



CITY OF LITTLE FALLS, MINNESOTA

REQUEST FOR PROPOSALS INTERPRETIVE PLAN

JUNE 21, 2022

PROPOSALS DUE: JULY 22, 2022, by 4:30 p.m.

SUBMIT TO: CITY OF LITTLE FALLS
Wendy Zylka, City Clerk
100 Northeast Seventh Avenue
P O Box 244
Little Falls MN 56345

PART I – GENERAL INFORMATION

Project Overview

The City of Little Falls and its Heritage Preservation Commission are seeking a statement of qualifications and a price quotation for professional services to prepare a public driven interpretive plan (“Plan”). **The Plan seeks to highlight the built, natural, human, and cultural capital located throughout the City and adjacent lands.**

Submission Dates and Deadlines

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| Deadline to submit questions via email | July 11, 2022 |
| Answers to questions will be posted on City's website | July 14, 2022 |
| Proposals must be received via email by 4:30 p.m. | July 22, 2022 |

Proposals

To be considered, an electronic copy of the proposal in low resolution and high resolution must arrive via email before the time and date specified in the “Submission Dates and Deadlines”. An email containing all necessary attachments must be submitted to Wendy Zylka, City Clerk, at wzylka@cityoflittlefalls.com with the subject line “Proposal for Little Falls Interpretive Plan”. The City reserves the right to deduct evaluation points or reject late proposals.

Proposals must be signed by an official authorized to bind the Proposers to its provisions. Proposals must remain valid for 60 days or until a contract is fully executed.

Interested party must submit a separate PDF (.pdf) file on the cost submittal.

All materials submitted in response to this RFP become the property of the City and will become public record after the evaluation process is completed and an award decision has been made.

Small Diverse Business Information

The City encourages participation by minority, women, and veteran-owned businesses as prime contractors, and encourages all prime contractors to make significant commitment to use minority, woman, veteran-owned and other disadvantaged business entities as subcontractors and suppliers.

Term of Contract

The term of the contract will begin once the contract is fully executed and is anticipated by the end of August 2022. The selected Proposer shall not start the performance of any work, nor shall the City be liable to pay the selected Proposer for any service or work performed or expenses incurred before the contract is executed.

Notification of Selection

The top three scoring firms will be invited to review their proposal in person or via Microsoft Teams between August 1, 2022, and August 5, 2022. Proposers not selected will be notified via email and writing.

PART II – PROPOSAL REQUIREMENTS

Submittal of the Request for Proposals should include the following criteria and be structured similarly to the outline:

1. Cover letter.
2. Firm information:
 - a. Name of firm and discipline(s)
 - b. Contact information
 - c. Staff size.
3. Three (3) references we may contact whom similar planning work has been completed in the last three (3) years.
4. Provide an overview and description of the firm's total qualifications, include special or unique services it may provide.
5. Specify the name and qualifications of the lead member of the project team who will be the primary contact and have lead responsibility for the project. Names and team members who will be involved in the project and support the work should also be submitted, along with qualifications.
6. Indicate whether this is a joint venture or if your agency is the sole consultant for the entire project. Include any sub-contractors who will be working with your firm on this project, their qualifications, and their responsibilities.
7. A brief description on the scope of work, clearly indicating the specific elements you will provide to achieve the desired plan and vision.
8. Cost of services, in detail and a separate attachment, including the hours dedicated to each area defined within the scope of services. This will allow review staff to selectively choose the desired services, additional, or otherwise.
9. Clearly indicate your community engagement plan. Include details of meetings and community outreach approach, interviews with City boards/commission, stakeholder interviews, and public forums.
10. Proposed schedule for the projected.

PART III – CRITERIA FOR THE SELECTION

City staff and the Heritage Preservation Commission will review the proposals. The intent of the selection process is to review proposal submitted by at least three qualified consultants and make an award based upon qualifications described in this section. A 100-point scale will be used to create the final evaluation recommendations.

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| Work plan | 25% |
| Qualification and experience of the personnel completing the work | 20% |
| Understanding of the project scope | 15% |
| Completeness of the proposal | 10% |
| History and project experience | 10% |
| Project costs and fees | 20% |

The consultant team and firm should have experience in interpretive planning and experience with similar projects. Each proposal will be based on qualifications. The City has the right to refuse any and all RFPs in the whole in part and select the proposal deemed to be in the best interest of the City.

PART IV – PROJECT DETAIL

The City of Little Falls, Minnesota, is located on the Mississippi River and home to the famed Charles Lindbergh. The Mississippi River serves as the channel for the course of local history. Downtown Little Falls provides a showcase of historic architectural styles. Culture and history are evident in our community. Yet, there are many important stories needing to be told and celebrated.

The City of Little Falls and the Heritage Preservation Commission seek to complete an interpretive plan, through a community driven process, that links the stories of our dynamic community with our rich history. We seek to develop an interpretive plan that identifies a core interpretive message with a range of delivery methods and design standards, using community engagement, to collect stories about our vibrant places and cultural resources. The plan should identify specific detail and significant common themes, mediums, and stories of interpretation throughout the community and adjacent lands

A core focus of this work is to highlight and draw attention to the natural, human, cultural, and built capital that exist throughout the community. This project will create a positive public image, celebrate local history, encourage public understanding and education around historical and cultural resources within the City, and assist the Heritage Preservation Commission in *advancing its mission*.

Community Engagement

The City seeks a robust public engagement strategy that centers people and visitors in the planning process. Consultant should develop a public engagement approach that builds awareness of regional and community significance and context, enables people to share their own stories and share them with others, and empowers people to tell stories about the various sites within the City and adjacent lands.

The public should be engaged through the duration of the planning process. Consultant should utilize a variety of techniques and methods to connect with a broad range of stakeholders. This should include electronic and hard copy surveys, mailings and print material, focus groups, and interviews. Consultant should use trust-building and empowerment techniques to engage people in the process.

A visitor's survey will be conducted as a part of this effort. The consultant should work with community partners to maximize the reach of the survey and connect with people who come to the community. Partners include, but are not limited to, the Charles Lindbergh Museum, Visit Little Falls, Chamber of Commerce, Charles Lindbergh State Park, the various museums, and cultural establishments in the area.

The process will explicitly include historically excluded people and communities in this process. Outreach approaches will target Black, Indigenous, and people of color, and people with low incomes. In addition, outreach efforts will target youth, and those 65 and older. Consultant should have experience engaging with historically excluded communities.

The City will work in coordination with the consultant to put together a technical advisory team ("committee") which will advise the process and provide guidance. A total of six (6) committee meetings will be held. In consultation with City staff, a list of stakeholders, agencies, business owners, community/neighborhood leaders, power brokers, champions, and local representatives will be identified to help aid in engagement and outreach efforts.

Interpretive Plan Outline

The interpretive plan will have the following sections:

Chapter 1: The interpretive plan will include relevant narrative and content about the importance of an interpretive plan and community and regional context. The plan will include an overview of the interpretive planning process and the steps completed.

Chapter 2: The plan will discuss the mission, vision, and overall program goals. In this section opportunities and challenges will be highlighted.

Chapter 3: The public engagement process will be discussed, the project team engaged with residents, visitors, and stakeholder. Highlights from the visitor's survey will be included. This section will discuss the themes that emerged and what we heard.

Chapter 4: After the introduction of the public engagement process the interpretive themes will be introduced. This chapter will include the characteristics of those themes, and support for why the themes were chosen.

Chapter 5: The plan will then outline the targeted audiences; potential, current, and targeted, and a series of visitor experience objectives.

Chapter 6: This chapter should include a series of maps that illustrate the various locations throughout the community and adjacent lands. Maps should include a variety of patterns and highlight the tangible assets where each theme and story can be presented.

Chapter 7: Finally, the plan will include an implementation plan that includes an overview of the stories, themes, mediums, and programming to support interpretation. This section should communicate how the stories will be told. The action plan should identify management goals, priorities, capacity, and resources/costs for implementation. The action plan should also include actors, owners, and timelines.

Strategies for Implementation

The plan should focus on an interpretive strategy; one that highlights themes, categories, locations, and ideas for media. The plan should highlight specific and key

locations. A series of maps should be developed that link the stories and resources to physical locations throughout the City. The maps may include other facilities or locations that offer programming opportunities. The action plan should identify a variety of interpretation features and include a wide span of interpretive themes.

PART IV – DELIVERABLES

The interpretive plan will serve as a guiding document in interpreting the built, natural, cultural, and human capital and stories within the City and surrounding land.

Deliverables of the interpretive plan must include:

1. A professional team who can deliver the knowledge of natural, built, and cultural history of the area, GIS mapping, experience working with intercultural groups, experience in engaging with historically excluded communities.
2. Regular communication with the City leadership team.
3. A total of six (6) committee meetings.
4. Public engagement: surveys, interviews, focus groups, printed and electronic media. In person events to be determined based on COVID-19 and public health emergencies.
5. Documentation from all public engagement and input, site visits, workshops, and all meetings.
6. Draft plan (deadline identified as a part of the contract agreement).
7. Final plan must include an introduction, planning process, engagement themes, recommendations (themes, interpretive strategy, categories, locations), implementation plan, and cost estimates.
8. Final plan in PDF, editable format, and web-friendly version.

Available Resources

1. City of Little Falls Comprehensive Plan (2019)
2. Little Falls Historic Context Study (1993)
3. Historic Site Survey
4. Heritage Preservation Design Guidelines
5. Historic District Maps