

REQUEST FOR PROPOSALS

Reissuance of *National Register Bulletin: How To Prepare National Historic Landmark Nominations*

The National Park Service (NPS) seeks the services of a graphic design consultant through a cooperative agreement with the National Conference of State Historic Preservation Officers (NCSHPO) to support the National Park Service/National Register of Historic Places Program in design, layout, and publication of the *National Register Bulletin: How to Prepare National Historic Landmark Nominations (NHL Bulletin)*. The contract is to be administered by NCSHPO and the work prepared for and completed in coordination with the NPS' National Historic Landmark (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 September 30, 2022. Electronic copies of proposals may be directed to Ms. Sharon Smith, NCSHPO Business Manager, at smith@ncshpo.org.

Project Background

National Historic Landmarks (NHLs) are nationally significant historic places of high integrity designated by the Secretary of the Interior because they possess exceptional value or quality in illustrating or interpreting the heritage of the United States. (Historic Sites Act of 1935 (54 U.S.C. 320101-320106), 36 CFR Part 65.) Currently, more than 2,600 historic places bear this national distinction. Working with Federal, state and local agencies, preservation organizations, professional practitioners, and members of the public throughout the nation, the NHL Program draws upon the expertise of NPS staff in its Washington and regional offices to guide the NHL nomination process and provides assistance to existing NHLs.

To provide public guidance on the NHL Program, the NPS developed and published *National Register Bulletin: How To Prepare National Historic Landmark (NHL Bulletin)* in 1999. These guidelines describe in detail the processes of identifying, evaluating, and documenting the significance and integrity of historic properties and nominating these properties for designation by the Secretary of the Interior as NHLs. Since that time, the NHL Program's goals and documentation requirements had evolved such that a revision and update of the 1999 Bulletin became necessary.

In 2017, the NPS undertook a revision of the *NHL Bulletin*, inviting comments, questions, and/or recommendations from NPS staff, other Federal agencies, state and local governments, preservation organizations, professional practitioners, and the public. A revised draft is now ready for professional design, layout, and publication, and it is this work for which the NPS seeks a consultant.

Scope of Work

The project will produce a professionally designed and published *NHL Bulletin*. NPS has created the text and images for the *NHL Bulletin* and will supply these materials to the consultant in electronic format.

The consultant shall perform the following tasks.

1. Create a distinctive design for the *NHL Bulletin*
 - a. The *NHL Bulletin* design shall reflect the gravitas and authority expected of an official document of NPS, yet be a full-color, visually engaging, and graphically legible/readable document.
 - i. Serif typeface shall be NPS Rawlinson, to be supplied by NPS.
 - ii. San serif font shall be Frutiger (to be purchased by consultant) or equal approved in writing by NPS
 - iii. The publication shall include the NPS arrowhead, which shall be supplied by NPS.
 - b. Consultant shall develop two (2) initial design options to present to NPS, and work with NPS staff to refine the final design.
 - c. Consultant shall meet with NPS staff a minimum of two (2) times to review the proposed design. All meetings shall be held virtually (teleconference or videoconference).
 - d. Consultant shall prepare meeting minutes to consist of key points of agreement; direction to consultant from NPS; and next steps by consultant.
 - e. Consultant shall not proceed to format and layout until receiving written approval from NPS of the design.
2. Format and layout all text and images
 - a. Consultant shall meet a minimum of three (3) times with NPS staff to review the proposed format and layout.
 - b. Consultant shall prepare meeting minutes to consist of key points of agreement; direction to consultant from NPS; and next steps by consultant.
 - c. Consultant shall ensure the *NHL Bulletin* is compliant with the United States Workforce Rehabilitation Act of 1973, as amended (508 compliance).
 - d. Consultant shall not proceed to production until receiving written approval from NPS of the format and layout.
3. Produce and distribute both hard copy and electronic version of the *NHL Bulletin*.
 - a. Consultant shall produce a 508 compliant electronic version of the *NHL Bulletin*.
 - i. Consultant shall provide the file(s) to NPS in InDesign and Adobe PDF formats unless otherwise approved in writing by NPS.
 - b. Consultant shall produce one hundred (200) full-color hard copies of the *NHL Bulletin*, min. 80-lb. text matte coated paper for the internal pages and min. 100-lb. cover matte coated paper for the cover.
 - c. Consultant shall mail one hundred (100) hard copies to organizations and institutions as directed by NPS.

Proposal Submissions

Proposals should provide sufficient information 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:

1. Name of the individual(s) that will 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.
2. Description of the relevant education, experience, and qualifications of the project manager and any staff.
3. 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.
4. A list of references (at least three, but not more than five) that may be contacted.
5. 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.
6. 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.
7. A proposed project schedule that considers all expressed meeting dates.

Please Note: It is expected that the consultant will complete this project with a budget between \$34,000 and \$44,000. Project Budgets should total within this dollar range.

All proposals must be received **no later than** 5:00 p.m. EST on September 30, 2022. 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 key personnel.
- Responsiveness of the proposal to the project's purpose and scope of work.
- Knowledge of National Park Service publications.
- Experience 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 must comply with all applicable provisions of OMB Circular A-110 A-110 REVISED 11/19/93 As Further Amended 09/30/99.

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 Bulletin* update may be directed to Lisa Davidson, NHL Program Manager, at lisa_davidson@nps.gov.