

## **Request for Quote**

### **Technology-Based Interpretive Signage**

### **Land Between the Lakes National Recreation Area, Kentucky**

**Background:** The National Forest Foundation (NFF) is working with the Land Between the Lakes National Recreation Area (“LBL NRA”) to help the USDA Forest Service (USFS) improve and modernize its interpretive signage throughout the LBL NRA. The signage improvements aim to utilize advanced technologies, augmented reality, and design to convey area history and environmental education via interpretation that comes to life on a visitor’s handheld device, creating a virtual tour guide through a visitor’s smartphone.

The LBL NRA is a 170,000-acre administrative unit of the USDA Forest Service. The LBL NRA is a peninsula in both Kentucky and Tennessee located between Lake Barkley and Kentucky Lake. The USFS received administrative duties in the late nineties from an act of Congress. The LBL NRA was initially administered by the Tennessee Valley Authority (“TVA”). The removal of former residents and the creation of the LBL NRA and its administration by the TVA caused tension and distrust in the local community, a tension that remains to this day.

The LBL NRA contains several locations for education and engagement, along with many opportunities for recreation, such as hiking, water-based activities, Off-Highway Vehicle (OHV) use, and cycling.

The Elk and Bison Prairie is a 700-acre preserve within the LBL NRA for roaming Elk and American Bison. Visitors enjoy a tall-grass prairie and the wildlife from the comfort of their vehicles on a 3.5-mile paved loop. Throughout the loop are several stopping points with interpretative signage for engagement.

The Woodlands Nature Station is a 7-acre facility within the LBL NRA that contains animal enclosures showcasing a variety of animal species and aquatic features to engage and educate the public, with a focus on youth education. This facility includes a welcome station used by the Land Between the Lakes Association (“LBLA”) which manages the nature program. The Woodlands Nature Station is in the beginning stages of a several-year process to update and improve the visitor experience. As part of its improvements, it will serve as a hub for one of three children’s forests located on the LBL NRA.

Further projects that may be added, with similar Scopes of Work and scale, include Hall of Former Residents, Visitor Center, Planetarium, and other recreation sites.

For project locations and information about the LBL NRA, please visit the Land Between the Lakes USDA Forest Service Website - <https://landbetweenthelakes.us/>

## I. OVERVIEW OF PROJECT GOALS

This Request for Quotes is intended for comprehensive interactive augmented reality interpretative signage that “comes to life” via video, text, sound, or picture through a web-based augmented reality platform on a visitor’s device such as a tablet or smartphone. The deliverable signage and associated services and technology should address the following goals – Technology, Content, and Physical Media - developed by the USDA Forest Service:

### Technology

- Software as a Service via in-house developers and design teams. All technology and platforms that are required to interact with the visitor should be under one entity (the Vendor). Once awarded, NFF and the USFS do not intend to coordinate with multiple vendors for this program.
- Web-based platforms that integrate interactive content delivery, visitor feedback, and fundraising and volunteer components.
- Dynamic systems that allow for content packages to be updated as needed such as emergencies, changing conditions or closures.
- Hosting of systems, content, and delivery of updates
- Updates should be able to be delivered without changing the signage.
- Emergency Broadcast Feature that will allow LBL NRA staff to push time-sensitive alerts to the signage.
- Delivery of content to a visitor’s device via a web based augmented reality platform which is accessed by a QR Code, near field communication, or other wireless method.

### Content

- Content Design, Development, and Production. Content could be conveyed as audio, pictures, videos, or interactive media such as games, puzzles, or questions. The intent of the content is to educate and engage visitors about the area or points of interest. Components of the content will be determined and guided by the USFS and LBLA with input from the vendor’s creative directors.
- Content would convey an experience that is akin to a tour guide.
- Creative and graphic design of physical signage, postcards, and brochures
- Content should be multilingual to allow minority communities, non-English speakers, English as a second language, or foreign visitors to interact and experience the LBL NRA.

### Physical Media

- Development and Production of various physical media such as signs of assorted sizes, maps, brochures and postcards
- Permanent Signage should be environmentally sustainable and be able to withstand various weather conditions.
- Signs are eco-minded (non-toxic, no leeching or off-gassing, printed with eco-friendly inks).
- A minimum 10-year warranty covering fading or de-lamination
- The physical media must be able to deliver various types of content, video, audio, pictures, or interactive media, via a web-based augmented reality platform which is accessed by a QR Code, near field communication, or other wireless method.

## II. PROJECT SCOPE OF WORK

### Elk and Bison Prairie

- Three (3) interactive augmented reality interpretative sign stations and associated physical media, with separate content packages to replace the outdated interpretive stations currently on the Elk and Bison Prairie.
- Ten (10) interactive post stations and associated physical media, with separate augmented reality content packages to engage and educate visitors about points of interest within the Elk and Bison Prairie
- Three (3) different interactive augmented reality brochures for an inclusive experience along the tour with a virtual guide
- Three (3) different interactive augmented reality postcards for visitors to remember their experiences within the Elk and Bison Prairie

### Work Schedule

The target goal for delivery of project deliverables is early Quarter 3 of the calendar year 2025.

### **Optional:** Woodlands Nature Station

*Optional work may be added by the NFF pursuant to funding decisions. These items should be quoted, but will only be added to the scope of work via signed amendment to the selected contractor's agreement.*

- Ten (10) interactive sign stations and associated physical media, with separate augmented reality content packages to replace the interpretive stations currently within the Woodlands Nature Station.
- Ten (10) interactive post stations and associated physical media, with separate augmented reality content packages to engage and educate visitors about points of interest or animal species within the Woodlands Nature Station
- Three (3) different interactive augmented reality brochures for an inclusive experience along the tour with a virtual guide
- Three (3) different augmented reality interactive postcards for visitors to remember their experiences within the Woodlands Nature Station

### Work Schedule

The target goal for delivery of project deliverables is early Quarter 1 of the calendar year 2026.

### **Optional:** Hall of Portraits (Hall of Former Residents)

*Optional work may be added by the NFF pursuant to funding decisions. These items should be quoted, but will only be added to the scope of work via signed amendment to the selected contractor's agreement.*

- Thirty (30) interactive augmented reality sign stations and associated physical media, with separate augmented reality content packages to tell the stories of former residents of the LBL NRA (Physical Size of Signage TBD).

- One (1) different interactive augmented reality brochure highlighting the historic communities in LBL NRA initially available in two languages for an inclusive experience along the tour with a virtual guide

#### Work Schedule

The target goal for delivery of project deliverables is early Quarter 4 of the calendar year 2025.

#### **Optional:** Planet Walk (Observatory and Planetarium)

*Optional work may be added by the NFF pursuant to funding decisions. These items should be quoted, but will only be added to the scope of work via signed amendment to the selected contractor's agreement.*

- Nine (9) interactive augmented reality sign stations and associated physical media, with separate augmented reality content packages to explain each planet, set along a walkway in their distance on a comparable scale to what they would be to each other in the sky.
- One (1) different interactive augmented reality brochure for an inclusive experience along the tour with a virtual guide
- One (1) different interactive augmented reality postcard for visitors to remember their experiences within the Planet Walk

#### Work Schedule

The target goal for delivery of project deliverables is early Quarter 4 of the calendar year 2025.

### **III. BID COMPONENTS: INFORMATION REQUESTED, DEFINITIONS AND BID TABLES**

If interested in submitting a bid for this project, please provide the information requested below and provide pricing for elements listed in the Bid Tables. Along with the requested information and completed bid tables, if your firm believes an alternative fee proposal would be more beneficial for NFF and the USFS in comprehending the intent and scope of the project costs, you are welcome to provide an alternative fee proposal.

1. Firm Overview: A brief introduction to your firm, including relevant experience in similar projects, especially those involving animal habitats, nature centers, parks, and education facilities. Note any experience working with indigenous peoples, minority communities and sensitive subject matter.
2. Project Team: Introduction of key team members who will be involved in the project, including their qualifications and experience. Designate the primary point of contact or project manager who will be responsible for USFS and NFF communications.
3. Approach and Methodology: A detailed approach of how your firm will address the project requirements, including design philosophy, technology, fundraising platform and content.
4. Timeline: A proposed timeline for the initiation, milestones, and completion of the project. As stated in the Work Schedule, the target goal for delivery of project deliverables is

early Quarter 3 of the calendar year 2025. The USFS and NFF understand that timing may be fluid.

5. List of Subconsultants, if any, that respondent plans to include. Include role, resumes of proposed individuals, and related experience.
6. Example pricing for various physical media such as postcards, maps, brochures, and assorted sizes of signs.

#### **Definitions for Bid Components:**

- Interactive Sign Station – An interactive augmented reality sign station should contain all necessary components for the delivery of content, fundraising, and visitor engagement. That includes but is not limited to, the design, development, and production of content.
- Interactive Post Station – An interactive post station should contain all necessary components for the delivery of augmented reality content, fundraising, and visitor engagement. That includes but is not limited to, the design, development, and production of content.
- Interactive Augmented Reality Brochure – An interactive brochure should contain all necessary components that would allow for an inclusive tour of the selected area of interest. The brochure should highlight the Interactive Sign and Interactive Post Stations along with other points of interest.
- Interactive Augmented Reality Postcard – An interactive collectible a visitor can collect or purchase that would provide interactive highlights of the experience provided by the area of interest. The interactive postcard should contain all necessary components for the delivery of content, fundraising, and visitor engagement. That includes but is not limited to, the design, development, and production of content.
- Fundraising – A mechanism that will allow visitors to donate monies to a to-be-determined fund as they engage with the interactive sign stations, post stations, brochures, and postcards.

For the purpose of clarity, the difference between an interactive augmented reality sign station and an interactive post station is what is displayed on the physical media, sign or post. A sign would contain interpretation via pictures and text in addition to the delivery of interactive augmented reality content. An interactive post station might contain pictures or text, but the main delivery of interpretation would be via the interactive augmented reality content.

**Bid Tables**

**Elk and Bison Prairie – Technology and Content**

Task/Item	Units	Unit Cost	Extended Cost
Interactive augmented reality Sign Stations	3		
Interactive Post Stations with augmented reality content package	10		
Interactive augment reality Brochures	3		
Interactive augmented reality Post Cards	3		
<b>Total Bid</b>			

**Elk and Bison Prairie – Physical Media**

Task/Item	Units	Unit Cost	Extended Cost
48"x32" Interpretive augmented reality Signs	3		
24" x 24" Post Sign with augmented reality content package	10		
8.5" x 14" Interactive augmented reality Brochures (100 of each different brochure)	300		
4" x 6" Interactive augmented reality Post Cards (100 of each different brochure)	300		
<b>Total Bid</b>			

**Technology\***

Task/Item	Years	Annual Cost	Extended Cost
Annual Hosting Cost for all Platforms, Content and other software needs	3		
<b>Total Bid</b>			

\* It is the intent that the USFS will be responsible for hosting costs after Year 3.

**Optional Woodlands Nature Station – Technology and Content**

Task/Item	Units	Unit Cost	Extended Cost
Interactive augmented reality Sign Stations	3		

Interactive Post Stations	10		
Interactive augmented reality Brochures	3		
Interactive augmented reality Post Cards	3		
			<b>Total Bid</b>

**Optional Woodlands Nature Station – Physical Media**

Task/Item	Units	Unit Cost	Extended Cost
48"x32" augmented reality Interpretive Signs	10		
24" x 24" Post Signs with augmented reality content package	10		
8.5" x 14" Interactive augmented reality Brochures (100 of each different brochure)	300		
4" x 6" Interactive augmented reality Post Cards (100 of each different brochure)	300		
			<b>Total Bid</b>

**Optional Hall of Portraits – Technology and Content**

Task/Item	Units	Unit Cost	Extended Cost
Interactive augmented reality Sign Stations	30		
Interactive augmented reality Brochure	1		
			<b>Total Bid</b>

**Optional Hall of Portraits – Physical Media**

Task/Item	Units	Unit Cost	Extended Cost
48"x32" augmented reality Interpretive Signs	30		
24" x 24" Post Signs with augmented reality content package	30		
8.5" x 14" Interactive augmented reality Brochures	300		
			<b>Total Bid</b>

**Optional Planet Walk – Technology and Content**

Task/Item	Units	Unit Cost	Extended Cost
Interactive augmented reality Sign Stations	9		
Interactive augmented reality Brochure	1		
Interactive augmented reality Post Cards	1		
		<b>Total Bid</b>	

**Optional Planet Walk – Physical Media**

Task/Item	Units	Unit Cost	Extended Cost
48"x32" augmented reality Interpretive Signs	9		
24" x 24" Post Signs with augmented reality content package	9		
8.5" x 14" Interactive augmented reality Brochures	100		
4" x 6" Interactive augmented reality Post Cards	100		
		<b>Total Bid</b>	

**IV. Submission, Evaluation, and Contacts**

**Point of Contact**

Please submit any questions about the project in writing to the Point of Contacts:

Austin Justis  
 National Forest Foundation Southern Region Program Coordinator  
[ajustis@nationalforests.org](mailto:ajustis@nationalforests.org)

**Bid Submission**

Submit completed bid packages addressing the components listed in **Section III: Bid Components: Information Requested** electronically in PDF format via email to [ajustis@nationalforests.org](mailto:ajustis@nationalforests.org) by end of day **January 8, 2025**. Please provide a no-bid response if your firm is not interested in the project or feels uncomfortable about the requirements.



### **Contractor and Project Selection Process**

The NFF will award the project based on contractor experience, approach, availability, and total cost. Based on the outcomes of that selection process, the NFF will notify successful and unsuccessful bidders by January 13, 2025. After the award, NFF, the USFS, and the awardee will determine the full scope of work based on budget and priority. Bid table items listed in Table 1 or the optional sections may or may not be selected for implementation. If agreed upon, additional items or areas of interest may be added. By amendment and agreement by all parties, NFF, by USFS input, may add additional projects with similar scopes of work and scale over the three-year period NFF is responsible for the hosting fees. Depending on project estimates, NFF may extend the 3 – year hosting period.

### **Equal Opportunity Provider**

In accordance with Federal law and U.S. Department of Agriculture policy, the National Forest Foundation is prohibited from discriminating on the basis of race, color, national origin, sex, age, religion, political beliefs, or disability.

## **Appendix B: Contractor Requirements**

## **Contractor Requirements**

### **Insurance Requirements**

Upon selecting the winning bid, the Contractor agrees to have and maintain the insurance coverage indicated below. The effective date of all coverage shall precede the start of any work.

- a. State minimum workers' compensation insurance coverage for its employees, if any.
- b. Broad form general liability, property damage, and automotive liability insurance in the minimum amount of \$1,000,000 for bodily injury, death, or damage to property of any person and \$2,000,000 for bodily injury, death, or damage to property of more than one person. The Contractor shall name NFF an Additional Named Insured and provide NFF with a certificate of insurance evidencing such coverages, prior to the initiation of the Scope of Services.
- c. If the Scope of Services includes professional services as identified herein, Contractor shall also provide professional errors and omissions liability insurance. Professional services for purposes of this section include, but are not limited to performing architecture, engineering, landscape architecture, land surveying or planning, preparation and signing or stamping of drawings, maps, surveys or construction specifications, or design and development of computer software, programs or websites by the Contractor or by subcontractors on behalf of the Contractor, for which professional liability insurance would typically be required. The minimum coverage limits required are \$1,000,000 for each claim and \$1,000,000 annual aggregate.

### **Prohibited Telecommunications Services and Equipment**

The Contractor is responsible for compliance with the prohibition on certain telecommunications and video surveillance services or equipment identified in 2 CFR 200.216.

### **Payment/Performance Security**

Contractor shall post cash, a letter of credit, bond, or other financial security that is easily convertible into cash in a form acceptable to the NFF, in its sole determination, to assure completion of the work required under any subsequent agreement and payment of all amounts lawfully due to all persons supplying or furnishing to the Contractor or Contractor's subcontractors with labor, laborers, materials, rental machinery, tools or equipment used or to perform the work. Contractor may incorporate required associated costs into mobilization costs or other approved expenses.

- a. Work that is classified as construction in accordance with the Miller Act or Little Miller Act or if required per conditions of the funding source, payment and performance bonding will be required in the full amount of any Agreement. For the purposes of this Request for Quote, construction is defined as "any contract greater than \$100,000 for the construction, alteration, or repair of any public building or public work where the federal government is the owner", or
- b. If Contractor is not self-performing at least 85% of the total contract value or if the cost of materials is in excess of the larger of \$100,000 or 50% of the contract total, payment and performance bonding will be required in the full amount of the agreement, or

- c. If the value of the agreement is in excess of \$250,000, Contractor will be required to post financial security in a form acceptable to the NFF in the amount of 5% of the total agreement value up to \$250,000 in total financial security.

**Federal Exclusion Verification**

The selected Contractor will be required to affirm that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

**Federal Flowdown Provisions**

Flowdown Requirements: Any Agreement associated with this RFQ may be subject to flowdown requirements under associated federal or state funding agreements, which are included and made part of by this reference.