

NCSHPO

National Conference of State Historic Preservation Officers

SUITE 342 HALL OF THE STATES
444 NORTH CAPITOL STREET, N. W., WASHINGTON, D. C. 20001-1512
202-624-5465 FAX 202-624-5419 WWW.NCSHPO.ORG

REQUEST FOR PROPOSALS Cold War Era Official National Park Service Interpretative Handbook October 24, 2017

The National Park Service (NPS) is seeking the services of a qualified individual, firm, or organization (contractor) through a cooperative agreement with the National Conference of State Historic Preservation Officers (NCSHPO) to produce a complete NPS interpretative handbook for the Cold War era, according to requirements specified in this Request for Proposals (RFP). The contract is to be administered by NCSHPO and the work prepared for and completed in coordination with the NPS' National Historic Landmarks Program (NHL Program) and History Program.

Interested contractors should submit a proposal and cost estimate in response to this RFP to NCSHPO no later than 5:00 p.m. EST on December 1, 2017. Electronic copies of proposals may be directed to Ms. Sharon Smith, NCSHPO Business Manager, at smith@ncshpo.org.

Project Background

In 2009, Congress passed the Omnibus Public Land Management Act, which direct the NHL Program to prepare an interpretive handbook on the Cold War era and to disseminate information gathered through study of the Cold War and the preparation of an associated NPS NHL theme study, "Protecting America: Cold War Defensive Sites, A National Historic Landmark Theme Study." The NHL Program completed a draft of this theme study in 2016.

The current project is expected to produce a complete, print-ready draft of an official NPS interpretative handbook for the Cold War era, including all research, writing, photograph selection, and layout and design. The format of the handbook is anticipated to be an edited collection of essays and photographs, consistent with NPS standards and other similar NPS publications. It will require the selection and coordination of scholars/authors experienced in Cold War history to contribute to the edited work. The final product will be made publicly available through www.nps.gov, as well as in published form at conferences, symposia, and other educational, organizational, and community-based events. Printing and distribution of the interpretative handbook is not included under this task agreement.

This project is being carried out under authority provided by the Historic Sites Act of 1935 (16 U.S.C. 461-467), the National Historic Preservation Act of 1966, as amended (54 U.S.C. 300101 et seq.), the NHL Program's regulations (36 CFR Part 65), and Section 7210 of the Omnibus Public Land Management Act of 2009. The NPS is the Federal agency tasked by the

**REQUEST FOR PROPOSALS
Cold War Era Official National Park Service Interpretative Handbook**

Secretary of the Interior with the responsibility of providing administrative support for the NHL Program. NCSHPO is assisting the NPS in completing the current effort through a cooperative agreement among NCSHPO and the NPS. Completion of the project is intended to promote greater public and private understanding of American history for their mutual benefit and for the people of the United States, as well as for future generations, so that they can enjoy the historic resources identified and designated as NHLs by the Secretary of the Interior.

Required Consultant Qualifications

The selected contractor must have demonstrated experience in Cold War history and successfully preparing interpretative publications similar to the proposed handbook. Ideal candidates will also possess the following desired qualifications:

- a) One or more principal staff that meet the qualifications of a GS-0170-11/12 Historian as established by the Federal government's Office of Personnel and Management.
- b) Prior experience researching, writing, and producing NPS interpretative histories, historic contexts, or theme studies.
- c) Demonstrated experience collaborating with multiple authors and scholars to produce an edited publication.
- d) Prior experience completing the design and layout of a print publication.

If the consultant comprises a firm or organization, then a Principal Investigator must be designated for the project. The Principal Investigator must agree to be principally responsible for all work conducted by other contractor personnel for the project. The individual selected as the Principal Investigator may not change during the project without prior written approval of NCSHPO and the NPS.

Scope of Work

The project will produce a complete, camera-ready draft of an official NPS interpretative handbook for the Cold War era. The selected consultant will be expected to complete the following tasks:

- a) Prepare a substantially complete draft of an official NPS handbook for the Cold War era, including all research and writing necessary to convey the history of and important topics about the Cold War through a series of edited essays, the selection of photographs and images that illustrate this history, and the layout and design of the publication. Frequent interaction with NPS staff is expected. This interaction will most likely occur via email and conference calls.
- b) Provide drafts of all elements of the draft publication (e.g., layouts, designs, essays, text, illustrations and photographs, and cover design, etc.) for review by the NPS through the course of the project. Work collaboratively with the NPS to revise these publication elements, as necessary.

REQUEST FOR PROPOSALS

Cold War Era Official National Park Service Interpretative Handbook

- c) Provide a final deliverable that consists of the fully-formed, camera-ready, interpretative handbook, compliant with NPS publication standards. The intent is to be able to provide the final deliverable to a publisher for printing with minimal additional work/modification required.
- d) Identify and engage the services of scholars/authors to contribute essays to the interpretative handbook, in coordination with the NPS. Payment or stipends provided to these contributors is expected as part of the scope of work. Selected scholars/authors are expected to possess knowledge and experience in specific topics of Cold War era history relevant to the interpretative handbook.
- e) Research, collect, and obtain permission to use illustrations and photographs of Cold War era subjects for use in the interpretative handbook.

Proposal Submissions

For evaluation purposes, proposals should provide sufficient information as to assist NCSHPO and the NPS in determining the most qualified contractor for the project. Contractors interested in bidding should submit a written proposal that includes the following elements:

- Name of the individual(s) that would be working on the project and their proposed area(s) of responsibility. If proposing as a firm, project team, or organization, describe the proposed staff structure and how it is organized to provide the services requested by this RFP.
- Description of the specific, relevant education, experience, and qualifications of the principal Investigator and any contractor staff, demonstrating experience in Cold War history and successfully preparing interpretative publications similar to the proposed handbook.
- Information on projects of a similar nature and of significant work completed by the contractor in the past five (5) years. Include specific dates and types of services provided, and highlight success in meeting work schedules, project budgets, and product deadlines.
- A list of references (at least three, but not more than five) that may be contacted.
- A short narrative that responds to the scope of work as described in this RFP, which demonstrates the consultant's proposed approach to the project and capability to accomplish the desired goals.
- A proposed budget that includes hourly labor rates of project personnel, the number of hours required to complete each task or product, and any necessary and appropriate project travel costs.
- A proposed project schedule.

All proposals must be received **no later than 5:00 p.m. EST** on December 1, 2017. They should be prepared simply and economically, providing a straight forward, concise description of the contractor's qualifications and capabilities to satisfy the requirements of this RFP.

Proposals may be submitted via email in electronic format (MS Word or PDF format) to Ms. Sharon Smith, NCSHPO Business Manager, at smith@ncshpo.org. NCSHPO will confirm receipt of submissions. However, if there are any issues (e.g., with attachments working

REQUEST FOR PROPOSALS

Cold War Era Official National Park Service Interpretative Handbook

correctly), the contractor is responsible for resolving these issues with an alternative submission method acceptable to NCSHPO and the NPS.

Selection Criteria

Submittals will be evaluated and ranked based on the following factors, presented in no particular order:

- Qualifications of Principal Investigator and other key personnel.
- Responsiveness of the proposal to the project's purpose and scope of work.
- Knowledge and experience in Cold War era history and/or military history.
- Experience successfully preparing interpretative publications similar to the proposed handbook.
- Demonstrated capability of meeting projected deadlines and successfully completing contracts of this type.
- Past performance and references.
- Schedule and cost.

Terms and Conditions

- A. NCSHPO reserves the right to reject any and all proposals, and to waive minor irregularities in any proposal.
- B. NCSHPO reserves the right to request clarification of information submitted, and to request additional information from any consultant.
- C. NCSHPO and NPS shall not be responsible for any costs incurred by consultants in preparing, submitting or presenting its response to this RFP.
- D. Any and all rights to work produced through this project will be vested in the Department of the Interior, National Park Service, including any copyrights.
- E. The selected consultant shall adhere to guidelines regarding potential conflict of interest as outlined in *The NPS Historic Preservation Fund Grants Manual*. These guidelines are clearly stated in Chapter 3, Section C, 1-11 of the Manual. The selected consultant must also comply with all applicable provisions of OMB Circular A-110 A-110 REVISED 11/19/93 As Further Amended 9/30/99.

Questions

Respondents are invited to submit written questions requesting clarifications or explanations of the information contained in this RFP. Please direct all proposal or contract-related questions to Sharon Smith, NCSHPO Business Manager, at smith@ncshpo.org. Questions pertaining to the Cold War handbook and its production may be directed to Christopher Hetzel, NPS NHL Program Manager, at christopher_hetzel@nps.gov.