

NCSHPO

National Conference of State Historic Preservation Officers

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REQUEST FOR PROPOSALS

Preparation of National Historic Landmark Nomination for the Frieda Fromm-Reichmann Cottage, Rockville, Maryland December 12, 2017

The National Park Service (NPS) is seeking the services of a qualified consultant through a cooperative agreement with the National Conference of State Historic Preservation Officers (NCSHPO) to prepare a complete National Historic Landmark (NHL) nomination for the Frieda Fromm-Reichmann Cottage in Rockville, Maryland, 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).

Interested consultants should submit a proposal and cost estimate in response to this RFP to NCSHPO no later than 5:00 p.m. EST on January 19, 2018. Electronic copies of proposals may be directed to Ms. Sharon Smith, NCSHPO Business Manager, at smith@ncshpo.org.

Project Background

National Historic Landmarks are nationally significant historic places designated by the Secretary of the Interior because they possess exceptional value or quality in illustrating or interpreting the heritage of the United States. Currently, nearly 2,600 historic places bear this national distinction.

The purpose of the current project is to produce a complete NHL nomination for the Frieda Fromm-Reichmann Cottage in Rockville, Maryland. The property is closely associated with Dr. Frieda Fromm-Reichmann, who was an internationally renowned psychoanalyst and psychiatrist in America during the mid-twentieth century.

Dr. Frieda Fromm-Reichmann began working as a psychiatrist at Chestnut Lodge, a private psychiatric hospital in Rockville, Maryland, in 1935. At the time, this hospital was the only mental institution in the world that specialized in psychoanalysis for psychotic patients. Her work and reputation attracted patients, talented staff and international recognition for the Lodge, which in turn provided her with a job and a home for 22 years.

Until her death in 1957, Fromm-Reichmann lived in the Colonial Revival style cottage that bears her name. Recognized as historically significant for its association with Fromm-Reichmann, the cottage was later granted to the non-profit organization, Peerless Rockville, for restoration. Today, the Frieda Fromm-Reichmann Cottage is once again a residence, protected by a

preservation easement. It is listed in the National Register of Historic Places and is a designated local Rockville landmark.

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.), and the NHL Program's regulations (36 CFR Part 65). The NPS is the Federal agency tasked by the 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 consultant should be a qualified historian with demonstrated experience in successfully preparing NHL nominations and/or theme studies, and have the capability of preparing a fully complete NHL nomination for the Frieda Fromm-Reichmann Cottage, for presentation to the National Historic Landmarks Committee of the National Park System Advisory Board.

The consultant, at minimum, shall meet the following qualification requirements:

- a) Meet the qualifications for a GS-0170-11 Historian as established by the Federal government's Office of Personnel and Management, and approved by NPS staff in its Washington Support Office.
- b) Have experience evaluating and nominating historic properties for listing in the National Register of Historic Places or for designation as National Historic Landmarks. Experience evaluating and nominating nationally significant properties and demonstrated knowledge of the NHL Program and nomination process is preferred. Knowledge and experience in women's history and/or medical history is highly desired.

If the consultant comprises a consulting firm or team, then a Principal Investigator must be designated for the project. The Principal Investigator must meet the minimum qualification requirements specified above, and must agree to be principally responsible for all work conducted by other consultant 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 finished and fully complete NHL nomination for the Frieda Fromm-Reichmann Cottage in Rockville, Maryland, for presentation to the NHL Committee of the National Park System Advisory Board.

The selected consultant will be expected to complete the following tasks:

- a) Prepare a draft NHL nomination for the property. Preparation will involve all research and writing necessary to nominate the property for designation according to the requirements of the NHL program. The consultant shall work closely with NHL program staff, following their guidance, to determine which NHL criteria are to be used in the nominations and how to structure the nominations' argument for national significance. Frequent interaction with NPS staff will be required. This interaction will most likely occur via email and conference calls. The consultant will deliver the draft nomination to NCSHPO and the NPS for review electronically in MS Word format.
- b) Prepare a revised draft NHL nomination for the property in consultation with NPS staff that appropriately addresses comments received, following review of the draft nomination. Additional research may be required to address any questions, comments, or concerns.
- c) Deliver the revised draft NHL nomination to NCSHPO and the NPS for review electronically in MS Word format. The NHL program will send the revised draft NHL nomination to select scholars for peer review.
- d) Prepare the final NHL nomination following and based on comments received from the peer review, in consultation with NHL program staff.
- e) Deliver the final NHL nomination to NCSHPO and the NPS for consideration by the NHL Committee, electronically in MS Word format.
- f) Provide the NHL Program with contact information for the property owner(s), the highest local official, all Congressional legislators (two senators and one representative), as well as all other interested parties.
- g) Prepare draft and final versions of an executive summary for the final nomination in accordance with NPS standards, for presentation at meetings of the NHL Committee. The consultant will revise and edit the draft executive summary, based on comments received from NHL Program staff. The consultant will deliver the executive summary to NCSHPO and the NPS electronically in MS Word format.
- h) Prepare a MS PowerPoint presentation not to exceed three minutes in length for the NHL nomination, in accordance with NHL Program standards, to be presented to the NHL Committee. Respond to requests from NHL Program staff to edit or change the presentation, following a draft review. The consultant will deliver the final MS PowerPoint presentations to the NPS for presentation to NHL Committee.
- i) In coordination with NHL Program staff, as necessary, revise the nomination to incorporate changes recommended by the NHL Committee.

Proposal Submissions

For evaluation purposes, proposals should provide sufficient information as to assist NCSHPO and the NPS in determining the most qualified consultant for the project. Consultants 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 or project team, describe the team's structure and how it is organized to provide the services requested by this RFP.
- Documentation that the consultant (or principal investigator, if a firm/team) meets the qualifications for a GS-0170-11 Historian as established by the Federal government's Office of Personnel and Management.
- Description of the specific, relevant education, experience, and qualifications of the principal Investigator and any consultant staff, demonstrating knowledge of the NHL Program and NHL nomination process.
- Information on projects of a similar nature and of significant work completed by the consultant 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 January 19, 2018. They should be prepared simply and economically, providing a straight forward, concise description of the consultant'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 correctly), the consultant 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.

- Experience evaluating and nominating nationally significant properties.
- Knowledge of the NHL Program and nomination process.
- Knowledge and experience in women's history and/or medical history.
- Demonstrated capability of meeting projected deadlines and successfully completing contracts of this type.
- Past performance and references.
- Schedule and cost.

Available Funding

The funding available for this project = \$20,000.00.

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. All completed NHL nominations and executive summaries must fully comply with Section 508 accessibility standards (<https://www.section508.gov/content/build/create-accessible-documents>) for electronic documents.
- E. 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.
- F. 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 NHL Program or nomination process may be directed to Christopher Hetzel, NPS NHL Program Manager, at christopher_hetzel@nps.gov.