

**Audio Visual, Multimedia, and Geographic Information Systems Request for Proposals**

**Issue Date: December 21, 2021**

**Friends of the Front Range Wildlife Refuges (FFRWR) Overview:**

The mission of the Friends of the Front Range Wildlife Refuges (FFRWR), a certified 501(c)3 organization, is to support and promote the Rocky Mountain Arsenal National Wildlife Refuge (RMANWR) and Rocky Flats National Wildlife Refuge (RFNWR) in their efforts to conserve and restore native habitat and wildlife, as well as to provide meaningful opportunities for the public to experience wildlife and nature near a major metropolitan area. FFRWR works with the US Fish and Wildlife Service on the new Flagship Urban Refuge Initiative (<https://www.fws.gov/urban/>) at Rocky Mountain Arsenal National Wildlife Refuge. FFRWR raises funds for refuge programs by running the RMANWR Visitor Center store, which is called Nature’s Nest, maintaining an active donor base, and hosting an annual fundraising dinner and silent auction. FFRWR also acts as the fiscal sponsor of Generation Wild Northeast Metro Coalition (NEMC) <https://www.generationwildnemc.org/>.

**Statement of Purpose**

The Audio Visual, Multimedia, and Geographic Information Systems Request for Proposals (Multimedia/GIS RFP) will provide services to the FFRWR and the US FWS to communicate key information to stakeholders, community members, and partners in user-friendly mediums. The project will begin with the development of a communication plan describing goals, outputs, and deadlines. Outreach and education tools may include social media sites, videos, reports, maps, and will include annual and summary reports in 2022 and 2023. The GIS services component will provide mapping of the refuge and surrounding areas and will be coordinated with the audio-visual/multimedia components. The GIS component can use existing databases, such as Census, Google Earth, and government GIS databases, to provide clear maps with excellent graphic design and interactive components. Critical to the success of the components are cultural sensitivity and recognition of community needs.

**Background Information**

In June 2021, the Rocky Mountain Arsenal National Wildlife Refuge was recognized as a national flagship Urban Refuge (https://ffrwr.org/). With the national recognition and additional funding, the refuge will be able to better support local communities in the metro Denver area by offering a safe outdoor place for the community and visitors to enjoy recreation in their nearby nature.

The Audio Visual, Multimedia, and Geographic Information Systems Request for Proposals (Multimedia/GIS RFP) is one part of a larger effort to make the refuge more responsive to the needs of the local community and to have tools to facilitate better communication. The component described here is the Multimedia/GIS and services covered in this RFP. The selected contractor of the Multimedia/GIS contract will work with the information gathered and the outputs of the other efforts listed above to communicate with the broader community.

With excellent multimedia materials, we can better communicate with the communities surrounding the Rocky Mountain Arsenal National Wildlife Refuge. We want visitors to feel safe and welcome at the refuge and know that the refuge is the community asset that neighbors want. To be an asset, the refuge will offer programs and recreational opportunities that meet the needs of the surrounding communities. High-quality, clear, and culturally appropriate multi-lingual communications are critical to this effort.

A key component of the Multimedia/GIS activities will be to utilize the US Fish and Wildlife Service (USFWS) Standards of Excellence (https://www.fws.gov/urban/soe.php) with commitments to racial equity, accessibility, social and environmental justice, and conservation in the communities we serve. Another component is the commitment to promote accessible content with US FWS Section 508 compliance, with easy-to-use, accessible materials that can be easily uploaded and meet compliance requirements (<https://www.fws.gov/pacific/section508/>).

The geographic areas included as part of the Multimedia/GIS are the communities directly adjacent to the Rocky Mountain Arsenal National Wildlife Refuge, including Commerce City, Montbello, Green Valley Ranch, Central Park, and Northwest Aurora.

**Project Goal:**

The immediate goal of the RFP is to hire a contractor to provide multimedia communication services to the FFRWR and the US FWS. The long-term goal of the multimedia/GIS contractors is to establish the type of relationships that brings high-quality, two-way understanding with our communities using clear and easily accessible communication materials.

The contractors who prevail for this Multimedia/GIS RFP will utilize information about the communities, such as new demographic data, provided by other consultants hired by FFRWR in December 2021 and other resources to facilitate a better information flow to neighbors, volunteers, staff, and visitors to the refuge. With deep conversations and excellent communications, we can build partnerships and become the community asset that our neighbors deserve.

**Scope of Work**

The major component of the Multimedia/GIS will be the development a tool kit to support communication projects that will engage the partners and stakeholders in the activities of the RMANWR. The types of tools may include videos, presentations, photographs, reports, social media posts and sites. This contract also requires the production of an annual report. Other tools could include a story map that is linked to the RMANWR website, an interactive website about the RMANWR, an interactive map of the RMANWR and surrounding areas, a library of excellent quality videos and photographs, and a GIS dataset with easy access by staff and visitors. Creative outreach and education tools are encouraged that promote accessible use in user friendly formats.

The Multimedia/GIS contractors work will be guided by FFRWR and US FWS staff. Specific deliverables will be determined in part by the development of a communication plan with goals, key deliverables, and deadlines. One important component will be an annual summary report to the US FWS staff pertaining to the activities at the refuge. The internal report could be used for a shortened annual report to share with the public. Sensitivity to the multiple languages and cultures found in the neighborhoods adjacent to the RMANWR is critical.

**Performance Standards**

Bidding firms shall develop and recommend a cost-effective approach to meeting the FFRWR and US FWS needs as described in this RFP. The following criteria will be used to evaluate the RFPs.

1. Experience, expertise, and passion of the contractors in projects of this nature
2. Qualifications and capabilities of the staff and/or subcontractors on this project
3. Use of both traditional and new approaches to outreach and education
4. Cultural and language sensitivity
5. Use of creative and unique tools
6. Awareness of the RMANWR and neighborhoods
7. Ability to support the establishment an easily accessible online libraries of photos, videos, and maps
8. Messages to underscore safety, accessibility, and equitable access
9. Proven ability to develop a long-term creative plan and meet deadlines
10. Integration of sustainability of Multimedia/GIS for staff and partners at RMANWR
11. Commitment to promote accessible content such as Section 508 compliance, in order to easy-to-use, accessible materials that can be easily uploaded, and meet compliance (https://www.fws.gov/pacific/section508/).

**Terms and Conditions**

Please see the Attachment A for the Purchase Agreement for Audio Visual, Outreach and Geographic Information Systems. Please note the contract is reimbursable only and requires quarterly, not monthly invoices. The contract is with the Friends of the Front Range Wildlife Refuges, which received a grant from the USFWS to complete this project.

**The total amount of funds available for this contract is $181,730.00 for the Audio Visual/Multimedia and GIS components. The contract will be for twenty-four months, including two annual reports and other deliverables as specified in the accepted proposal.** There are no additional funds or ability to extend the contract currently.

**Requirements for Proposal Preparation and Submission**

The proposals are due January 20, 2022, at 5:00 PM MST. The proposals should be no more than ten (10) pages, not including attachments. The proposals should be delivered electronically to kkramer@ffrwr.org with a limit of 20 MG.

A committee will review the proposals and may decide to interview the top proposal candidates. The review and selection will take more than two weeks but less than four weeks. The estimated start date of the contract is February 2022.

Contacts

Katherine Kramer, Contract Manager for FFRWR, will be available to answer written questions until January 10, 2022, 5:00 PM, and will not be available after that date to answer questions about the RFP. All questions and answers will be posted on https://ffrwr.org/web site under About, Contracts and RFPs, and Audio-visual/Multimedia/GIS RFP

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