

The Department of Archaeology and Historic Preservation  
State of Washington  
1063 South Capitol Way Suite 106  
PO Box 48343  
Olympia, Washington 98504 8343

## **REQUEST FOR PROPOSALS – RFP 13-001**

### CONTENT:

#### 1. INTRODUCTION

The State of Washington Department of Archaeology and Historic Preservation (DEPARTMENT) is required to develop and have in-effect an approved statewide historic preservation plan. This is a requirement of the National Park Service (NPS) in its implementation of the National Historic Preservation Act. The current state historic preservation plan, *Sustaining Communities through Historic Preservation*, lapses in November 2013. As a result, the DEPARTMENT is working to draft and submit to the NPS a revised state historic preservation plan by November 2013. The current plan may be viewed on-line at the DEPARTMENT's website at:

<http://www.dahp.wa.gov/sites/default/files/PreservationPlan09.pdf>.

#### 1.1 PERIOD OF CONTRACT

The start date of the contract is estimated to be December 17, 2012. The end date will be determined but a proposed end date should be included in proposals, but not later than September 30, 2013.

#### 1.2 OBJECTIVE

Assist the DEPARTMENT in its work to revise and update the State Historic Preservation Plan. Also, facilitate meetings of the planning steering committee; design a public participation and outreach process; participate and help facilitate public meetings; synthesize steering committee and public comments into goals, objectives, and tasks; generate draft text in response to steering committee, DEPARTMENT, and NPS direction. Some travel (including overnight stays) will be required to participate in meetings.

#### 1.3 MINIMUM QUALIFICATIONS

Experience in small and large group meeting facilitation; experience in crafting strategic planning documents for public agencies; familiarity in working with diverse stakeholders and public agencies; ability to distill public comments into understandable goal statements and achievable tasks. Highly desirable is demonstrated familiarity and experience with the historic preservation profession and its role in shaping public policy.

## 2. GENERAL INFORMATION FOR APPLICANTS

### 2.1 RFP COORDINATOR

The RFP Coordinator is the sole point of contact in the DEPARTMENT for this procurement. All communication between the Grantee and the DEPARTMENT upon receipt of this RFP shall be with the RFP Coordinator, as follows:

Name: Greg Griffith  
Address: See page one of RFP heading.  
Phone Number: 360-586-3073  
Fax Number: 360-586-3067  
E-Mail address: [greg.griffith@dahp.wa.gov](mailto:greg.griffith@dahp.wa.gov)

### 2.2 ESTIMATED SCHEDULE OF PROCUREMENT ACTIVITIES

Issue Request for Proposals	November 6, 2012
Question and answer period	November 7 – Nov. 27, 2012
Proposals due	November 28, 2012
Evaluate proposals	November 29-Dec. 5, 2012
Conduct interviews with finalists, if required	TBD
Announce selected proposal	December 6, 2012
Negotiate contract	December 7-10, 2012
Begin contract work	December 17, 2012
Contract work completed	TBD/Contract Negotiation

### 2.3 SUBMISSION OF PROPOSALS

Applicants are required to submit 4 copies of their proposal. The proposal, whether mailed or hand delivered, must arrive at the DEPARTMENT no later than 5:00 pm, PST time, on Wednesday, November 28, 2012.

The proposal is to be sent to the RFP Coordinator at the DEPARTMENT's address. See RFP page one heading for the DEPARTMENT's address. Late proposals will not be accepted and will be automatically disqualified from further consideration.

All proposals and any accompanying documentation become the property of the DEPARTMENT and will not be returned.

All proposals received shall remain confidential until the contract, if awarded, resulting from this RFP is signed by the DEPARTMENT Director and the apparent successful applicant. Thereafter, the proposals shall be deemed public records as defined in RCW 42.17.250 to 42.17.340, "Public Records."

Applicants mailing proposals should allow mail delivery time to ensure timely receipt of their proposal by the RFP Coordinator. Consultants assume the risk for the method of delivery chosen.

## 2.4 MINORITY & WOMEN-OWNED BUSINESS PARTICIPATION

In accordance with the legislative findings and policies set forth in chapter 39.19 RCW, the State of Washington encourages participation in all of its contracts by firms certified by the Office of Minority and Women's Business Enterprises (OMWBE). No preference will be included in the evaluation of proposals, no minimum level of MWBE participation shall be required as a condition for receiving award of contract, and proposals will not be rejected or considered non-responsive on the basis of minority and women owned business participation.

## 2.5 ACCEPTANCE PERIOD

Proposals must provide sixty (60) days for acceptance by the DEPARTMENT from the due date. A proposal that does not state sixty days for acceptance will not be rejected; however, any proposal that places an acceptance of less than sixty (60) days by the DEPARTMENT will be automatically disqualified from further consideration

## 2.6 RESPONSIVENESS

The DEPARTMENT reserves the right at its sole discretion to waive minor administrative oversights.

## 2.7 MOST FAVORABLE TERMS

The DEPARTMENT reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be submitted initially on the most favorable terms which the Applicant can propose. There will be no best and final offer procedure. The DEPARTMENT does reserve the right to contact an applicant for clarification of its proposal.

## 2.8 COSTS TO PROPOSE, NO OBLIGATION TO CONTRACT, REJECTION OF PROPOSALS

The DEPARTMENT will not be liable for any costs incurred by the Applicant in preparation of a proposal submitted in response to this RFP, in conduct of a presentation, or any other activities related to responding to this RFP.

This RFP DOES NOT OBLIGATE the State of Washington or the DEPARTMENT to contract for services specified herein.

The DEPARTMENT reserves the right at its sole discretion to reject any and all proposals received without penalty and not to enter into a contract as a result of this RFP.

## 3. THRESHOLD REQUIREMENTS

Proposals are requested to be submitted on eight and one-half by eleven (8 ½ x 11) inch paper.

Name, address, principal place of business, telephone number, and fax number/e-mail address of legal entity or individual with whom contract would be written is to be included. Federal Employer Tax Identification number or Social Security number and the Washington Uniform Business Identification number (UBI) is to be included.

It is highly desirable that the proposal include references for the principals of the Applicant.

#### 4. PROPOSAL REQUIREMENTS

Proposals should include:

- 4.1 **Approach** describing the applicant's methodology in implementing the scope of work including key events and project milestones.
- 4.2 **Experience** describing the applicant's previous work on similar projects and working with other public agencies and non-profit organizations. Also describe familiarity and experience working in historic preservation/cultural resource protection and/or related fields.
- 4.3 **Personnel** identifying the person(s) who will be working on the project including their role, qualifications, experience, and approximate percentage of time devoted to fulfilling the scope of work
- 4.4 A detailed **Budget** indicating the total amount requested, associated costs and deliverables. The Budget should address the requirement for extensive public participation at locations across the state and likely overnight accommodations. Note should be made that travel costs related to the project are reimbursable only up to allowable mileage costs and per diem rates as determined by the U.S. General Services Administration (GSA).
- 4.5 **Timeline** indicating major milestones, deliverable schedule, and a project completion date.

#### 5. SCOPE OF WORK

- Attend a one to two hour project orientation meeting at the Department of Archaeology and Historic Preservation (DAHP) office in Olympia.
- Attend and facilitate three to four meetings of the plan steering committee. At these meetings, the consultant shall facilitate a review of the previous planning experience; facilitate the crafting of a vision statement for the plan; design a public participation process to assist DAHP and the steering committee to obtain public input; in consultation with the DEPARTMENT, design an on-line outreach and public participation component; craft guiding principles for the plan; summarize and synthesize the results of the public participation process to the steering committee, the State Historic Preservation Officer (SHPO), and DAHP

staff; draft preliminary goals, objectives, and strategies; revise draft based upon steering committee, SHPO and DAHP staff comments.

- Prepare for, attend, and facilitate up to six public meetings held in various locations around the state as identified by DAHP and the steering committee. Coordinate meeting arrangements and agenda with DAHP staff. All travel expenses and arrangements will be the responsibility of the consultant.
- Assemble and review all input from public participation process. Based upon this input, synthesize the data and convey to the steering committee, SHPO, and DAHP staff.
- Based upon input from the public, the steering committee, SHPO, and DAHP staff, draft preliminary goals, objectives, and tasks and present to the steering committee, SHPO, and DAHP staff. Consider comments and revise draft goals and objectives as appropriate.
- In coordination with DAHP, assemble data and draft text in response to NPS state historic preservation planning requirements as described in the document attached as Appendix A to this RFP.

## 6. COST PROPOSAL

The evaluation process is designed to award this procurement not necessarily to the Applicant(s) of least cost, but rather to the Applicant(s) whose proposal best meets the requirements of this RFP. However, Applicants are encouraged to submit proposals which are consistent with State government efforts to conserve state resources.

## 7. EVALUATION AND CONTRACT AWARD

Responsive proposals will be evaluated strictly in accordance with the requirements stated in this solicitation and any addenda issued. The evaluation of proposals shall be accomplished by an evaluation team, to be designated by the DEPARTMENT, which will determine the ranking of the proposals.

The DEPARTMENT, at its sole discretion, may elect to select the top-scoring firms as finalists for an oral presentation.

## 8. DEBRIEFING OF UNSUCCESSFUL PROPOSERS

Upon request, a debriefing conference will be scheduled with an unsuccessful Proposer. The request for a debriefing conference must be received by the RFP Coordinator within three (3) business days after announcement of the apparent successful contractor. The debriefing must be held within five business days of the request.

## 9. PROTEST PROCEDURE

Protesting of this procurement must be in writing and signed by the protesting party. The protest must state the grounds for the protest with specific facts and complete statements of the action(s) being protested. A description of the corrective action being requested should also be included.

All protests shall be addressed to the RFP Coordinator. A protest can only be filed following attendance of a debriefing conference, and must be filed with the RFP coordinator within three business days of the date of attendance of the debriefing conference.

Only protests stipulating an issue of fact concerning the following subject shall be considered.

- A matter of bias, discrimination or conflict of interest on the part of the evaluator.
- Errors by the evaluator.
- Non-compliance with procedures described in the procurement document or DEPARTMENT policy.

Upon receipt of a protest, a protest review will be held by the DEPARTMENT. The DEPARTMENT director or an employee delegated by the Director who was not involved in the procurement will consider the record and all available facts and issue a decision within five business days of receipt of the protest. If additional time is required, the protest party will be notified of the delay.

## APPENDIX A

### Developing New or Revised Statewide Historic Preservation Plans: Program Guidance for State Historic Preservation Offices

#### National Park Service Requirements

New or revised state plans must meet the program requirements found in Chapter 6, Section G, *Historic Preservation Fund Grants Manual* (June 2007; on-line at [www.nps.gov/history/hps/hpg/downloads/June2007HPFManual.pdf](http://www.nps.gov/history/hps/hpg/downloads/June2007HPFManual.pdf)).

In summary, the requirements include the following activities and products.

- Each SHPO shall develop and update a written Statewide Historic Preservation Plan (state plan). This is not the SHPO office's management plan. It should reflect the views of the citizens of your state and be written in a way that any number of organizations, individuals, agencies, and governments can adopt and implement the goals and objectives laid out in the plan.
- The state plan shall address the full range of historic and cultural resources in the state. Please ensure that your historic resource data are up-to-date and have been identified and assessed in accord with the Secretary of the Interior's Planning Standards.
- The state plan shall be developed with broad-based public and professional involvement. This requires more than reaching out only to your preservation constituency and more than asking only for a review and comment on a draft document. Please see "How Much Public Participation is Enough?" below.
- The state plan is a single document. SHPOs may, however, use sections of the NPS-approved state plan for outreach efforts or websites, assuming that the single document approved by the NPS is readily available for public review in hard copy or online as a PDF.
- The state plan shall be widely distributed.
- The State Plan shall contain the following sections:
  - ✓ A summary of how the state plan was developed or revised.
  - ✓ A clear statement about the state plan's planning cycle (meaning how long it will be in effect, e.g., 2013-2018).
  - ✓ A summary assessment of historic and cultural resources, including important issues, threats, and opportunities among resource types. At a minimum, this section should be based on the SHPO's analysis of existing inventory and registration data and other outside data sources (census data, economic impact studies, housing studies, state transportation plans, etc.) as well as feedback from stakeholders during the public engagement process.
  - ✓ Goals and objectives. Objectives should be realistic and feasible; do not include actions that cannot be accomplished within the planning cycle of your state plan! Propose actions that are measurable over time and that lead directly to the fulfillment of planning objectives.
  - ✓ A bibliography of all documents consulted during the development of the plan. This is not just a list of works cited in the plan itself, nor is it a list of additional sources of information provided for the reader's benefit (although you may certainly include such a list in addition to the bibliography).

## NPS Review of New or Revised State Plans

An NPS-approved state plan must be in place at the end of your previous state plan's planning cycle, or at the very least, prior to submission of your HPF Annual Grant application for the fiscal year following the expiration of the planning cycle. Keep in mind, the Annual Grant application and the End-of-Year Report must cross-reference the goals/objectives in a NPS-approved state plan (*HPF Grants Manual*, Chapter 7, Section C.1.h., annual application narrative, and Chapter 25, Exhibit 25-B, Project/Activity Database).

SHPOs that do not have a NPS-approved state plan in place at the end of their last plan's planning cycle will be required to submit additional documents in their HPF grant application and End-of-Year Report submissions (*HPF Grants Manual*, Chapter 7, Section C.1.j. & k. and Chapter 25, Section D.6). The NPS may take additional action if a state plan has lapsed for a significant period of time.

New or revised state plans need to be approved by the NPS no later than December 31 of the calendar year of the current state plan's planning cycle. For example, if your current planning cycle is 2007-2012, a new or revised state plan needs to be approved by NPS by December 31, 2012. Please bear in mind that the NPS requires 45 days to complete its review of a draft state plan and to provide comments, approval, or both to the SHPO (see *HPF Grants Manual*, Chapter 6, Section G.2.c.4). We therefore encourage SHPOs to submit a final draft state plan to us for formal review and approval no later than **November 15** of the applicable calendar year (2012 in the above example). Of course, if your new or revised state plan is ready before November, please send it along as soon as possible!

NPS staff is available to assist SHPOs as they work through the planning process. We encourage SHPO staff to contact us with questions or concerns early in the planning process. Early, informal consultation is the best way to iron out any issues that may bear on the plan's ability to meet the NPS requirements.

If you have questions, please contact Tanya Gossett, Program Manager, Historic Preservation Planning Program, State, Tribal, and Local Plans & Grants Division (2256), National Park Service, 1201 "Eye" Street, NW, Washington, DC 20005; (202) 354-2024; tanya\_gossett@nps.gov.

Additional information about statewide historic preservation plans can be found at <http://www.nps.gov/history/hps/pad>. When in doubt, consult the *Historic Preservation Fund Grants Manual* (June 2007), especially Chapter 6, Section G; Chapter 7; and Chapter 25 at <http://www.nps.gov/history/hps/hpg/downloads/June2007HPFManual.pdf>.

## How Much Public Participation is Enough?

The NPS does not set quotas for the number or type of public engagement events a SHPO must conduct during the statewide planning process. The capabilities of each SHPO and its partners are different from state to state. Therefore, the NPS encourages SHPOs to design feasible public engagement strategies that will produce maximum feedback among a broad range of interest groups.

While the NPS does not require specific types or numbers of public participation activities, we do require "active involvement of a wide range of public, private, and professional organizations" [*HPF Grants Manual*, Chapter 6, Section G.2.b.2)]. This requirement means reaching out to the usual preservation constituency—state and national preservation/architecture/archeological/landscape organizations, CLGs, local historical



organizations, state historic sites, national park units, etc.—but also reaching beyond that network of friends.

In all planning efforts, we encourage you to seek out and engage the following groups:

- American Indian tribes associated with historic and cultural resources in your state, even if those tribes no longer reside in your state and even if those tribes are not federally recognized.
- Federal and state agencies whose plans and projects have direct and indirect effects on historic resources.
- The business community and the real estate development community.
- Elected officials at the state and local levels (not just those that are CLGs).
- Local planning offices and regional planning organizations.
- Universities, colleges, and school systems.
- Historic property owners.
- Previously underserved communities. In this regard, “community” may be a place or a demographic group. Before launching your public engagement strategy, identify those places and populations that have not been engaged in previous statewide planning efforts or that have a significant stake in historic resources that have not been the focus of preservation work (especially survey, inventory, and registration) in the past.

The more opportunities the general public and targeted stakeholders have to involve themselves in the planning process, the better the chances the plan will succeed. Nevertheless, it can be a daunting task to truly engage and receive constructive feedback from a broad range of public and professional stakeholders.

Limited budgets and travel restrictions exacerbate these challenges. You may need to “mix and match” strategies to ensure that the planning process is robust and will deliver meaningful, measurable feedback about historic resources and preservation priorities in your state. Public opinion questionnaires often are used in conjunction with other techniques, such as public meetings, workshops, focus groups, etc. Here are a few other ideas.

- Invite representatives of key stakeholders to guide the statewide planning process from start to finish (assemble a state plan advisory committee with diverse perspectives about historic preservation).
- To cut costs, “piggy-back” presentations and discussions about the state plan at already scheduled events. Try to find both preservation venues (i.e., meetings of professional archeologists) and non-preservation venues (i.e., meetings of county administrators).
- Enlist the support and involvement of partner organizations to host meetings in their communities or present information in local forums about the state plan. If SHPO staff can attend in person or via video link or conference call, all the better.
- Conduct community leadership interviews. Ask preservation commission members to interview their community's leaders about preservation issues. In North Carolina, this approach not only generated useful information for the state plan revision, but it also raised the preservation awareness of local leaders and established or strengthened local preservation networks. North Carolina's interview questions were:
  1. What are the strengths of your community?
  2. What are the weaknesses of your community?

3. If money and "power" were no object, what would you do to improve your community?
4. What would it take to accomplish this?
5. Do you see a place for historic preservation in your community?
6. What do you feel is the role of the local historic preservation commission in improving your community?
7. What role do you see for the State Historic Preservation Office in your community?

You may want to rephrase these questions or ask different ones to tailor the interviews to your state. Questions should discuss the full range of historic and cultural resources in the community, not just historic buildings.

- Conduct executive interviews. In addition to forming a diverse planning advisory committee, distributing a public survey (at meetings and online), establishing a planning project website, and conducting public meetings throughout the state, the Hawai'i SHPO also conducted executive interviews with key stakeholders to garner more in-depth feedback than the surveys allowed. Staff conducted interviews in person and on the phone with leaders in the historic preservation community, the Native Hawaiian community, and the business and development communities.
- Use the internet, social media, and other technologies aggressively during the planning process. With travel budgets cut in so many states, video-conferencing, a state plan web site, webinars, blogs, and social media postings are critical to a broad and successful public engagement process.

For more ideas about public participation techniques, visit our website at <http://www.nps.gov/history/hps/pad/plancompan/PublicPartic/index.html>