakeholder Meeting

The contractor shall plan and facilitate a meeting, conference, open-house, or other similar venue for public participation and shall conduct a close out meeting with the COR and key park staff. Draft Stakeholder Meeting Notes shall be submitted. A revised Stakeholder Meeting Notes, incorporating all review comments, shall be submitted

The Stakeholder Meeting will be an interactive discussion, designed to gather feedback from a select group of participants. That feedback will be used to inform an interpretive planning project.

At a minimum, Stakeholder Meeting Notes shall include:

- An outline of topics;
- A transcription of key notes that reflect the core workshop topic elements; and
- An analysis of the discussions.

2. Evaluation

The contractor shall evaluate the effectiveness of interpretive and/or educational services, media, and/or programs using front-end, formative, or summative evaluation. A draft report shall be submitted. A revised report, incorporating all comment and all associated data and compilations, shall be submitted.

The contractor shall work with the COR and Park staff to devise the most appropriate and effective method of evaluation. The contractor shall obtain OMB approval, if necessary, before conducting the study.

This additional element requires the participation of at least one subject matter specialist experienced in outcomes based evaluation to facilitate the development of the data collection instrument, collect the data, and analyze the data.

3. **Education Plan**

The contractor shall plan and facilitate a workshop to develop an Education Plan and shall conduct daily close out meetings with the COR and key park staff. A draft Education Plan shall be submitted. A revised Education Plan, incorporating all review comments, shall be submitted.

The participatory workshop may include park staff, regional office staff, subject matter experts, park partners, and stakeholders. The government will choose the participants.

Education plans generally follow the interpretive planning process and provide more detailed information about curriculum development and partnership with primary and secondary schools, colleges and universities, and other community learning organizations.

This additional element requires the participation of at least one subject matter specialist familiar with curriculum development and National Education Standards.

4. **Pre-Design Charette**

The contractor shall plan and facilitate a pre-design charette and shall conduct daily close out meetings with the COR and key park staff. A draft Pre-Design Charette Findings shall be submitted. A Pre-Design Charette Findings, incorporating all review comments, shall be submitted.

The participatory workshop may include park staff, regional office staff, subject matter experts, park partners, and stakeholders. The government will choose the participants.

This additional element requires the participation of at least one subject matter specialist during the charette who is familiar with conceptual planning for visitor centers and interpretive media and analyzing needs for building functions, space, contiguities, and circulation.

At a minimum, the Pre-Design Charette Findings shall include:

- An outline of discussions and recommendations which reflects consensus of participants; and
- Publication-quality floor plans, architectural drawings, bubble diagrams, photographs, artist's sketches, or other graphics needed to illustrate the document.

5. **Media Report**

The contractor shall provide a Draft Media Report, which provides outlines for the development of specific short- and long-term media recommendations. A draft Media Report shall be submitted. A revised Media Report, incorporating all review comments, shall be submitted.

This additional element requires the participation of at least one media/subject matter specialist.

At a minimum, the written Media Report shall include:

- Description of existing media;
- Short- and long-term media recommendations including why identified products, equipment, and/or media services are recommended;
- Mapping of services and topics;
- Product specifications; and
- Cost estimates.

The media/subject matter specialist may be an exhibit designer, accessibility coordinator, or other professional who has documented training and experience in the specific area of expertise.

6. **Executive Summary**

The contractor shall produce a draft Executive Summary and submit. A revised Executive Summary, incorporating all review comments shall be submitted.

The Executive Summary shall be designed to effectively communicate and promote the planning effort.

7. **Other Interpretation and Education Planning Services**

The contractor may also provide one or more other forms of interpretive planning services. This may include workshops that have elements in common with those described above for an interpretive plan.

The contractor shall plan and facilitate a workshop and shall conduct daily close out meetings with the COR and key park staff. A draft plan shall be submitted. A revised plan, incorporating all review comments, shall be submitted.

Other interpretive planning services may include:

- Interpretive concept plan;
- Interpretive site plan;
- Visitor experience plan;
- Value analysis plan;
- Foundation document planning; and
- Update existing interpretive plans.

This element may require the participation of at least one subject matter specialist familiar with education, evaluation, accessibility, conceptual planning, and/or media.

C. **Travel**

Travel to project sites and offices throughout the United States is required and the location will be specified in the individual task orders. Much of the work is office-based and mostly sedentary, and may generally be performed in offices and meeting rooms. Periodic fieldwork requires travel in a variety of park settings, ranging from urban to remote, for site and resource orientation, analysis of resources and site conditions, meetings with park staff and other agencies and organizations, public meetings, and other purposes. There may be walking, hiking, bending, climbing, or travel by off-road vehicle, boat or small aircraft, adverse weather, temperature extremes, arduous terrain, and camping associated with on-site field work, and some lifting and carrying of equipment and supplies.

IV. **TASK ORDER ASSIGNMENTS**

All work performed under this contract shall be directed by the government through the issuance of individual task orders in accordance with the procedures outlined in Section G. In no event shall the government be responsible for any work performed by the contractor that is not undertaken pursuant to a fully executed task order signed by the Contracting Officer. The government shall furnish, as appropriate, required data, materials, and access to project information necessary to perform the planning and production of work as required.

V. **SUMMARY OF REQUIREMENTS**

The contractor shall produce an Interpretive Plan that defines the overall vision and interpretation and/or education goals of the park, and recommends practical, achievable ways to accomplish those goals. Alternatively, the contractor shall work to produce a variety of other interpretive planning products or facilitate processes. All of this work requires collaboration with the COR, park, and planning team.

VI. **QUALITY ASSURANCE PLAN**

The final product shall contain all elements of the Interpretive Plan, and any additional options as identified in the scope of work, unless otherwise specified. Materials from past or concurrent park planning efforts will be incorporated where requested by the park. Content for Interpretive Plans and most other interpretive planning projects shall be derived from participatory workshops with park staff, regional office staff, subject matter experts, park partners, and stakeholders; participants will be chosen by the government. Project elements shall be reviewed by the park and COR at appropriate stages as identified in the task order. All review comments and reasonable design suggestions recommended by the park or planning team, as approved by the COR, shall be incorporated into the interpretive planning documents.

VII. **OWNERSHIP OF PRODUCTS**

All original copies of documentation produced under this contract are the property of NPS. The contractor shall not substitute diazo reproductions for original deliverables. All original and back-up disks used in the development and production of the interpretive plan or other interpretive documents are the property of the NPS. The NPS's use of the materials contained on the disks shall not be restricted in any manner.

VIII. **ACCESSIBILITY**

All work performed under this contract shall be in accordance with Attachment F: Programmatic Accessibility Standards for National Park Service Interpretive Media.

The Harpers Ferry Center accessibility webpage provides information relevant to accessibility, including articles, best practices, and resources and is found at: <http://www.nps.gov/hfc/accessibility/accessibilityGuideVersion2.1.pdf>

The Programmatic Accessibility Standards for National Park Service Interpretive Media can be downloaded from this page. Before submitting proposals and cost estimates, the contractor shall reference the most current version posted on this website at the time of the proposal. If the guidelines are revised during the course of the task order that impact the contractor's scope of work, a modification will be initiated.