



REQUEST FOR PROPOSALS

National Heritage Area Management Plan

Santa Cruz Valley Heritage Alliance, Inc.

June 5, 2020

Background

The Santa Cruz Valley Heritage Alliance, Inc. is the 501(c)3 non-profit, local coordinating entity that manages programs and projects of the federally designated Santa Cruz Valley National Heritage Area. The Santa Cruz Valley National Heritage Area (NHA) honors and celebrates the natural environment, cultural traditions, historic places, and working landscapes of the watershed of the Santa Cruz River in Pima and Santa Cruz counties in southern Arizona. The NHA is a non-regulatory designation made by Congress to honor and celebrate the region's contribution to America's history, while also stimulating heritage-based economic development and geo-tourism in the region.

Our mission is to connect people to the cultural, historic, and natural treasures of the Santa Cruz Valley through education, preservation and promotion of its unique resources and living traditions. Since 2005, the Santa Cruz Valley Heritage Alliance (Alliance) has implemented a variety of heritage-based community education and tourism promotion programs, while also working with stakeholders and members of Congress to pass federal legislation to designate the Santa Cruz Valley as a National Heritage Area.

Project Overview

The Alliance seeks a consultant to work with our board of directors to develop a National Heritage Area Management Plan that will provide for the management, preservation, protection, and interpretation of the cultural, historic, and natural resources of the Santa Cruz Valley for the educational and inspirational benefit of current and future generations. The Management Plan should provide guidance to assist the communities, organizations, and citizens within the NHA in preserving the special historic identity of the region and fostering a close working relationship among all levels of government, the private sector, and local communities. The Management Plan should also strengthen the value of the Santa Cruz Valley as an asset by establishing a network of related natural, cultural, and historic resources, protected landscapes, educational opportunities, and events depicting the landscape of the Santa Cruz Valley during significant periods in our nation's history; and establishing partnerships between the NHA and other public and privately owned resources in the NHA that represent strategic alliances and leverage unique interpretive opportunities.

Scope of Work

We are looking for potential consultants or consultant teams who can provide guidance and assistance in developing our management plan, in close consultation with the Alliance board of directors and National Park Service (NPS) staff. We expect the planning to include:

- Civic Engagement Strategy through multiple public meetings and community outreach.
- Asset/resource inventories.
- Conservation and historic preservation stewardship and tourism development strategies.
- Interpretive Plan.
- Business Plan (to include communications plan).
- National Environmental Policy Act compliance.
- Additional elements as required by NPS or identified in our planning process.

The selected consultant team shall agree to provide the necessary personnel and equipment to work with the Alliance and National Park Service (NPS) staff to complete the following tasks:

Task 1: Conduct a project meeting with the Alliance and NPS to:

- Review scope of work and confirm project deliverables.
- Set communication contacts and procedures.
- Develop technical approach/workplan, schedule for site visits, stakeholder and public involvement, project draft submittals, and invoice payments.

Task 2: Visit Southern Arizona Heritage & Visitor Center and other key locations with Alliance board members to familiarize consultant team with existing facilities, infrastructure, local resources, and regional history and character.

Task 3: Address all requirements of the Management Plan included in [Public Law 116–9](#), John D. Dingell, Jr. Conservation, Management, and Recreation Act, 116th Congress (133 STAT. 771-776) including but not limited to:

- Update asset/resource inventories. Review and build upon the existing resource inventories from the Santa Cruz Valley National Heritage Area Feasibility Study (2005). (Download the Feasibility Study [here](#)).
- Develop comprehensive policies, strategies, and recommendations for conservation, preservation, funding, management, and development of the National Heritage Area. Conduct meetings with Alliance board members and NPS staff to discuss and decide on content, then draft, revise based on Alliance and NPS comments, and complete documentation.
- Create an Interpretive Plan. Incorporate interpretive themes described in the Santa Cruz Valley National Heritage Area Feasibility Study (2005).
- Create a Business Plan. The business plan should identify the Alliance’s purpose and role, intended audience, services and/or products, and the identification of funding sources.

- National Environmental Policy Act compliance. Work with the Alliance and NPS to prepare any necessary environmental compliance documentation. It is anticipated that the Management Plan will qualify for a categorical exclusion. However, such an exclusion will likely need to be documented and submitted as part of the Management Plan.
- Coordinate with NPS staff to confirm all agency and legislative requirements are sufficiently addressed in the Management Plan.

Task 4: Create a communications plan which builds on the contents of the Management Plan.

- Create a unifying message and public identity for the NHA that aligns with our existing website www.santacruzheritage.org.
- Recommend ways to position the NHA to the public and clarify the differences between the NHA as a place and an organization.

Task 5: Develop a civic engagement strategy to engage partners and stakeholders.

- Develop virtual community outreach strategy that provides opportunities for remote community participation.
- Hold public meetings to gather input for the plan.
- Consideration should be given to Spanish-speaking audiences. Coordinate with the Alliance to determine when materials or meetings should be in Spanish.
- Meet with partners, stakeholders, and government entities to gather input for the plan.
- Schedule and facilitate public review meeting to present the draft plan and solicit feedback.
- Incorporate public comments, stakeholder input, and revisions from NPS and NHA.

Task 6: Finalize the Management Plan and deliver products in print and digital form to the Alliance and NPS. The digital document should be in compliance with Section 508 of the Rehabilitation Act of 1973 so it is accessible to people with disabilities.

Project Schedule

The Alliance proposes the following *tentative* timeline to complete the management plan:

- June-July 2020 – Release RFP for SCVNHA Management Plan
- July-August 2020 – Select consultant and finalize contract
- September 2020 - Kick-off management plan committee and develop public outreach strategy
- October-December 2020 - review existing inventory in the Feasibility Study for the Santa Cruz Valley National Heritage Area (July 2005)
- January 2021 – begin series of public outreach meetings and develop goals, objectives, and strategies for the NHA
- February-June 2021 – development draft management plan (including business plan, interpretive plan, benchmarks, evaluation criteria) with public review
- July-August 2021 – NPS review of draft plan
- September-October 2021 – public review and final edits

- November 2021 – Submit SCVNHA Management Plan to Secretary of the Interior for review and approval

COVID-19 Disclaimer

Due to the impacts of the COVID-19 pandemic and the current need for physical distancing, the project schedule may be adjusted, and most meetings and community outreach may need to be conducted virtually.

Project Budget

The contract will be negotiated at a firm fixed price based on qualifications and use of the extensive work completed in 2005 SCVNHA Feasibility Study.

Special Note

The Santa Cruz Valley NHA is a newly designated National Heritage Area, but the Alliance has operated as a nonprofit organization since 2005. We can provide background material from our many years of developing successful projects and programs. We also have a variety of partner relationships and Board members who will provide guidance and expertise throughout the process to develop the Management Plan.

Qualifications

Qualified consultants must be well versed in project management and have significant experience developing management plans, interpretive master plans, and historic preservation plans similar in nature to that which is proposed for this project. A summary of capabilities and experience must accompany the proposal, along with a list of references related to such experience and a summary of qualifications for key staff for the project.

Please address:

- What roles and services you may be able to offer, whether for the whole plan or selected components.
- What experience you have with National Heritage Area Management Plans, regional planning, or with specific components such as community engagement and collaboration, conservation, stewardship, historic preservation, community revitalization, tourism development, interpretive plans, business plans, marketing plans, NEPA compliance, or other relevant potential elements to a NHA Management plan.
- What experience your firm and individual team members have with National Heritage Areas, or similar cooperative heritage projects such as state heritage areas, scenic byways, etc.
- Please send, link, or attach examples of some previous planning products, including any NHA management plans or plan components that you have been instrumental in developing.
- What experience, connections, or familiarity do you have, if any, with the Santa Cruz Valley National Heritage Area or the communities within our area? Have you worked with other rural, multi-county initiatives?

- What process might you propose for your engagement with our core planning team, and steps toward completing this planning process over the next year.

Submitting Proposals

Proposals should address:

1. Process for developing the National Heritage Area Management Plan and its contents.
2. Project schedule which identifies key milestones in the planning process.
3. Project Management Team experience, qualifications and references, as described above.
4. Detailed budget by task.

Please submit proposals electronically to: vanessa@santacruzheritage.org

Proposals are due no later than 5:00 pm, Friday, July 10, 2020.

Questions:

Contact Vanessa Bechtol, President of the Board of Directors, 520-770-2169, vanessa@santacruzheritage.org.

Online Resources

- Public Law 116–9 116th Congress: <https://www.govinfo.gov/content/pkg/PLAW-116publ9/pdf/PLAW-116publ9.pdf> (133 STAT. 771-776)
- NHA Management Plan guidance by NPS: www.nps.gov/subjects/heritageareas/management-plans.htm
- NEPA Guide for National Heritage Area Management Plans (2013): www.nps.gov/subjects/heritageareas/upload/NHA-NEPA-Guidance_4-15-13-FINAL-2.pdf
- Santa Cruz Valley National Heritage Area Feasibility Study, 2005: https://www.archaeologysouthwest.org/pdf/Santa_Cruz_Valley_NHA_Feasibility_Study_web.pdf
- Santa Cruz Valley National Heritage Area website: www.santacruzheritage.org (The website is currently under construction and expected to launch early July 2020.)
- Visit Tucson’s Santa Cruz Valley National Heritage Area webpage: www.visittucson.org/visit/about/santa-cruz-valley-national-heritage-area
- Santa Cruz Valley National Heritage Area boundary map: https://www.archaeologysouthwest.org/wp-content/uploads/SantCruz_ImT0980000.pdf