

REQUEST FOR PROPOSALS

**For Preparation of
North Cumberland Plateau Scenic Byway
Corridor Management Plan**

**Request Issued by Historic Rugby As a Joint Project With
The Alliance for the Cumberlands**

**Proposals must be received by 4 p.m. EDT
Monday, December 11 , 2009**

**Submit Proposals To:
Historic Rugby
c/o Barbara Stagg, Project Manager
5517 Rugby Hwy.
Rugby, Tennessee 37733
(423) 628-2441
rugbytn@highland.net**

Issued on November 10, 2009

North Cumberland Plateau Scenic Byway Corridor Management Plan

A joint project involving a route through Claiborne, Campbell, Clay, Fentress, Morgan, Overton, Pickett & Scott Counties in Tennessee, including portions of Highways TN 63 (Cumberland Gap to Huntsville) TN 29/27 (Huntsville to Elgin), TN 52 (Elgin to Jamestown), US 127 (Jamestown to Static), TN 111 (Static to Livingston), TN 52 (Livingston to Celina).

Announcement

Historic Rugby, Inc. (HRI) and the Alliance for the Cumberlands (AFC) solicits proposals from qualified firms to develop a Scenic Byway Corridor Management Plan for a North Cumberland Plateau route and the immediate areas along the route. The geographic scope of the project traverses eight counties in East and middle Tennessee as stated above. The route begins at Cumberland Gap Historic Park at the eastern end, passing to the immediate south of Big South Fork National River & Recreation Area, through the Rugby Colony National Register Historic District, ending at Dale Hollow Lake at the Western end. A Corridor Management Plan Committee consisting of representatives of all involved counties will assist in various phases of this project.

Following completion of the Corridor Management Plan, which is funded in part by a scenic byway grant administered by Tennessee Department of Transportation, this route will be eligible to be proposed for National Scenic Byway designation by the US Department of Transportation.

In developing a Corridor Management Plan for the specified route North Cumberland Plateau route, the Consultant must:

1. Determine a cohesive identity for the route;
2. Document and inventory the significant resources along the route. Resources may include but are not limited to: natural, scenic, historical, cultural, recreational and archaeological;
3. Produce plans for preserving, protecting and managing these resources;
4. Create a marketing plan for economic development based on the identified resources in character with their intrinsic qualities;
5. Solicit public and private support for the project, and
6. Produce a final document.

RFP Timetable

- Proposals are due to the Historic Rugby office no later than 5:00 p.m. EDT on December 10, 2009. Submittals should be clearly marked Request for Proposal: North Cumberland Plateau Scenic Byway Corridor Management Plan. Late submittals will not be accepted and will be returned unopened.
- Proposals will be evaluated and interviews held, if necessary, within 30 days from receipt of the proposals. A consultant will be selected shortly after this process and contract negotiations will begin.
- It is anticipated that the project will begin in December, 2009/January, 2010, and take approximately 9-10 months to complete. Approximately \$115,000-125,000 (depending on

local matching funds) will be available to fund consulting services for this phase of the project.

- Historic Ruby, Inc. (HRI) in conjunction with the Alliance for the Cumberlands (AFC), reserves the right to amend this Request for Proposals. HRI/AFC reserves the right to determine which response is in its best interest and to reject any or all responses.

Inquiries:

Please direct any inquiries to Barbara Stagg, Project Manager, 423-6278-2441, 423-628,2449, 865-776-4267; email: rugbytn@highland.net

Selection Process:

Firms will be evaluated on several criteria, including the following: Previous experience with similar projects, particularly in this project's area, and achievement of expected outcomes in such projects; ability to identify, inventory, and analyze the North Cumberland Plateau corridor's assets and intrinsic qualities and to devise strategies for their promotion and protection or preservation if necessary; technical expertise, including expertise in both long-term and short-term transportation, economic development, and community planning; ability to attend and facilitate meetings when necessary in the project area, at varying times and locations; cost effectiveness and value.

Scope of Services

Task One – Determine a Cohesive Identity for the Route

The Consultant will research the area to help determine an identity that is relevant for the entire route and the near vicinity. The diverse nature of the North Cumberland Plateau route has qualities specific to different eras in American history, a variety of natural and cultural feature and varied demographics in the primarily rural area. The completed Corridor Management Plan must find a common theme to unify the route, while at the same time maintain the uniqueness of each of the various resources. The identity must also be distinctive, such that travelers will recognize the highway and the surrounding area as a destination unlike any other. The identity of the route will help direct future development and preservation of its resources.

Task Two – Document and Inventory the Significant Resources Along the Route

The Consultant will identify, inventory, and research significant historic, scenic, recreational, cultural, and archaeological resources along the North Cumberland Plateau route. The diversity of the route requires that each resource be fully documented in order to capture the true identity of the highway. The management plan shall include an inventory of the significant resources along the route and shall provide recommendations on how these resources can be enhanced and protected.

Task Three – Produce Plans for Preserving, Protecting and Managing These Resources

After the resources are identified and documented, the Consultant will create specific strategies for managing the resources. Many of the resources will be environmental, while others will be related to different cultural and historic aspects of the Area. Together the individuality of each resource will craft a cohesive identity for the entire area. The plan shall contain recommendations and improvements to enhance the enjoyment of the traveling public thereby increasing tourist-related travel to the region. The Consultant shall make recommendations on how best to promote yet protect the scenic quality of the corridor and develop a public strategy for pursuing national scenic byway designation. Plans should address current and future opportunities, challenges and threats and strategies to enhance or mitigate such situations.

Task Four - Create a Marketing Plan for Economic Development

One main goal for the scenic byway program is sustainable economic development. In essence, strong economic development will hinge upon the responsible management of the area's resources and the quality of the marketing plans, which must be individualized to suit the distinctive area. The Consultant will research the potential for economic growth based on existing and potential resources; determine the appropriate audience(s); create a "brand" for the North Cumberland Plateau route corridor; suggest marketing tactics; identify potential funding sources for marketing activities; and devise marketing plans. Marketing activities should highlight the uncommon features of the corridor, rather than simply relying on the area's natural beauty alone to attract visitors. The marketing plans must address each of the area's intrinsic qualities, not just the scenic qualities. Ultimately the scenic byway must complement other byways, national parks, or other attractions or designated routes in close proximity. While the scenic byway can benefit from visitors to these attractions and vice versa, it must also stand as a destination of its own.

Task Five – Generate Public and Private Support for the Project

The Consultant will identify strategies for building successful relationships with other members of the public and private sector, including the eight involved county mayors, Chambers of Commerce, Visitor Bureaus, key parks and attractions, and the resident public. Case studies show that scenic byways are most successful when the whole community takes ownership of the project. The Consultant will work with HRI/AFC to facilitate public meetings, encourage participation and consider all input when developing the plans. Furthermore, the plan should address future public and private participation after National Scenic Byway designation is earned. The meetings should be held at a variety of locations, days and times to accommodate the largest number of people and interests.

Task Six – Produce a Final Document

The Consultant must produce a final Corridor Management Plan document by which the sponsoring entities and Corridor Management Plan Committee can determine future goals, objectives and actions. The plan should be comprehensive, addressing

both short- and long-term strategies. The document should be professional, attractive and comprehensible to a diverse audience.

Contents of Proposals

Consultants are encouraged to submit their proposals as comprehensively as possible because proposals may be ranked without interviews.

The original (unbound) and four (4) bound copies of the RFP shall be submitted in an 8 1/2" x 11" format, typewritten. Also, an electronic version shall be submitted (preferably in portable document format – pdf) on a CD-ROM.

It is the responsibility of all submitters to examine the entire Request for Proposals package and seek clarification of any item or requirement that may not be clear, and to check all responses for accuracy before submitting a proposal.

HRI/AFC shall not be liable for any costs incurred by the Consultants in response to this RFP, or any cost incurred in connection with any discussions, correspondence or attendance at interviews or negotiation sessions.

The following items shall be submitted with each proposal. Failure to include ANY of these items may result in the rejection of a proposal.

1. **Cover Letter:** A cover letter from a principal in the firm submitting the proposal on behalf of their company or consortium. This letter shall agree to all terms and conditions in this RFP.

2. **References:** Provide the address and telephone number of the entities for whom the contractor and key staff has performed similar work within the last five years.

3. **Proposal:** The proposal shall be arranged in the following order.

a. **Proposal Summary –**

Provide a short summary of the objectives, methods and expected results of the proposed plan. The summary should be no more than two typewritten pages.

b. **Scope of Work / Study Approach --**

A detailed summary of the approach the firm would use in the development of the plan. The responsibilities of any subcontracting firms shall be clearly noted.

c. **Statement of Experience and Qualifications –**

Data on the offering firm's background and experience in related planning, especially those of a corridor planning and scenic byway emphasis. Similar information should be provided for any identified subcontracting firms.

d. **Resume/Vita of each individual with key analytic or management role in the study (including subcontractors), his or her office location and his or her time commitment for this project must be identified.**

e. **Time Schedule for Project Completion –**

A time line/bar chart illustrating completion time for various tasks in the Proposed Scope of Services shall be provided. This chart should provide sufficient detail for an evaluation of the proposed project schedule. The Corridor Management Plan is projected to begin December/January, 2009-10 and must be completed by October, 2010. Proposals should

discuss the organization's resources and ability to carry out this project within that time. Proposals should provide time estimates for completion of each task. Both out-of-state and local organizations should address their ability to attend and help facilitate meetings and other functions in the project area and any limitations appertaining thereunto.

f. Costs –

The proposal shall indicate the estimated costs of services to be provided. Any contract awarded for this project will be a firm fixed-price contract. While selection will not be based solely on cost, it will be an important factor in the consideration of proposals.

g. Statement of the firm's program and policy addressing Equal Employment Opportunity and Affirmative Action;

h. Any additional information deemed necessary to explain the firm's expertise and capabilities should be placed in an appendix.