

SECTION C
DESCRIPTION/SPECIFICATIONS/AND WORK STATEMENT

1. **BACKGROUND**

The mission of the U.S. Department of the Interior (DOI) is to protect and provide access to our Nation's natural and cultural heritage and honor our trust responsibilities to Indian Tribes and our commitments to island communities. The responsibility of the National Park Service, Harpers Ferry Center, is to plan, design, produce, and maintain interpretive media for the National Park Service's more than 400 areas. Visitors at natural and historic sites, in visitor centers, historic structures, battlefields, and park areas enjoy indoor and outdoor exhibits, films, publications, and videos.

These government-wide contracts will provide parks with assistance in rehabilitating or replacing old and outdated exhibits or in producing new displays for parks. The work may involve travel to the park areas to meet with the park staff, inspect sites, assess needs, prepare cost estimates for the work, and plan and design exhibits.

Exhibits or exhibitions include, but are not limited to, any one of the following or combination thereof: printed graphics, graphic panels and mounts, artifact display cases, two-dimensional and three-dimensional reproductions, lighting systems, audiovisual presentations, electronic interactive programs, photographs, murals, display transparencies, scale models, full-size models, dimensional maps and displays, dioramas, mechanical interactive devices, artifact mounts, interior signage, menu and bulletin boards, cabinets, information desks, storage units, seating, sales display fixtures, structural elements such as display walls, platforms, barriers, and other display support structures, and elements designed to enhance accessibility for individuals with physical, sensory, and cognitive impairments.

2. **PURPOSE**

The purpose of these government-wide contracts is to establish nationwide support services for museum interpretive exhibit planning and design. These contracts respond to a need for planning and design of all types of exhibits ranging from small temporary displays to major museum exhibitions. Facilities in which exhibits are located include contemporary visitor centers, contact stations, and historic structures such as homes, public buildings, forts, industrial buildings, and architectural monuments or memorials.

3. **SCOPE OF WORK**

Independently, and not as an agent of the government, the contractor shall provide all services including labor, materials, equipment, facilities, and travel, (except as otherwise specified in this contract), necessary to provide government agencies with museum interpretive exhibit planning and design.

A. General Requirements

(1) All work under this contract shall be performed in accordance with the most recent version of the referenced attachments:

- Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, 178 Pages
- Attachment B, NPS Editorial Style Guide Harpers Ferry Center National Park Service,
Available via the Internet at:
<http://www.nps.gov/hfc/pdf/HFCstyleGuide2011.pdf>
- Attachment C, NPS Interpretive Development Program home page
Available via the Internet at:
<http://www.nps.gov/idp/interp/index.htm>
- Attachment D, National Park Service Evaluation Guidelines
Available via the Internet at:
<http://www.nps.gov/hfc/products/evaluate-guidelines.htm>
- Attachment E, NPS Exhibit Conservation Guidelines
Ordering information can be accessed at:
<http://www.nps.gov/hfc/products/cons/ex-con-guidelines.cfm>
- Attachment F, ADA and ABA Accessibility Guidelines for Buildings and Facilities
Available via the Internet at:
<http://www.access-board.gov/ada-aba/final.htm>
- Attachment G, Programmatic Accessibility Guidelines for National Park Service Interpretive Media,
Guidelines can be accessed under "PDF DOCUMENTS" at:
<http://www.nps.gov/hfc/accessibility>
- Attachment H, National Park Service Standard Specifications For Audiovisual Production and Multimedia Planning, Design and Production Services with Installation
Available via the Internet at:
<http://www.nps.gov/hfc/acquisition/pdf/standard-specs-av-production.pdf>

- Attachment I, National Park Service Standard Specifications for Audiovisual Presentation Systems and Equipment
Available via the Internet at:
<http://www.nps.gov/hfc/pdf/av/specs-av-systems-equip.pdf>
- Attachment J, Sample Letter for Ordering Graphics and Requesting Use Rights, 1 page, and Sample Letter for Requesting Use Rights, 1 page.
Available via the Internet at:
<http://www.nps.gov/hfc/acquisition/pdf/museum-exhibit-plan-design/shared/attach-i.pdf>
- Attachment K, National Park Service Wayside Exhibit Map Standards
Available via the Internet at:
<http://www.nps.gov/hfc/pdf/waysides/map-standards.pdf>

(2) Submittals

- (a) Three printed copies and one electronic PDF copy of each submittal are required unless otherwise specified below in subsections 3.B through 3.J, or in the task order, with the task order taking precedence.
- (b) Submittals shall be delivered to a minimum of two locations via overnight delivery service unless otherwise specified in the task order.
- (c) Submittals shall be delivered seven calendar days prior to scheduled presentations of the material unless otherwise specified in the task order.

(3) Travel, Meetings, and Presentations

- (a) For on-site meetings and presentations, the task order will specify location, the contractor personnel required on site, number of full and partial contractor workdays on site, and any other project-specific requirements. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 4.1 through 4.4 requirements apply.
- (b) For virtual meetings and presentations, the task order will specify acceptable electronic meeting method(s) (phone / videoconference / web). Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 4.2.B requirements apply.

B. Pre-Design Postaward Phase

In the Pre-Design Postaward phase, the contractor shall gain a clear understanding of the project's history, the park's resources, and the roles of all project team members and stakeholders. The contractor shall work with the COR and other project team members to ensure that the project is logically structured and its goals are understood and realistically attainable within the budget, schedule, and other specified parameters.

- (1) Review Government furnished materials.
- (2) Project orientation and on-site meetings.
 - (a) Travel to site.
 - (b) Attend Postaward session with COR to review task order requirements, submittal and review procedures, and communications protocols.
 - (c) Orientation to the site and the visitor experience.
 - (d) Identify and document media and object resources at park.
 - (e) Orientation to proposed exhibit space.
 - (i) For existing buildings, inspect and document current condition, and review plans for any planned modifications.
 - (ii) For planned buildings, review any existing concepts or plans.
 - (iii) Document the proposed space's suitability for exhibition purposes, including size, configuration, obstructions, ceiling height, door and window locations, and any issues with physical accessibility to, from, and within the space.
 - (f) Conduct Exhibit Planning Workshop / Charette. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 4.3 requirements apply.
 - (i) Analyze space and propose recommendations.
 - (ii) Review existing planning documents.

- (iii) Review and/or develop design criteria.
 - (iv) Review and/or develop themes, goals, and objectives.
 - (v) Define target audience.
 - (vi) Define the desired visitor experience.
- (g) Prepare and submit trip report documenting on-site activities, decisions reached, and workshop / charette results.

When specified in individual task orders, the trip report may be incorporated into the Project Brief submittal described below in sub-section 3.B.(4).

- (3) Identify sources for existing media resources.

Develop Resource Package Abstract. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 10.3 requirements apply.

- (4) Prepare and submit Project Brief, including the following requirements:

- (a) Current overview of project, including updated information and understandings.
- (b) Interpretive themes and objectives.
- (c) Identification and analysis of all project goals in terms of their effect on the development and successful completion of the exhibit.
- (d) Analysis of the project budget, including review and/or development of a Class C Production Cost Allowance. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 6.3 requirements apply.
- (e) Analysis of the schedule, and all other known issues affecting the development and successful completion of the project.

- (5) When specified in the task order, conduct Front-End Evaluation. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 7.2 and 7.3 requirements apply.

C. Schematic Design I (SDI)

SDI I includes development of several alternative schemes for organizing both the interpretive content and physical layout of the exhibition. By the end of SDI, direction for further development of a preferred alternative is provided to the contractor. See Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 1 for definitions of *design alternatives*, and *Scene*.

- (1) Prior to beginning other work on the Schematic I tasks, prepare and submit a written response to COR review comments on the Project Brief.
- (2) Content Research
 - (a) Survey repositories of relevant resources.
 - (b) Develop Resource Package Level I. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 10.4A requirements apply.
- (3) Prepare and submit Schematic I Report, including the following requirements:
 - (a) A copy of the government-furnished Project Brief review comments with contractor response.
 - (b) A visual and written description at the Scene level of three design alternatives (unless a different number is specified in the task order). Each design alternative shall include:
 - (i) Bubble diagrams. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 13.3A(1) requirements apply.
 - (ii) A narrative overview describing the major elements of each design alternative and how they help to accomplish the project's goals.
 - (iii) Preliminary universal design and accessibility approaches.
 - (iv) Preliminary sketches visualizing each design alternative in perspective views.

- (v) Class B Production Cost Allowances and life-cycle cost estimates for each alternative. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 6.4 and 6.6 requirements apply.
- (4) Present Schematic I Report.
 - (a) Requirements for the presentation will be specified in the task order.
 - (b) When specified in the task order, the contractor's presentation shall also include participation in the NPS Value Analysis process to select a Preferred Alternative. The contractor shall prepare and present supporting materials for Value Analysis as specified in Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 4.4, and in the task order.

D. Schematic II (SDII)

SDII includes conceptual development of the preferred design alternative. Major stories, exhibit elements, and presentation techniques are described and illustrated. In creating the preferred design alternative, it may be necessary for the contractor to significantly modify one of the alternative schemes from SDI, combine elements from two or more alternatives, or respond to other direction as provided in the SDI comments. See Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 1 for definitions of *Preferred Design Alternative*, *Scene*, and *Content Group*.

- (1) Prior to beginning other work on the Schematic II tasks, prepare and submit a written response to COR review comments on the Schematic I Report.
- (2) Prepare and submit a Schematic II Report with Preferred Design Alternative including:
 - (a) A copy of the government-furnished Schematic I review comments and the contractor's response.
 - (b) Content Outline, including written descriptions and purpose of each Scene and Content Group.
 - (c) An accessibility narrative proposing methods through which each Scene conveys its major interpretive themes to visitors with

physical, sensory, and cognitive disabilities. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 8.3 requirements apply.

- (d) Floor plan with Scenes and Content Groups identified.
 - (e) Representative visualizations of the Preferred Alternative. At a minimum, this shall consist of perspective renderings of the exhibition from three different angles.
 - (i) When specified in the task order, the contractor shall also provide visual depictions of the exhibit in the form of 3D computer renderings, animated walkthroughs, or physical scale models. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 9 requirements apply.
 - (f) A minimum of two sample Content Group elevations.
 - (g) Resource Package Level II, with its content organized by Scene.
 - (h) Updated Class B Production Cost Allowances and life-cycle cost estimates for the Preferred Alternative. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 6.4 and 6.6 requirements apply.
- (3) Present Schematic II Report. Requirements for the presentation will be specified in the task order.

E. Draft Design Development I (DDI)

Design Development I builds on the plan approved in the Schematic Design phase. Initial development of interpretive content and design for each Content Group is completed.

All major design and content details of the project are developed and integrated into coherent media presentations. Design intent for custom elements requiring further development by others is fully described.

DDI includes requirements for Draft and Comprehensive reports. In some cases (usually smaller, simple, and / or fast-track projects) a task order may delete the

requirement for one or more Draft Report submittals, or combine requirements into fewer submittals.

- (1) Prior to beginning other work on the draft DDI tasks, prepare and submit a written response to COR review comments on the Schematic II Report.
- (2) Prepare and submit a Draft DDI Content Outline organized by Scene and Content Group including:
 - (a) A copy of the government-furnished Schematic II Report review comments and the contractor's response.
 - (b) A purpose statement and description for each Scene and Content Group, with a description of all major proposed exhibit elements including:
 - (i) Accessioned objects, including any associated display and environmental control requirements.
 - (ii) Electronic programs, including a brief description of program content and any associated operational requirements.
 - (iii) Custom elements, including any associated display and operational requirements.
 - (iv) Text Intent, consisting of draft titles for all primary text, and descriptions of the topics or information to be presented in each Content Group. In addition, provide draft text (Text Level I) for one representative Content Group as a sample of the proposed writing style. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 12 requirements apply.
 - (v) Graphic Layout Drafts as specified in Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 15.3.A(1).
- (3) Prepare and submit a Draft DDI Exhibit Drawing Package, Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 13.2 and 13.4A requirements apply.

When specified in the task order, the content group elevation and plan views shall be rendered in color to represent their finished appearance in the exhibition.

- (4) Updated Class B Production Cost Allowances and life-cycle cost estimate. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 6.4 and 6.6 requirements apply.
- (5) Present Draft DDI submittals. Requirements for the presentation will be specified in the task order.

F. Design Development I Comprehensive Reports

- (1) Prior to beginning work on the DDI Comprehensive Report submittals, prepare and submit written response to COR review comments on Draft DDI Reports.
- (2) Prepare and submit an updated DDI Content Outline revised to address review comments, and including the following additional elements:
 - (a) A copy of the DDI Draft Submittal review comments as provided to the contractor by the COR, and the contractor's response.
 - (b) Graphic layout drafts as specified in Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 15.3.A(2).
 - (c) Text Level I, a complete first draft of all text as specified in Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 12.4.
- (3) Prepare and submit an updated DDI Exhibit Drawing Package addressing review comments.
- (4) Prepare and submit two physical copies and one electronic PDF image of a material, finish, and color sample board. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 14.3 requirements apply.
- (5) Present DDI Comprehensive Reports submittals. Requirements for the presentation will be specified in the task order.

G. Design Development II (DDII)

DDII focuses on developing all interpretive content in detail, with continued design refinement to ensure effective presentation of the content. Exhibit elements are assigned identification numbers and organized into schedules that include the specific information required for each element type. Refer to Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 11.2.C for a detailed description of the *Content Management Numbering System*.

- (1) Prior to beginning other work on the DDII tasks, prepare and submit a written response to COR review comments on the DDI Comprehensive Reports.
- (2) Prepare and submit a DDII Content & Specifications Package. Exhibit elements in this document shall be identified using the Content Management Numbering System. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 11 requirements apply. The following sections shall be included:
 - (a) Images (IM). Information on all two-dimensional illustrations, maps, photographs, and similar material to be acquired or created for the exhibition, organized as follows:
 - (i) IM Schedule with data as specified in Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 11.2.F.
 - (ii) Reference packages for all original artwork, maps, photographs and similar material as specified in Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 16.2, 16.3, and 26.2.
 - (b) Accessioned Objects (AO). Information on all objects in the exhibition accessioned into the park's collection or on loan from other institutions, organized as follows:

AO Schedule with data as specified in Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 11.2.F.

- (c) Custom Elements (CE). Information on all three-dimensional interpretive elements such as models, mechanical interactive devices, props, non-accessioned cultural objects, non-accessioned natural history specimens, and similar elements to be acquired or created for the exhibition, organized as follows:
 - (i) CE Schedule with data as specified in Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 11.2.F.
 - (ii) CE Reference Packages as specified in Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 16.3, 21.2, and 21.3.
 - (d) Electronic Programs (EP) and Electronic Equipment (EE). Information on all audiovisual and electronic multimedia elements to be created or acquired for the exhibition, organized as follows:
 - (i) Combined EP/EE Schedule including Electronic Program number and associated Electronic Equipment Package number. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Sections 11.2.F and 20.3 requirements apply.
 - (ii) Treatments for AV programs. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 19.3 requirements apply.
 - (iii) Designs for interactive programs. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 19.4 requirements apply.
- (3) Prepare and submit a DDII Graphic Layout Package including complete versions of all graphic layouts in the exhibition as specified in Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 15.3B.

When specified in the task order, the contractor shall also submit a copy of all exhibit text in the graphic layout package as a Word document. This text shall be identical in content to the text shown in the graphic layouts, and shall include footnotes citing references where necessary for fact checking purposes.

- (4) Prepare and submit a DDII Exhibit Drawing Package. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 13.4B requirements apply.
- (5) Prepare and submit an updated Class B Production Cost Allowance and life-cycle cost estimate. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 6.4 and 6.6 requirements apply.
- (6) Present DDII Reports. Requirements for the presentation will be specified in the task order.
- (7) When specified in the task order, conduct Formative Evaluation. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 7.2 and 7.4 requirements apply.

H. Production Documents I (PDI)

PDI includes preparation of all contract documents needed for potential offerors (exhibit fabricators) to understand and price the project.

- (1) Prior to beginning other work on the Production Document I submittals, prepare and submit a written response to COR review comments on the DDII Reports.
- (2) Prepare and submit a PD Exhibit Drawing Package. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 13.2 and 13.5 requirements apply.
- (3) Prepare and submit a Production Content and Specifications Package, consisting of current, updated versions of all material originally included in the DDII Content and Specifications Package. In addition, the submittal shall include the following material:
 - (a) Technical specifications, model name and number, quantity, and cut-sheets for all audiovisual and interactive multimedia equipment. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Sections 11.2.F and 20.4 requirements apply.

- (b) Technical specifications, model name and number, quantity, and cut-sheets for all lighting equipment.
 - (c) Technical specifications, model name and number, quantity, and cut-sheets for all specialized hardware and similar items to be purchased for the project.
- (4) Acquire use-rights and production-quality copies of all third party images and other intellectual property required to produce the graphic layouts in the exhibition as specified in Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 17.
 - (5) Prepare and submit a PDI Graphic Layout Package as specified in Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 15.4A.
 - (6) Prepare and submit three physical copies and one electronic PDF image of a material, finish, and color sample board as specified in Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 14.5.
 - (7) Prepare and submit a Class A Production Cost Estimate and life-cycle cost estimate. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 6.5 and 6.6 requirements apply.

I. Production Documents II (PDII)

PDII includes completion and revisions to all outstanding design and content tasks not completed in PDI.

PDII work can proceed concurrently with PDI, however some work in PDII may extend into the fabrication phase of the project and involve coordination with a government contracted exhibit fabricator.

- (1) Prior to beginning other work on the Production Document II submittals, prepare and submit a completion schedule for all remaining tasks in this phase of work.
- (2) Prepare and submit all Production-Ready Graphic Layouts and files as specified in Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 15.4B, 15.5, and 15.6.

- (3) When required based on COR review comments, prepare and submit revisions to the PD Exhibit Drawing Package and Production Content and Specifications Package as follows:
 - (a) Where 30% or fewer of the pages (i.e., 30 pages or fewer on a 100-page document) in a package require revision, and with approval in advance from the COR, the contractor shall have the option of submitting an addendum package consisting of revised pages only. An index shall also be provided, listing the contents of the addendum.
 - (b) Where over 30% of the pages in a package (i.e., 30 pages or fewer on a 100-page document) require revision, the contractor shall submit complete revised versions of the package.
- (4) Prepare and submit a Use-rights Documentation Package as specified in Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 17.3.B.

J. Planning & Design Support During Fabrication

Work in this phase shall include creative and technical support during fabrication of the project, including Planning and Design Follow-ons to complete development of specific exhibit elements, Fabrication / Installation Support to insure adherence to the project's design intent, and Summative / Remedial Evaluation to review and evaluate the project.

Specific details for production support tasks are not determined until late in the planning and design of a project. The government may issue a task order modification to include this work once requirements are identified. Attachment A, National Park Service Standard Exhibit Planning, Design, and Fabrication Specifications, Harpers Ferry Center, Section 25 requirements apply.