

# Request for Proposals

## Interactive Online Map for Maritime Washington National Heritage Area Management Planning

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### Scope of Work

Contractor or firm will create, host, and monitor an interactive online map of the Maritime Washington National Heritage Area (MW-NHA) to assist with public engagement efforts during the development of a Management Plan for the heritage area. This map will serve as a tool for public input and will assist in the updating of an existing maritime resources survey.

The contractor will create an online map of the MW-NHA using GIS mapping software (ArcGIS StoryMap or similar) and populate it with locations of known maritime resources provided by the Washington Trust for Historic Preservation (WTHP). The map will allow users to add their own locations, along with information and resources about those places such as descriptions, links, photos, and documents. Throughout the development of this map, the contractor will work closely with WTHP staff to determine the exact layout, functionalities, and appearance of the interactive map.

The contractor will host this map using their own GIS platform for the duration of the MW-NHA Management Plan public input period, removing disruptive comments as they arise.

After the conclusion of the public input period, the contractor will create maps of the area for inclusion in the MW-NHA Management Plan. The content, style, and specifications for these final maps will be developed in close coordination with WTHP staff but will include, at minimum, overview and regional maps of the MW-NHA with visual representation of maritime resources submitted during the engagement process.

WTHP will retain ownership of the data collected through the interactive mapping process and contractor would provide WTHP with the export data (including geocoded data, descriptions, and other items provided by users) at the conclusion of the contract.

### Deliverables

- Creation and hosting of interactive online map of the entirety of the MW-NHA, pre-populated with list of existing resources provided by WTHP and with the ability to accept and display user submissions of additional resource locations, descriptions, and photos.
- Designed maps of the heritage area for the MW-NHA Management Plan including resources identified through public submission.

### Project Schedule and Budget

The work is estimated to last from approximately November 23, 2020 through September 1, 2021 with the following benchmarks:

- Initial map, populated with existing resource list, online and ready for public interaction by January 15, 2021.
- Host, monitor, and remove disruptive comments on map throughout period of public engagement, approximately January 15 through July 1, 2021.
- Create final maps for inclusion the Management Plan by September 1, 2021.

The budget for this project is \$15,000.

### **Evaluation Method**

Proposals will be scored by a minimum of three (3) Washington Trust staff members and/or advisors based on the following evaluation factors, listed in order of relative importance:

- Demonstrated experience creating and hosting interactive online maps for purposes of public engagement in planning projects
- Demonstrated experience creating and designing high-quality maps for print and digital formats
- Demonstrated experience crafting simple and intuitive user experiences
- Ability to work collaboratively with client and respond to specific requests or needs
- Excellent project management and communication skills

### **Submitting a Proposal**

Interested parties should submit their proposals electronically to the Washington Trust by Monday, November 23. Word or PDF files are both acceptable and may be sent to Alexandra Gradwohl at [agradwohl@preservewa.org](mailto:agradwohl@preservewa.org). Interested parties may request additional information about the project by Wednesday, November 16 via the same contact.

All proposals should include:

- A description of product, services, and proposed process for completion of the preceding Scope of Work.
- A brief overview of similar projects completed, including images of and/or links to similar online interactive maps
- A brief overview of the proposed consultant project team
- A cost proposal for completion of the Scope of Work as outlined above
- A specific point of contact for follow up

### **Requirement and Policies**

- WTHP will retain ownership of the data collected through the interactive mapping process and contractor will provide WTHP with the export data (including geocoded data, descriptions, and other items provided by users) at the conclusion of the contract.
- All consultant-prepared documents will become property of WTHP and WTHP has final editorial control over any documents created.

- All financial, statistical, personnel and/or technical data supplied by WTHP to the contractor are confidential. The contractor will use reasonable care to protect the confidentiality of such data.
- The consultant will not issue news releases related to the services being provided under this contract without the prior written consent of WTHP. The consultant shall not use WTHP or the 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 WTHP.
- 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.

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## **Background Information**

### **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 into the potential establishment 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 MW-NHA named the Washington Trust for Historic Preservation as the local coordinating entity.

The 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 preliminary goals of the MW-NHA as proposed by the 2010 Feasibility Study are as follows:

- 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.
- Support healthy marine waters.

Key activities of the heritage area as proposed by the 2010 Feasibility Study 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 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 & Planning Process**

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.

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 requires 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 MW-NHA projects and programs.

At present, the Washington Trust is preparing for a comprehensive public engagement effort to create this Management Plan. Most of this outreach will take place in the first half of 2021, with the second half of the year dedicated to drafting the plan itself and presenting it for public comment.

## **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.