

Section L Instructions to Offerors

SUBMISSION REQUIREMENTS.

The offeror's proposal must be submitted in two parts: a technical proposal and a price proposal. Each of the parts shall be separate and complete so that evaluation of each may be accomplished independently. The technical and price proposals shall be submitted in an original and two (2) color copies each.

1. Technical Proposal. Offerors are required to submit a comprehensive and complete technical proposal that demonstrates their ability to perform the work described in this solicitation. Offerors are cautioned to be responsive to all of the requirements of Section C (Scope of Work) and provide sufficient information to allow evaluation of the proposals per Section M (Evaluation Factors for Award). The technical proposal is expected to contain written and visual material. It must be succinct, well written and presented in a clear straightforward manner in an 8.5" x 11" format. For ease of evaluation, offerors are to submit the technical proposal organized into the following four parts:

a. Plan of Action and Statement of Understanding. The offeror must submit a plan of action and statement of understanding in two (2) parts:

1) Plan of Action. The offeror shall present a brief plan of action that describes the performance of all required phases of the project. Of particular interest in this plan of action is the offeror's approach to incorporating the results of a previous design effort for the project. The Government has commissioned and received a conceptual design for the Visitor Center (see Attachment 1). It is the Government desire to have this effort critically reviewed as part of developing the design of the Visitor Center. The review shall address the reading level(s) of all text. The offeror shall submit a description of the review process that will be used when addressing this previously commissioned effort. This review process shall include, as a minimum, the use of Freeman Tilden's principles of effective interpretation. The plan should explain how the offeror would work with the Government to determine the effectiveness of the effort and the various exhibits that have been proposed. This plan of action may include use of exhibit planning or evaluation worksheets, focus workshops or some other means.

Another important element of the plan of action is the offeror's approach to ensuring the effectiveness of interpretation in the proposed exhibits. In order to maintain high quality interpretation, it is essential that the effectiveness of the exhibits is critically appraised during the design process and corrective action is taken as necessary. Qualitative evaluation should be based on the specific objectives of each exhibit. The offeror's plan shall describe testing technique(s) and quality control measures. It is the Government's expectation that the evaluation shall assure visitor recognition of at least 75 percent of the exhibit's objectives. The plan shall explain how and when the evaluation process shall be implemented and how the results of the evaluation shall be utilized to improve the exhibit design. The exhibit evaluation plan may include the use of test audiences, focus workshops or some other means. This evaluation shall be conducted by or under the direction of an interpretive planner.

Offerors are allowed maximum latitude in providing proposals that shall accomplish the objectives of this contract in the most comprehensive, creative and effective manner. Part 1 is expected to be no more than ten (10) pages in length.

2) Part 2. Statement of Understanding. The offeror shall submit a brief statement that demonstrates that he understands the mission statement and objectives the Government has established for the Visitor Center. This cannot be a repeat or mere summary of the materials provided in this RFP, but rather the offeror's statement of his understanding of that work. Part 2 is expected to be no more than two (2) pages in length.

b. Past Performance. The offeror must demonstrate, through past performance, an ability to perform the work described in this RFP for the Visitor Center. This is done by showing that they have met creative expectations, successfully executed design development and project management, possess fabrication and installation skills and capabilities, and have been on time and on budget with past projects. Submit at least three (3) and not more than six (6) project samples of similar scope and magnitude described as follows:

1) A brief narrative about the project, no more than three (3) pages, containing but not limited to the following: project title, purpose, client name and phone number, completion date, staff involved, budget and square footage.

2) Visual depiction of the project including such things as a visitor flow diagram, sample "in progress" design drawings, renderings, fabrication drawings, photos of scale model and photos of the completed project. The visual depiction must include at least two (2) examples of typical exhibit panels showing the ways natural resources or cultural content material has been interpreted to visitors. The visual material may be submitted as 35mm slides (no more than a sleeve of 20), or in IBM compatible CD ROM disks. The required file format is either Adobe PageMaker or Adobe Acrobat (.pdf format). It shall be the offeror's responsibility to provide readable disks. The offeror shall be advised of unreadable disks that must be replaced within three (3) working days of notification. It is recommended that suitable hard copy be attached to portfolio work presented on disks.

3) Example scripting from a story line or sample frames from multi-media work such as a theater experience and an interactive exhibit.

c. Personnel Staffing / Production Capabilities. The offeror shall identify all staff and subcontracting staff, as appropriate. Offerors must submit brief profiles of the design/production/fabrication team, which they propose to assemble and assign to the Visitor Center project. The submission should describe the capabilities, talents and skills of each member. Minimal information to be presented in the profiles includes: training, areas of specific expertise, years of experience, years with the offeror's firm, selected projects in which they have participated and professional affiliations. In addition, the offeror shall document the previous experience of key personnel in working together on projects of similar scope and magnitude. If the offeror is forming a team from different companies or independent individuals for the purpose of producing the work for the Visitor Center, he must include a letter of commitment

from each contracted team member (see Attachment 4 for example). It is expected that the contractor's principal team leaders have the following credentials:

- 1) At least five (5) years experience in interpretative planning.
- 2) Three (3) to five (5) years of experience in the development and design of cultural exhibits or natural resources visitor centers.
- 3) Formal training with a baccalaureate degree in the fields of interpretive planning, exhibit design, industrial design or visual communications.

A profile of the offeror's fabrication/production capabilities should be addressed in terms of size and location of the plant, square feet and annual dollar volume, general kinds of products made and material specialties, if any. Identify to the degree possible, the percent of Visitor Center work expected to be fabricated under the offeror's roof and what kinds and approximate percent of work that may be contracted out.

d. Management Plan / Quality Control. Submit a management plan that briefly explains how the team is organized to respond to the needs described for the Visitor Center project. The offeror should identify the overall effort proposed by the company as it relates to other work in which the company may be engaged. Key personnel should be identified along with each member's contribution to the Visitor Center project, as well as their commitment to other work underway or planned. Include a simple staffing/organization chart that identifies the various team members and their position on the team.

In the Quality Control (QC) plan, include a description of how quality, timeliness and budgets shall be tracked and controlled, and the method of interaction and reporting to the Government. The QC plan must also address how the work efforts of subcontractors, if proposed, shall be managed for quality and timeliness.

2. Price Proposal.

Offerors shall submit their cost proposals in the form requested in Section B. Other necessary costing or cost derivation information may be included on separate sheets.

EVALUATION PROCEDURES AND ADDITIONAL SUBMISSION REQUIREMENTS

1. Technical Evaluation Panel. The Contracting Officer has established a Technical Evaluation Panel to conduct an evaluation of each technical proposal received in response to this solicitation. The technical evaluation will be based exclusively on the merits and content of the proposal and any subsequent clarifications or discussions required. The panel will not consider previous knowledge, associations, or any information incorporated by reference or otherwise referred to. To be considered acceptable, all four parts of the technical proposal requirements listed above must be addressed. The evaluation panel will rate each part.

2. Competitive Range Determination. Each proposal submitted will be reviewed initially to determine if it conforms to the general requirements of the RFP. The technical proposal will be evaluated and scored separately from the price proposal. From these evaluations, the Contracting Officer will determine a competitive range. The competitive range will consist of those proposals that have a reasonable chance of being selected for award. Proposals that are not considered to be in the competitive range will be excluded from further consideration.

3. Presentation Requirements for Offerors in the Competitive Range. Offerors in the competitive range shall be required to provide a brief presentation to the Technical Evaluation Panel to illustrate their proposed approach to the previously commissioned design effort for the Visitor Center. This presentation shall occur at the headquarters building of the Government district office and shall focus specifically on a critical analysis of proposed exhibit 23.00 Benefits and Consequences (see Attachment 1). This presentation is expected to include an interactive discussion between the offeror's team and the Technical Evaluation Panel.

In addition to the required presentation, offerors determined to be in the competitive range may be required to provide written and/or verbal clarifications to questions concerning their proposals. Discussions may also be required.

After presentations are completed, the Technical Evaluation Panel will reevaluate the proposals using the supplemental information provided.