

**STATEMENT OF WORK**  
**Deep Time Education and Outreach: Lineages Project Coordination**  
**Office of Education and Outreach, National Museum of Natural History**  
**Smithsonian Institution**  
**February 22, 2018**

**1. Project Summary**

The Smithsonian's National Museum of Natural History (NMNH) seeks a contractor to work with the education team at NMNH to coordinate the elements of a complex, multi-product project funded through a National Science Foundation grant. The project, called "Lineages," is a partnership between NMNH, Twin Cities Public Television, Schell Games, Rockman et al, and the Institute for Learning Innovations (ILI). This contract addresses the grant elements for which NMNH is responsible as well as communication between NMNH and project partners. The project as a whole includes educational research on family learning, hands-on activities, a two-hour television program, a virtual reality experience, subject matter training curriculum and classes and outreach to additional institutions across the country.

NMNH is responsible for the production of six hands-on activities, which include digitized and printed fossils, instructional materials, and original art/graphics, as well as the creation of a robust storage and shipping system for the activities. NMNH is also responsible for the development of a guide to producing public family events for small natural history institutions, and developing face-to-face and online training components. Finally, NMNH will lead the effort for outreach to institutions across the country as well as support the research and evaluation project as they conduct their work on site at the Museum. The contractor will coordinate the meetings, schedules, interdependent components, communication and documentation for the products above. The contractor will also coordinate communication between NMNH and the other project partners and stakeholders around shared interests and assets for the film, virtual reality experience and research/evaluation. Finally, the contractor will track all NMNH project elements including milestones and deliverables, identify project management issues and offer solutions that keep the project on track and on time.

**2. Context: Smithsonian's National Museum of Natural History**

The Smithsonian's National Museum of Natural History, located at 10th Street and Constitution Avenue N.W. in Washington, D.C., is the most-visited natural history museum in the world. Opened in 1910, the green-domed museum on the National Mall is dedicated to maintaining and preserving the world's most extensive collection of natural history specimens and cultural artifacts. It fosters significant scientific research and educational programs and exhibitions that present the work of its scientists to the public.

**3. Context: Deep Time Education and Outreach**

The Lineages project is one of several major components of the Deep Time Initiative—the Museum's largest museum-wide project that includes the design of a fossil hall, education and outreach programs associated with paleontology, and a research agenda led by the Paleobiology Department. The Initiative carries the important message that Earth's distant

past is connected to the present and shapes our future. Life and the Earth have always changed together and affected one another. Today, humans are agents of this change and will continue to be in the future. The Museum has an opportunity to play a leadership role in connecting people across the nation to these ideas and embrace the opportunity to become citizens for a changing planet. The unique lens through which visitors can experience the themes –from the past to the present and into the future—brings to light the science of Paleobiology.

#### **4. Deliverables**

- A project timeline, deliverables and milestones tracked and updated on a regular basis for the following;
  - Activity development
  - Fossil digitization, printing and painting
  - Instructional material writing and vetting
  - Graphic design and development
  - Supplies: identification and procurement
  - Training design and development
  - Outreach program development and implementation
- Budget tracking
- Documentation of team meetings, decisions, communications, and issues
- Creation of meeting agendas and correspondence
- Coordination of meetings and events (physical and virtual), stakeholder schedules, product dependencies, and deadlines.

#### **5. Contract Price**

The Contractor shall deliver monthly updated timelines, draft and final documentation, weekly meeting agenda and correspondence, and weekly coordination of meetings and events. The Contractor will need to confirm accuracy of all timelines, documentation, agenda and correspondence and confirm with stakeholders and others the availability to participate in meetings and events. This price includes all labor and direct and indirect costs related to this contract. The contract prices shall not exceed \$55,000.

Payments (18) will be made in monthly installments upon completion of deliverables.

Funds are not presently available for all deliverables and options contained in this solicitation/contract. The Smithsonian's obligation under this solicitation/contract is contingent upon the availability of appropriated funds from which payment for contract purposes can be made. No legal liability on the part of the Smithsonian for any payment may arise until funds are made available to the Contracting Officer for this solicitation/contract and until Contractor receives notice of such availability, to be confirmed in writing by the Contracting Officer.

#### **6. Scope and Timeframe**

All project activities and deliverables will begin no later than April 2, 2018 and be completed no later than September 30, 2019.

## **PROPOSAL PREPARATION INSTRUCTIONS:**

General. On or before 5:00 PM in the vendor's time zone on March 16, 2018, Offerors will be expected to provide a proposal via email to [boltonam@si.edu](mailto:boltonam@si.edu).

At the minimum, offerors need to demonstrate that they meet the acceptability standards for non-cost factors, including that they have the ability to perform the requirements in a timely manner.

### **Technical Proposal (Maximum 10 pages, not including resume)**

The Technical Proposal shall address the Statement of Work and Deliverables sections outlined above; and shall contain sufficient quantitative and qualitative details to allow a complete and accurate evaluation from a strictly technical viewpoint. When preparing their technical proposals, Offerors should consider the evaluation criteria set forth below, against which the proposals will be evaluated.

#### **a) Plan of Accomplishment**

The offeror shall provide a thorough narrative explanation of the method and/or approach to the content and deliverables, and how they will proceed with the project to ensure it is completed on time. The offeror shall describe their plan for completing all work requested, being mindful to address every aspect of the work described above.

A schedule of deadlines for deliverables should be included in the proposal, including those identified above in the Deliverables section and any additional key deadlines proposed by the offeror, including those for NMNH staff. Final schedule will be negotiated based on coordination between the proposal and the Museum's strategic timelines. All activities must be completed by September 30, 2019.

#### **b) Capability to Perform**

The offeror shall specifically address capability and capacity to perform the work required for this project including examples, considering its size, scope and schedule. The offeror shall specifically address current capability, capacity and ability to complete this project considering the schedule.

#### **c) Staffing**

The offeror shall provide resumes of key personnel or resume of individual offeror if an individual proposal. Resumes should state experience as it relates to this project.

#### **d) Experience**

The offeror shall provide examples of specialized experience and demonstrated technical competence in performing similar work as requested herein, preferably completed within the last five years.

### **Cost Proposal**

Cost Proposals shall address pricing of the work as requested herein. The price proposals shall be all-inclusive. Cost proposals should include costs broken down and justified

according to specific categories of deliverables, as indicated in section 4, "Deliverables," above.

The price to the Smithsonian Institution for this purchase order shall not exceed \$55,000. This price includes all costs.

### **Proposal Evaluation**

Proposals shall be evaluated in accordance with the following criteria being applied to the information requested above:

"Plan of Accomplishment" and "Capability to Perform" shall be granted equal weight and shall together be granted more weight than "Staffing," and "Experience." "Staffing" and "Experience of the Firm" shall be granted equal weight. All evaluation factors other than cost, when combined, are granted more weight than cost.

Award of a contract shall be made to the responsive, responsible offeror, whose combined cost and technical proposal is, in the opinion of the Contracting Officer, determined to be the most advantageous and in the best interest of the Smithsonian Institution.

### **Inquiries**

Inquiries regarding this Request for Proposal should be directed via email to Amy Bolton at [boltonam@si.edu](mailto:boltonam@si.edu).

### **Submission of Proposals**

The Smithsonian reserves the right to reject any or all proposals received in response to this request, and to negotiate separately with any offeror when such action shall be considered by the Contracting Officer to be in the best interest of the Smithsonian. After limited negotiations or based solely on initial offers received, notice will be provided indicating that an award may be made. It is therefore emphasized that all proposals should be submitted initially on the most favorable terms that the offeror can submit. Written proposals must be received 5:00 PM in the offeror's time zone, on March 16, 2018.

### **Disposition of Proposals**

All information submitted in response to this Request for Proposal shall become the property of the Smithsonian and shall not be returned.

End.