



Architect of the Capitol

Requisition #: BG200036

U.S. Botanic Garden

Agriculture Exhibit Developer

STATEMENT OF WORK

DATE: (11 26 2019)

1.0 General. United States Botanic Garden, Agriculture Exhibit Content Development

1.1 Short Description. The U.S. Botanic Garden (USBG) has a need for a vendor to research and develop content for an agriculture exhibit to be on display at the USBG from January 2021 to October of 2022.

1.2 Background. The USBG is a living plant museum that informs visitors about the importance, and often irreplaceable value, of plants to the well-being of humans and to earth's fragile ecosystems. The USBG is dedicated to demonstrating the aesthetic, cultural, economic, therapeutic, and ecological importance of plants. The USBG carries out this mission by:

- Promoting botanical knowledge through the cultivation of an ordered collection of plants
- Presenting displays of plants, exhibits, and educational programs to the Congress and the public; and,
- Fostering sustainability and plant conservation

The USBG is planning an agriculture exhibit to be on display in its two large galleries (East and West) as well as outdoor gardens from January 2021-October 2021, and January 2022-October 2022.

The exhibit will incorporate the themes of:

- The science behind food and agricultural products
- The cultural importance of food
- The environmental impact of agriculture
- Food origins and the global nature of agriculture

The contractor will work with a team from the USBG to research and develop an exhibit content outline in accordance with the U.S. Botanic Garden's stated exhibit goal and themes. The outline development will be part of the design process for the exhibit that will be led by a USBG designer. A map of the USBG campus is provided, showing the locations of the East and West galleries as well as the outdoor gardens. Dimensions of the East Gallery are also provided. The East and West galleries are the same dimensions but have mirrored layouts.

1.3 Exhibit Goal. The U.S. Botanic Garden's goal for the exhibit is that visitors will better understand where their food comes from and the impacts of food production and consumption on their lives and the environment. They will also find through their experience, a personal connection to agriculture.

1.4 Scope. The contractor will collaborate with the U.S. Botanic Garden exhibit team, as well as experts in fields such as agriculture, education, and anthropology, for a period of five months to research and develop an exhibit content outline. The contractor will:



- Participate in 10 meetings with the U.S. Botanic Garden exhibit team. The first meeting will be a three-hour kickoff meeting in mid-January 2020 to brainstorm major concepts to be communicated through the exhibit and to generate an initial list of experts (e.g., agricultural professional societies, individual researchers, and agricultural educators) to be consulted on exhibit content. After the kickoff meeting, the contractor will participate in monthly meetings with the exhibit team, and four additional interim meetings with the exhibit project manager and exhibit design point of contact. The kickoff meeting (mid-January), the mid-project meeting (early March), and final meeting (early June) must be in person. Other meetings can be remote or in person, as agreed upon by the contractor and U.S. Botanic Garden Exhibit team.
- Research and identify sources such as individuals, organizations, and publications to be consulted for information to communicate the exhibit's themes. These sources will be clearly articulated in the content outline and connected to specific concepts.
- Work closely with exhibit project manager and designer to develop multimodal communication strategies for the exhibition's content (e.g., listening stations, text panels, touchable models, plant displays).
- Provide a final content outline which includes a detailed list of all concepts to be covered in the exhibit, references to where accurate information can be found on included concepts, and a brief description of the communication strategy for each concept, to be completed by June 1, 2020. The outline development process will include regular communication with the USBG exhibit team and the USBG exhibit project manager and exhibit design point of contact to ensure that content and design are progressing in sync. Weekly communications are anticipated for much of the project timeline – these will include emails, phone calls, or the scheduled meetings detailed above. Final content outline should be fully aligned with a 60% exhibit design document such that areas of content are linked to physical design elements including interpretive signs, images, graphic design elements, and interactive components.
- Option: Develop full script for exhibit based on the developed outline. Meeting schedule to be determined, similar to the meeting schedule for the outline development process detailed above (monthly exhibit team meetings and more frequent communications with the designer and project manager). Final script to be delivered by September 15, 2020.

1.5 Contract Type. Firm Fixed Price

1.6 Place of Performance/Hours of Operation. The exhibit will be installed at the United States Botanic Garden's Conservatory at 100 Maryland Ave. SW, Washington, D.C., 20001. Onsite meetings will take place one block south of the Conservatory at the United States Botanic Garden's Administration Building at 245 First St. SW, Washington, DC, 20001. The



contractor will visit these locations for meetings on ten occasions over the period of performance. Meetings will be scheduled during business hours between 9:00am and 5:00pm.

1.7 Period of Performance. January 13, 2020 – June 1, 2020 (September 15, 2020 if option for full script is executed).

1.8 Funding. Annual funds

1.9 Privacy Act. N/A

1.10 Personal Service. See Certification of Non-personal Services (Form).

1.11 Security. N/A

1.12 Safety. N/A

1.13 Energy Efficiency/Compliance. N/A

1.14 Sustainability. N/A

1.15 Key Personnel.

Contracting Officer (CO): Lance Farthing, lfarthin@aoc.gov

Contracting Officer's Representative (COR): Emily Hestness, emily.hestness@aoc.gov

Point of Contact for graphic and exhibit design: Theresa Dahlman, tdahlman@aoc.gov

1.16 Quality Control. USBG will inspect all documents in advance of acceptance. Vendor will furnish all deliverables to USBG two weeks in advance of the final due date to provide time for review before meeting. The vendor will integrate USBG comments and changes into the final product. Exact schedule of quality control checks on products will be determined after award of contract, but the entire project must be completed by June 1, 2020. USBG personnel will provide feedback after each monthly status update. Vendor must respond before the following monthly status update to concerns, questions, or comments expressed by the USBG

1.17 Records/Data. N/A

1.18 Packaging/Packing/Shipping Instructions. Final outline and accompanying documents will be in the form of Microsoft Word documents, PDFs, or other agreed upon format. All will be delivered to the COTR via email or other mutually agreed upon electronic file transfer platform by June 1, 2020.

1.19 Applicable Documents. N/A

1.20 Points of Contact.



Contracting Officer: Lance Farthing, lfarthin@aoc.gov

Contracting Officer's Representative: Emily Hestness, emily.hestness@aoc.gov

Point of Contact for graphic and exhibit design: Theresa Dahlman, tdahlman@aoc.gov

2.0 Definitions & Acronyms.

AOC: Architect of the Capitol

CO: Contracting Officer

COR: Contracting Officer's Representative

USBG: United States Botanic Garden

3.0 Government Furnished Property (GFP). N/A

4.0 Contractor Furnished Items. Contractor will supply all items needed to produce deliverables detailed above.

5.0 Specific Requirements

5.1 Proposal Submission.

1. Submit pricing quote on the AOC form 18 provided with this RFQ. Proposals must be received by COB January 6, 2020. Submit Proposals via email to: Lance Farthing, lfarthin@aoc.gov. Submit questions by December 19, 2019 via email to Emily Hestness, emily.hestness@aoc.gov and Lance Farthing, lfarthin@aoc.gov.
2. Contact information: Provide the name, phone number, address, and email address of the person who is your representative and other key team members.
3. Pricing: Provide a cost breakdown of labor hours, materials, and overhead for deliverables. Costs to be rolled up into fixed lump sum cost per deliverable.
4. Previous exhibit or educational content development experience: Provide a brief overview of your exhibit content development or educational content development experience that demonstrates your ability to plan a high-quality science-based museum exhibition.

Evaluation criteria:



1. Low Cost Technically Acceptable. Proposals will be evaluated based on best value; the non-cost factors will be approximately equal to cost or price. The non-cost evaluation factors include:
 - a. Exhibit or educational content development experience: Depth of the vendor's expertise and experience relevant to planning a high-quality science-based museum exhibition.
 - b. Technical approach: This factor evaluates the contractor's understanding of the project at hand, as well as any ingenuity and forward thinking they bring to the project.

5.2 Travel Costs. Any anticipated travel costs incurred during the work conducted on-site for the products should be included in the bid document as overhead. Those costs should include, but are not limited to, origination, destination, and number of trips, number of persons, and a breakdown of lodging, meals, transportation, and related costs. Actual expenses are limited by the Government Travel Regulations.

5.3 Deliverables and Reports. The selected contractor will provide progress updates to the USBG Exhibit Team at scheduled meetings, and will remain in regular contact with key personnel by phone and email throughout the duration of the project. Specific deliverable and meeting schedule will be as follows:

Mid-January, 2020	Kickoff meeting (in person)
Early February, 2020	Meeting with USBG Exhibit Team
Mid-February, 2020	Interim Meeting with POC for Exhibit and Graphic Design
Early March, 2020	Mid-Project Meeting with USBG Exhibit Team and 25% draft of exhibit content outline (in person)
Mid-March, 2020	Interim Meeting with POC for Exhibit and Graphic Design
Early April, 2020	Meeting with USBG Exhibit Team and 60% draft of exhibit content outline
Mid-April, 2020	Interim Meeting with POC for Exhibit and Graphic Design
Early May, 2020	Meeting with USBG Exhibit Team and 90% draft of exhibit content outline
Mid-May, 2020	Interim Meeting with POC for Exhibit and Graphic Design



May 15, 2020	Deadline to submit 100% draft of exhibit content outline to USBG Exhibit team
June 1, 2020	Final meeting with USBG Exhibit Team and review of 100% draft of exhibit content outline (in person)

5.4 Delivery Instructions. All deliverables shall be delivered no later than the date specified in the SOW, state any specifics applying to deliverables (i.e.: transmitted with a cover letter, on the prime contractor's letterhead, describing the contents, etc.). Deliverables should be submitted electronically to the designated USBG point of contact in an agreed upon file format. Upon meeting with the USBG the contractor will provide one printed copy of each deliverable.

5.5 Inspection and Acceptance. The USBG will have a two-week review period after each submission to provide feedback to the contractor. Contractor will schedule a meeting with the exhibit team (working with COTR to do so) two weeks after submission to discuss feedback and next steps.

5.6 Procedures for Payment. Payment net 30 days from receipt and approval of invoice.

NOTE: For additional guidance on the development of SOW documents, see, AOC Order 34-07-01, Acquisition Planning, Part III - Project Considerations and Information.