

Request for Proposals

Management Plan Consultant

Maritime Washington National Heritage Area

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Introduction

This request asks potential consultants for proposals to assist in the creation of a Management Plan for the Maritime Washington National Heritage Area (MW-NHA). The consultant will be responsible for creating a roadmap, to be implemented by Washington Trust staff in coordination with the Management Plan Steering Committee and its various yet-to-be-determined working groups, for the development of a Management Plan.

The consultant will assist the Washington Trust for Historic Preservation in identifying major tasks and milestones to occur in the development of a Management Plan; creating an implementable work plan for developing the Management Plan; crafting a public engagement strategy and plan; assigning roles and responsibilities to involved parties; and helping to identify future consultant/contractual needs.

Maritime Washington National Heritage Area

In 2010, the Washington State Department of Archaeology & Historic Preservation (DAHP)—in coordination with numerous partners and collaborators—completed a feasibility study to determine the eligibility, in accordance with National Park Service criteria, of Washington’s

saltwater coastline as a National Heritage Area. Nine years later, in March 2019, the Maritime Washington National Heritage Area (MW-NHA) was officially established by Congress as part of the 2019 John Dingell, Jr. Conservation, Management, and Recreation Act.

National Heritage Areas are places where historic, cultural, and natural resources combine to form cohesive, nationally important landscapes. Designated by Congress, these geographic areas are established for their historic and cultural significance and are meant to support community stewardship of our nation's nationally important landscapes.

Unlike national parks, National Heritage Areas are large lived-in landscapes. The federal government does not assume ownership of the land inside the heritage area, nor does the designation confer any federal regulatory or management authority. National Heritage Areas are administered by local organizations that work collaboratively with partner entities and organizations within the Heritage Area and with the National Park Service (the agency that administers the area's federal funding) to increase cooperation towards economic development, heritage tourism, historic and cultural preservation, and development of recreational opportunities. The authorizing legislation for the Maritime Washington NHA named the Washington Trust for Historic Preservation as the local coordinating entity.

The Maritime Washington National Heritage Area (MW-NHA) includes nearly 3000 miles of Washington's saltwater coastline from Grays Harbor through the Puget Sound and north to the Canadian border. The boundary of the area extends a quarter mile inland from the mean high tide line. This includes nearly 100 different government units (including tribes, counties, cities, port districts, and counties) as well as hundreds of maritime museums, education centers, historic ships, lighthouses, working waterfronts, and other historic and cultural resources.

The goals of the MW-NHA are to:

- Share Washington State's unique and nationally distinctive maritime heritage resources and stories with a broader audience;
- Enhance heritage tourism;
- Benefit community heritage groups and organizations;
- Enhance public education and awareness about Pacific Northwest maritime history;
- Celebrate contemporary working waterfronts; and
- Support healthy marine waters.

Key activities of the heritage area include:

- Stakeholder coordination and collaboration: developing structures and practices for maritime groups to more effectively develop and maintain partnerships.
- Heritage tourism promotion: attracting new visitors and developing the Heritage Area as a whole as a tourism destination.
- Fundraising and distribution: leveraging national recognition and the benefits of regional scale to seek out new funding sources and attract new resources to the region.

Overview of Management Plan

As the coordinating entity for the National Heritage Area, the Washington Trust for Historic Preservation is responsible for working with the area's many partners and stakeholders to draft a Management Plan and to submit it for approval by the Secretary of the Interior within three years of the area's designation (i.e., by May 2022). Per authorizing legislation, the Management

Plan will describe the comprehensive policies, strategies, and recommendations for telling the story of the region's heritage. Overall, it will provide a framework for successful management of the Heritage Area. It will include, at minimum:

- The mission, vision, values, and goals of the NHA
- Comprehensive policies, strategies, and recommendations for conservation, funding, management, and development of the NHA
- An interpretive plan, including an inventory of resources and properties related to the themes of the NHA
- Strategies and structures for partnerships, including a description of partner roles and commitments
- An implementation plan, including plans for ongoing collaboration, and specific implementation and commitments for the first 5 years of the NHA
- A business plan, including an identification of funding sources

Please see a copy of the authorizing legislation (linked in "Reference Materials" at the end of this document) for the full list of required components of the Management Plan.

The 2010 Feasibility Study will be a key guiding document for the creation of the Management Plan. It includes many recommendations of key strategies, policies, themes, and resources for the management, development, and implementation of the MW-NHA. The creation of the Feasibility Study also laid the groundwork for many of the public outreach activities that will be required throughout the management planning process. Given that the Feasibility Study is now ten years old, however, the information and recommendations it contains, will need to be reevaluated and updated to fit the current state of the area. The Feasibility Study is linked in "Reference Materials" at the end of this document.

Of equal importance to the document itself, the process of creating the Management Plan will serve to build partnerships, community, and a spirit of ownership throughout the heritage area, setting the groundwork for successful implementation of the MW-NHA. The planning process will require a high level of public outreach, engagement, and collaboration. The success of the planning process will depend on the development of strong partnerships with the many stakeholders and potential partners within the heritage area, including but not limited to: local, state, regional, and federal government agencies, Tribes, tourism organizations, ports, scenic byways, Main Street communities, maritime museums, education centers, nonprofit organizations, institutions of higher education, and private landowners.

The Management Plan will be reviewed by members of the public, heritage area stakeholders, the Washington Trust Board of Directors, and the National Park Service before it is officially submitted to the Secretary of the Interior for approval, a necessary step for the NHA to continue to receive federal funds. Once approved the Management Plan will guide implementation of all Maritime Washington NHA's projects and programs.

[Washington Trust for Historic Preservation](#)

The Washington Trust for Historic Preservation is dedicated to saving the places that matter in Washington State and promoting sustainable and economically viable communities through historic preservation. We are Washington's only statewide nonprofit advocacy organization working to build a collective ethic that preserves historic places through advocacy, education, collaboration, and stewardship. For over 40 years, the Washington Trust has successfully

advocated for legislation and funding that supports historic preservation and sustainable communities across Washington.

Project Guidance

Throughout the crafting of a plan for the Management Plan (a “Plan for a Plan”), the consultant will work closely with Washington Trust staff to determine major tasks, timelines, audiences, capacities, and existing resources. Over the past 10+ years, the Washington Trust, in partnership with the State Department of Archaeology and Historic Preservation and many others, has participated in extensive surveys and outreach efforts within the Heritage Area, resulting in a strong knowledge of the stakeholder/partner landscape. It is expected that the consultant will develop a plan that builds on these previous studies and outreach efforts.

The consultant will also receive guidance from the MW-NHA Management Plan Steering Committee, an advisory body of Heritage Area stakeholders convened to help guide development of the Management Plan. This group will be a key source of input, advice, and recommendations about priorities for the Management Plan and planning process. They should also be incorporated into the work plan and public engagement strategy as potential implementers of outreach efforts, reviews, and approvals.

There are many other key partners that must be included in a strategy/plan for the development of the Management Plan. The consultant will work closely with the Washington Trust and Steering Committee to determine the best way to incorporate these perspectives and interests into the Management Plan workplan. These groups include but are not limited to:

- Washington State Department of Archaeology and Historic Preservation
- Native American tribes located within the heritage area
- Local governments located within the heritage area
- Washington State Parks
- Washington State Department of Natural Resources
- Washington Public Ports Association
- Association of Washington Cities
- Washington State Association of Counties
- Washington Tourism Alliance
- Pacific Northwest Maritime Heritage Council
- The National Park Service
- Interested institutions of higher education
- Washington State Historical Society
- Washington State Archives
- Washington State Library
- Military history associations and offices

Project Schedule and Budget

The consultant’s work will last from July 1 through September 30, 2020.

The total budget available for a Management Plan consultant is \$40,000- \$50,000.

Scope of Work

The consultant will help the Washington Trust to launch the initial phase of the Management Plan project. They will work closely with Washington Trust staff, the Management Plan Steering Committee, the National Park Service, and other advisors to define the overall strategy and scope of the planning process. Essentially, the consultant will lay the plan and the framework for Washington Trust staff, the Steering Committee, outside partners, and additional contractors to create the Management Plan over the course of the next year.

Project Plan

The consultant will work with WTHP staff, the Steering Committee, and other stakeholders to identify major tasks and milestones that should occur as part of Management Plan development. They will translate this into a work plan for WTHP staff to follow from October 2020 through June 2021, leading to the creation of a final Management Plan.

Deliverables:

1. Review existing materials, including: Feasibility Study, sample Management Plans, NPS guidance on the creation of NHA Management Plans, Resource Inventory, Audience and Partner mapping, letters of support, presentations, and other outreach materials
2. Orientation meeting with WTHP staff to identify priorities/required elements for Management Plan, existing resources (reviewed in Deliverable 1), and status of project
3. Kick-off meeting with Steering Committee to solicit input and priorities for Management Planning process
4. Work plan, including tasks/milestones, role assignments, and timeframes, for creation of Management Plan. This document will be in a format mutually agreed upon by the consultant and WTHP staff (Word, Excel, etc).

Public Engagement Strategy

The Maritime Washington NHA is committed to effective and intensive public participation throughout this collaborative planning process. There are many different approaches for involving diverse audiences interested in the area and the planning effort. To ensure that public interests are understood and represented in the plan, the consultant will assist WTHP staff in the development of a public engagement strategy. The consultant will build on outreach conducted in the development of the Feasibility Study, as well as existing audience and partner mapping exercises (completed and provided by WTHP staff), to identify the most effective methods for soliciting public input on the Management Plan.

Deliverables:

1. Meeting with all WTHP staff to review key audience/partners and best methods for engagement with each group
2. Strategy document outlining clear and implementable plan for public engagement, including virtual options that can be implemented in case of continued social distancing measures
3. Incorporation of public engagement strategy into overall project work plan

Capacity Assessment

The bulk of the Management Plan process will be carried out by WTHP staff members, with guidance from the Steering Committee and its working groups. However, WTHP will also plan to

hire external consultants or contractors to complete certain elements of the plan that require subject matter expertise, such as branding/marketing elements and the Interpretive Plan.

As part of the scoping and planning process, the consultant will review the work plan they develop and provide recommendations for areas where external subject matter experts would be needed.

Deliverables:

1. Meeting with all WTHP staff to review in-house capabilities
2. Document assessing WTHP capacity to complete workplan and making recommendations of areas/tasks that may require external assistance
3. Incorporation of roles and responsibilities into work plan

Presentation of Recommendations

The consultant will be asked to present their work plan, public engagement strategy, and capacity assessment to WTHP staff and the Steering Committee upon the completion of their work.

Deliverables:

1. Presentation to WTHP staff by end of August
2. Presentation to Steering Committee at their September meeting

Consultant Qualifications and Evaluation Criteria

The consultant will be responsible for the timely completion, quality, and integrity of their work. Ideally, they should have some or all the following qualities and experiences:

- Excellent project management and communication skills, especially with projects involving multiple partners and stakeholders
- Experience with large-scale organizational or programmatic management plans, including interpretive, business, implementation, and financial plans.
- Familiarity with National Heritage Areas and their planning documents (such as a Feasibility Study, Resource Survey, etc.) and/or familiarity with other NPS planning documents, such as general management plans and associated financial plans
- Understanding of NHA Management Planning process
- Experience with resource management, community organization, and/or maritime historic preservation planning
- Experience facilitating public outreach and input processes, including public meetings/forums and digital engagement
- Ability to work effectively and agreeably with a wide range of organizations and stakeholders
- Demonstrated relationship and/or experience with the geographic area of MW-NHA. This should include a fundamental understanding of place, heritage, history, and/or culture of the area.

Submitting a Proposal

Interested parties should submit their proposals electronically to the Washington Trust by June 22, 2020. Consultants with an interest in submitting a proposal will review the contents of this Request and the Reference Materials listed below. They may request any additional information about the project by June 12 from the Washington Trust for Historic Preservation via Alexandra Gradwohl, agradwohl@preservewa.org or 206-624-9449. Any documents and information supplied to the consultant should be considered proprietary materials and shall not be made public. These materials should be reviewed to develop a clear understanding of the project area and associated issues.

All proposals should include:

- A description of services/management approach and proposed process for completion of the preceding Scope of Work.
- A brief overview of similar projects completed.
- An overview of the proposed consultant project team, including resumes of key staff.
- A cost proposal for completion of the Scope of Work as outlined above. This should include a budget of hourly rates and time estimates for all key staff, as well as costs for anticipated travel.
- A specific point of contact for follow up.

Requirement and Policies

- All consultant-prepared documents will become property of the Washington Trust for Historic Preservation.
- All financial, statistical, personnel and/or technical data supplied by the Washington Trust to the consultant are confidential. The consultant will use reasonable care to protect the confidentiality of such data.
- WTHP and NPS have final editorial control over any documents created.
- The consultant will submit materials in Microsoft Word or Excel documents, unless otherwise agreed upon with the Washington Trust.
- The consultant will not issue news releases related to the services being provided under this contract without the prior written consent of the Washington Trust. The consultant shall not use the Washington Trust or Maritime Washington National Heritage Area's name, logos, images, or any data or results arising from this contract as a part of any commercial advertising without first obtaining the prior written consent of the Washington Trust.
- The selected consultant shall be responsible for the furnishing of all supplies and services required to accomplish all services required under the preceding Scope of Work.

Reference Materials

- [Maritime Washington National Heritage Area legislation](#), excerpted from the John D. Dingell, Jr. Conservation, Management, and Recreation Act (S. 47, Mar. 12, 2019)
- [Washington State National Maritime Heritage Area Feasibility Study](#)
- [A Maritime Resource Survey](#) for Washington's Saltwater Shores
- [Management Planning FAQs](#) from the National Park Service
- Examples of Management Plans from other National Heritage Areas:
 - [Mississippi Delta National Heritage Area](#)
 - [Yuma Crossing National Heritage Area](#)
 - [Northern Plains National Heritage Area](#)
 - Essex National Heritage Area: [Essex Coastal Scenic Byway Management Plan](#)