

# STATE OF OREGON



## COVER PAGE

Travel Information Council

## OREGON TRAIL INTERPRETIVE PROJECT

Request for Proposal (RFP)

**2019-001**

Date of Issue: April 10, 2019

Closing Date and Time: May 10, 2019, 12:00pm

Single Point of Contact (SPC): Annie von Domitz, Heritage & Community Assets  
Manager

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# 1 INTRODUCTION AND BACKGROUND

## 1.1 Introduction

The State of Oregon, acting by and through its Travel Information Council (TIC), is issuing this Request for Proposal for historical research and interpretive writing services.

TIC is a semi-independent state agency with a diverse portfolio. Our programs help strengthen local economic infrastructure across the state by directing traffic to essential services with our Highway Logo Sign program. We also ensure that travel is both safe and convenient with onsite rest area supervision; our supervisor teams oversee all aspects of the Rest Area Program.

TIC also administers the Oregon Heritage Tree and Oregon Historical Marker programs with groups of highly motivated and professional volunteers. These programs preserve our state's important historical icons. TIC ensures that significant trees and historical markers retain their significance for future generations.

## 1.2 Background

The mass migration over the Oregon Trail was a transformative event in Oregon history, one that forever changed the lives of both the people who migrated here and the people who originated in this land. Telling the full, honest story of that transformation is both difficult and necessary.

In 1993, in honor of the sesquicentennial of the beginning of mass migration in 1843, Oregon Trail Interpretive Kiosks were developed across the state. Eleven of those original kiosks are in rest areas along I-84 managed by TIC. The Travel Information Council directed staff to update the kiosks within TIC rest areas, with the goal of creating inclusive and honest interpretation.

Additional details on the Scope of the goods or services or both are included in the Scope of Work/Specifications section.

## 2 GENERAL

<b>2.1 Schedule of Events Event</b>	<b>Deadline</b>
Request for proposals issued	<b>April 10, 2019</b>
Deadline for proposals	<b>May 10, 2019</b>
Notification of finalists	<b>May 24, 2019</b>
Interviews scheduled, if deemed necessary	<b>June 3, 2019</b>
Notice of intent to award issued	<b>June 11, 2019</b>
Contract signed	<b>June 18, 2019</b>

## **2.2 Proposal Deadline**

Both hard copy and electronic proposals are acceptable. Electronic proposals may be emailed to anniev@oregontic.com. Hard copies may be mailed to the Administrative Contact in Sec. 2.3. All proposals received after the date and time indicated above will not be opened or considered. Hard copies received after the deadline will be rejected.

## **2.3 Administrative Contact**

Name: Annie von Domitz

Title: Heritage& Community Assets Manager Telephone: (503) 373-0864

Email: anniev@oregontic.com.

Address: 1500 Liberty St SE, Ste 150, Salem, OR 97302

## **2.4 Right to Retain**

TIC reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the Proposer of the conditions contained in this RFP, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between TIC and the Proposer selected.

## **2.5 Cost of Preparing Proposal**

TIC will not pay any costs incurred by any Proposer in the submission or presentation of a proposal, or in making the necessary studies for the preparation thereof.

# **3 SCOPE OF WORK**

## **3.1 Scope of Work**

### *Phase 1:*

- Research and writing for the creating of interpretive content regarding the Oregon Trail along the I-84 corridor to be placed in 11 kiosks in 6 rest areas. (map attached) There are currently 100 interpretive panels, but about 25% are duplicates. The final product may or may not have the same type or number of interpretive panels. The contractor will work with staff and the Oregon Trail Advisory Committee to determine the best format for the content.
- Develop written content in collaboration with the Oregon Trail Advisory Committee (a sub-committee of the Travel Information Council's Oregon Historical Marker Committee) based on guiding principles and concepts developed by the committee (see attachment 3).
- Meet with and collect feedback from stakeholders identified by staff, the Advisory Committee and through contractor's research.
- Work with the Advisory Committee and TIC staff to identify additional stakeholders
- Develop a reasonable timeline and milestones in coordination with staff for project completion.
- Provide first draft of interpretive content for review and comments.

*Phase 2:*

- Refine first drafts of content to reach an approved final draft. Review process will be developed based on findings of Phase 1 activities.

*Phase 3:*

- Consult with staff and contracted design firm to move approved text into physical interpretive assets

Preferred candidate will have:

- Demonstrated knowledge of Pacific Northwest history, with particular attention to the Oregon Trail period
- Deep experience working with Oregon's tribal communities
- Demonstrated ability to listen carefully, distill information from a variety of sources, and produce syntheses of large amounts of information
- Extensive experience researching in primary and secondary sources
- Strong written and oral communication skills
- Experience writing for general audiences
- Experience with crafting interpretive language and displays

## **4 REQUIRED SUBMITTALS**

### **4.1 Quantity of Proposals**

Submit one (1) proposal to the Administrative Contact. Proposals should contain the submittals listed in this section and any other information not requested that illustrates qualifications and content from the Proposer.

### **4.2 Required Submittals**

It is the Proposer's sole responsibility to submit information in fulfillment of the requirements of the RFP. If submittals are not substantially compliant in all material respects with the criteria outlined in the RFP, it will cause the Proposal to be deemed non-responsive. If any part of a proposal is proprietary and is claimed exempt from disclosure, the Proposer must separately submit that material along with the Proposal and have it clearly marked as "Proprietary Information; Confidentiality Requested."

#### **4.2.1 Cover Letter**

A cover letter should not be more than two (2) pages long and should include as a minimum the following:

- a) A statement of the Proposer's understanding of the objective of the services to be performed;
- b) A statement of the Proposer's experience and ability to meet the Scope of Work;
- c) A positive commitment to perform the services within the time period specified; and

d) The names of persons authorized to represent the Proposer, their title, mailing address, e-mail address, and telephone number (if different from the individual who signs the transmittal letter).

#### 4.2.2 General Information

a) Name of Proposer (individual or firm);

b) Address;

c) Federal Employer Identification Number;

d) Length of time in business;

e) Whether Proposer is local, regional or national;

f) Location of the office from which the work is to be done (hereafter referred to as the “local office”);

g) If the Proposer is a firm, description of the organization, size, structure and office location(s). Identification of principal supervisory and managerial staff assigned;

h) Description of Proposer’s experience;

i) The Proposer shall provide links to three (3) interpretive project their firm has successfully seen through to completion;

j) The Proposer shall include a statement describing the roles and responsibilities of the Proposer in the drafting of the plans provided in response 4.2.2. i) above;

k) Resumes of consultants likely to be assigned to the representation. The description should include: Professional and educational background of each consultant, position in firm, years and types of experience, overall supervision to be exercised, and prior experience of the individual consultants with respect to the required experience listed above;

l) Identification of any complaints to liability carriers, legal action, including lawsuits, administrative complaints, etc., in the past 5 years;

m) Projected date in which the first draft text will be ready for review;

n) Any other information that would help in the evaluation of the Proposer for this contract.

#### 4.2.3 Customer Support

TIC operates on Pacific Standard Time (PST) and has primary hours of operation Monday through Friday from 7 a.m. to 4 p.m., with some programs having extended hours of operation. TIC business offices are closed on weekends and U.S. holidays. Please identify how Proposer will provide customer support during the planning process.

- 4.2.4 Project cost  
Provide a cost breakdown for the project. Include all expenses expected to be paid by TIC.
- 4.2.5 References  
Provide a minimum of three (3) references

## 5. SUBMISSION

### **Electronic Proposal Submittals**

Electronic proposals shall be in PDF format included as attachment(s) in an e-mail sent to anniev@oregontic.com. The e-mail subject line should contain the phrase “Oregon Trail Interpretive Project Proposal – (Proposer’s Company Name).” Only those proposals received at this e-mail address by the due date and time will be considered; proposals sent to other e-mail addresses will not be considered. It is highly recommended that the Proposer confirms receipt of the e-mail with the Administrative Contact noted above.

### **Hard Copy Submittals**

Hard copy proposals shall be single sided and unbound. The outside of the mailing envelope shall read “Oregon Trail Interpretive Project Proposal – (Proposer’s Company Name)”. The copy must be mailed to the Administrative Contact identified in Sec. 2.3. It is highly recommended that the Proposer confirms receipt of proposal with the Administrative Contact noted above.

## 6. EVALUATION

The status of review and evaluation are as follows:

### 6.1 Selection and Evaluation Process

TIC will review proposals and may follow up with interview questions. A final group of Proposers may be asked to interview or provide a presentation. After the final interviews the Travel Information Council may award the contract. Proposals will be reviewed in accordance with the following criteria:

- 6.1.1 Proposed approach to scope of work and level of support services.
- 6.1.2 Level of experience of the individuals identified to work on this project.
- 6.1.3 The Proposer’s experience in delivering a successful product and support service to similar clients and projects. The selected contractor is required to meet the highest standards prevalent in the industry or business most closely involved in providing the appropriate goods or services.
- 6.1.4 Customer service support (e.g. service hours that align with Travel Information Council business hours, services available, etc.).
- 6.1.5 Response from references.
- 6.1.6 Cost.

Follow up interviews and demonstration evaluation may focus on the following:

- 6.1.7 Presenter's understanding of the scope of TIC's needs;
- 6.1.8 Presenter's ability to deliver on TIC's Scope of Work based on experience and staffing expertise;
- 6.1.9 Presenter's ability to provide services beyond the Scope of Work identified in the RFP;

## **6.2 Proposal Validity Period**

Each proposal shall be irrevocable for a period of at least ninety (90) days from the proposal opening date.

## **6.3 Competency of Proposals**

To enable TIC to evaluate the responsibility and financial stability of a Proposer, the qualifying and accepted Proposer shall, upon request, furnish such information as reasonably necessary.

## **6.4 Reservation in Evaluation**

TIC reserves the right to:

- 6.4.1 Request "Best and Final Offers" from the two highest scoring Proposers and award to the lowest priced;
- 6.4.2 Re-assess the proposals and award to the Proposer determined to best meet the overall needs of TIC;
- 6.4.3 Commence serial negotiations with the highest ranked Proposer or commence simultaneous negotiations with all responsive Proposers within the competitive range; and negotiate with a Proposer over:
  - The Scope of Work;
  - The contract price as it is affected by negotiating the Scope of Work; and
  - Any other terms and conditions as determined by TIC.

## **6.5 Investigation of References**

TIC reserves the right to investigate and to consider the references and past performance of any Proposer with respect to such things as its performance or provision of similar goods or services, compliance with specifications and contractual obligations, and its lawful payment of suppliers, subcontractors and workers. TIC may postpone the award or execution of the contract after the announcement of the notice of intent to award in order to complete its investigation.

## **6.6 Preferences**

Notwithstanding provisions of law requiring TIC to award a contract to the lowest responsible bidder or best Proposer or provider, when procuring goods and services for any public use, TIC shall apply the applicable preferences described in ORS 279A.120 (Preference for Oregon goods and services) and ORS 279A.125 (Preference for recycled materials).



## **6.7 Contract Award**

The contract will be awarded to the responsible Proposer whose Proposal TIC determines in writing is the most advantageous to TIC. If a successful contract cannot be completed after award, TIC may conclude contract negotiations, rescind its award to that Proposer, and return to the most recent RFP evaluation stage to negotiate with other Proposer(s) for award. The contract will include items similar to those shown in the attached.

## **6.8 Proposal Rejections**

TIC reserves the right to:

6.8.1 Reject any proposals not in compliance with all public procedures and requirements;

6.8.2 Reject any proposal(s) not meeting the specifications set forth herein;

6.8.3 Waive any and all irregularities in proposals submitted;

6.8.4 Consider the competency of Proposers in making any award;

6.8.5 Reject all proposals;

6.8.6 Award any and all parts of any proposals; and

6.8.7 Request additional references

## **7 APPLICABLE STATUTES AND RULES**

This RFP is subject to the applicable provisions and requirements of the Oregon Revised Statutes, Oregon Administrative Rules, and the TIC policies.

### **7.1 Communications During RFP Process**

In order to ensure a fair and competitive environment, direct communication between TIC staff other than the Administrative Contact and any party in a position to create an unfair advantage to Proposer or disadvantage to other Proposers with respect to the RFP process or the award of a contract is strictly prohibited.

### **7.2 Questions and Requests**

Any Proposer requiring further clarification of the proposal procedures contained herein should submit specific questions in writing to:

Name: Annie von Domitz

Title: Heritage & Community Assets Manager

E-Mail: anniev@oregontic.com

The e-mail subject line should contain the phrase "Oregon Trail Interpretive Project – Proposer's Company Name." A written response will be provided to those questions that are deemed appropriate. All questions and answers will be posted on our website:

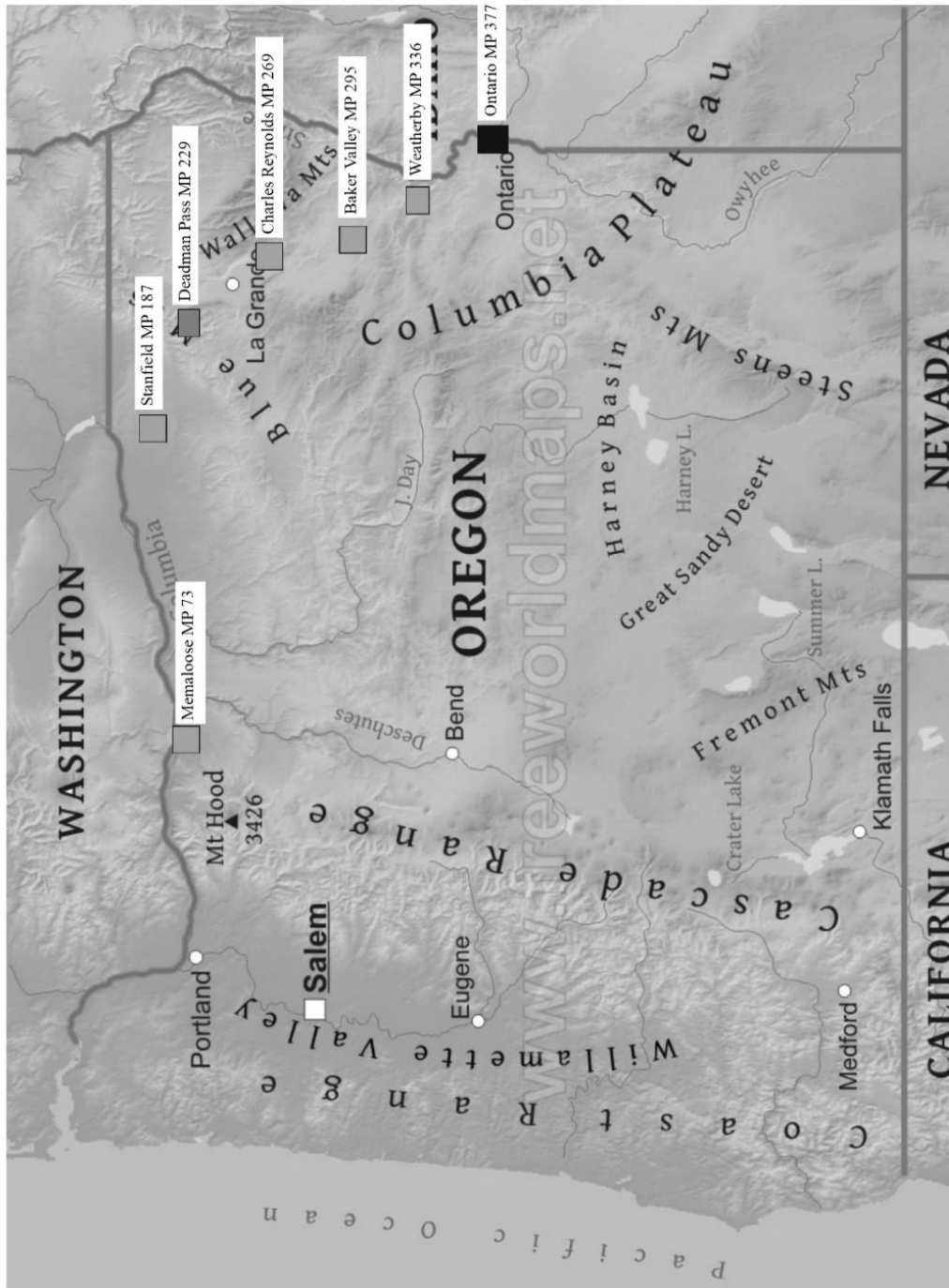
www.oregontic.com

### **7.3 Addenda**

Only documents issued as written addenda by TIC serve to change the RFP in any way. No other direction received by the Proposer, written or verbal, serves to change the RFP.

Attachment 1:

Locations of 11 kiosks. (2 each at Memaloose, Stanfield, Charles Reynolds, and Baker Valley)



Attachment 2:  
Photo of existing Oregon Trail interpretive kiosk structure



## Attachment 3

### **Guiding Principles for Oregon Trail Interpretive Kiosk Project:**

1. This was a long-inhabited place (animals and people.) There is a deep human history.
2. Explain nationalism/ Manifest Destiny and expansionism, what was lost and what has happened to this place since 1843.
3. Instead of trying to take on and engage around stereotypes and “Clash of Culture”, center on Place. (Examples: can use factoids to dispel some stereotypes such as “circling the wagons”: Death from accidents and disease were much more common than from Native interactions.)