

**USBG Community Outreach and Engagement—
Strategy Development**

Proposals due: July 19, 2021

**Statement of Work (SOW)
Architect of the Capitol (AOC)**

United States Botanic Garden



Statement of Work – Enter title of requirement

1.0 PROJECT TITLE

USBG Community Outreach and Engagement—Strategy Development

2.0 BACKGROUND

The United States Botanic Garden (USBG), an accredited museum and botanic garden that sits at the base of the U.S. Capitol Building, is seeking an expert to develop a local community outreach and engagement strategy. Steeped in history, rich with tradition, 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 to the well-being of humankind. 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.

In support of our mission to demonstrate the aesthetic, cultural, economic, therapeutic and ecological importance of plants to the well-being of humankind, the USBG seeks to diversify its local reach, program participation and visitorship.

The USBG welcomes over a million visitors a year, including many from around the United States and the world. Many of these visitors are local to the D.C. area; however, anecdotal and programmatic data suggest that there are geographic and demographic disparities in our local reach.

Our goal is to better understand the needs and interests of local communities and develop and implement outreach programming that connects the Garden and its mission to community needs and interests.

3.0 SCOPE OF WORK

Develop a three-year outreach strategy for the USBG that includes recommended audience, programs, collaborators, communication and engagement methods, and identifies potential barriers and measures of success. **The Garden considers outreach to include both two-way communication with the community and bringing Garden experiences out to the community.** The strategy is developed based on current and recent outreach efforts at the Garden, assessment of the needs and interests of target audiences, analysis of similar efforts at other non-profit organizations, and identification of potential collaborators and competitors.

Our objectives are to reach a more diverse audience; to make our programming more inviting and relevant to people of all backgrounds, cultures, and abilities; to offer programming and resources of interest and need to a greater diversity of D.C. area residents; and to serve communities that may not currently view the USBG as a valued resource or place to visit.

We are especially interested in, but not limited to, strengthening community connections in and around Blue Plains, D.C. where our satellite production facility is located as well as throughout Wards 7 and 8, and understanding how our neighbors’ priorities, needs, and interests may align with our mission. Our primary audience is adult and teen learners with a wide range of abilities but who are interested in practical horticulture to use in their everyday lives, professional lives or in their community. Our secondary audience is upper elementary school students as part of a school program and families with young children. See specific tasks and deliverables in sections 5.0 and 6.0 respectively.

4.0 APPLICABLE POLICIES AND STANDARDS

N/A

5.0 TASKS

5.1 Description of current and recent USBG outreach

Create a brief description of the Garden’s current outreach efforts in collaboration with Garden employees, as well as a brief description of efforts in the past five-seven years.

5.2 Information gathering sessions

Develop and facilitate information gathering sessions with target audiences and stakeholders representing those audiences. Identify and schedule participants for sessions between Garden employees and community members and organizations. Create notes from information sessions.

5.3 Needs Assessment

Develop and conduct a needs assessment of current and potential audiences in Washington, DC, specifically but not exclusively in Wards 7 and 8, identified in collaboration with Garden leadership, to better understand how to successfully engage them within their community and at the Garden.

5.4 Horizon scan

Conduct a horizon scan of successful outreach programs at five comparable organizations, and recommend best practices. Identify the organizations with input from Garden employees, conduct interviews with organization leader(s), and summarize findings.

5.5 Competitor/Collaborator analysis

Conduct a competitor/collaborator analysis of up to 15 D.C. community organizations that may compete or collaborate with the USBG. Consult with Garden employees to identify organizations.

5.6 Outreach Strategy

Based on the findings of the previous five tasks, develop a three-year outreach strategy that includes recommended audience, programs, collaborators, communication and engagement methods, and identifies potential barriers and measures of success.

6.0 DELIVERABLES AND DELIVERY SCHEDULE

6.1 Kick-Off Meeting

The contractor shall present a kick-off meeting within seven (7) days after contract award, to include an overview of the project team, scope of work, deliverables, communication approach, initial risks, and next steps.

6.2 Project Management Plan

The contractor shall submit a Project Management Plan within seven (7) days after award that outlines the project meetings, milestones, delivery schedule, and decision points. The plan shall be used to facilitate decision making, draft deliverable reviews and foster communication among key stakeholders.

6.3 Bi-weekly status report and check-ins (as needed)

The contractor shall prepare a bi-weekly status report and attend check-ins as needed. The intended audience includes Garden stakeholders and the COR. Status reports are due by 12:00 PM Eastern Time on Friday. The status report shall include:

- Accomplishments - Description of work accomplished;
- Planned Activities and Needs - Work planned for the following two weeks that require Garden employees and resources;
- Open Issues - Outstanding issues and risks to including remediation plan.

6.4 Current and recent outreach efforts report

Report of the Garden's current outreach efforts as well as a brief description of efforts in the past five-seven years shall be no more than five pages in length.

6.5 Information gathering sessions

A series of information gathering sessions with key audiences and organizations developed, organized and facilitated by contractor. Number of sessions to be recommended by contractor.

6.6 Needs assessment

The needs assessment will identify and describe target audiences for outreach, their needs and expectations and how the Garden can meet those needs.

6.7 Horizon scan report

A report of successful outreach programs at five comparable organizations, and recommended best practices. Report should include organization name, organizational contact, size, target audience, description of programming, description of outreach strategy, and description of best practices. Report should include executive summary with recommendations based on analysis of comparable organizations.

6.8 Competitor/collaborator analysis

Analysis of up to 15 non-profit and/or governmental organizations should include organization name, mission, size, location, target audience, programming, and whether they would be considered a collaborator or competitor.

6.9 Outreach strategy

A three-year outreach strategy for the USBG that includes recommended audience, educational programs, potential collaborators, communication and engagement methods, potential barriers and measures of success. The strategy would be based on finding from the internal outreach report, information gathering sessions, needs assessment, horizon scan and competitor/collaborator analysis.

6.10 Delivery Instructions

The contractor shall provide electronic copies of the project management plan, bi-weekly updates, outreach report, needs assessment, horizon scan, competitor/collaborator analysis and outreach strategy for review, approval, and appropriate action. Electronic copies shall be delivered via email attachment to the COR as appropriate. The electronic copies shall be compatible with Microsoft Office 2010 or other applications as appropriate and mutually agreed to by the parties.

Meeting notices for the kick-off, check-ins or document review meetings, and information gathering sessions shall be delivered via email at least two weeks in advance.

7.0 QUALITY ASSURANCE SURVEILLANCE PLAN (QASP) / QUALITY CONTROL PLAN (QCP)
N/A

8.0 GOVERNMENT FURNISHED EQUIPMENT / PROPERTY (GFE/GFP)
N/A

9.0 CONTRACT TYPE

It is anticipated that this contract will be awarded on a Firm-Fixed Price basis. Awardee will be evaluated using a trade-off method to attain the best-value to the Government (see Technical Evaluation Plan).

10.0 PERIOD OF PERFORMANCE

The period of performance of this project begins no later than August 9, 2021 is anticipated to be completed by January 31, 2022.

11.0 PLACE OF PERFORMANCE / HOURS OF OPERATIONS

To limit the risk of transmitting COVID-19 coronavirus, the USBG has changed its operations. The Conservatory and gated outdoor gardens are temporarily closed to the public while Bartholdi Park and the Terrace Gardens remain open. Employees who would be working on this project are teleworking until further notice. Meetings are being held via Skype, Zoom and other electronic means. It is expected that most, if not all, of the place of performance for this contract will be conducted remotely.

12.0 TRAVEL

Travel is not authorized under this requirement. No costs for transportation, lodging, meals or incidental expenses incurred by the contractor are authorized nor shall be reimbursed under this requirement.

13.0 KEY PERSONNEL

This project does not require key personnel.

14.0 SECURITY

If during the course of the project, it becomes necessary to keep participant information confidential, vendor shall use a mutually agreed-upon platform for secure data collection and strive to protect participants' confidentiality.

15.0 PERSONAL SERVICES

Personal services is not authorized under this requirement.

16.0 SAFETY

Consistent with the Center for Disease Control (CDC) and Office of Attending Physician (OAP) recommendations, the Architect of the Capitol (AOC) is requiring the following:

1. Contractor shall follow CDC guidance, appropriate for their industry, for cleaning, disinfection, health screening, and quarantine/isolation of sick employees.
2. Contract workers shall not report to work on-site if diagnosed with, have been exposed to, and/or display symptoms of COVID-19.
3. Contractor shall conduct contact tracing, per CDC guidance, for all employees sick with pandemic illnesses.
4. Contractor shall report cases of suspected pandemic illness to the COTR within one day of discovery, and the result of any medical diagnosis (such as a test result) of any case of pandemic illness within one day of discovery.
5. Contractor shall maintain confidentiality of personal information for sick employees, and assign a unique identifier to AOC for reporting purposes.
6. Contractor shall report quarantined and recovering employees returning to work 2 business days prior to their return.
7. Contractor shall notify COTR of any identified risk contacts of USBG or other AOC employees, within one day of discovering a positive case.

During this pandemic, everyone will continue doing their utmost to protect the health and lives of employees and contractors by following the guidance of the CDC and OAP, which is evolving as they learn more about the virus and the disease it causes. For the safety of contractor and staff, the AOC is requesting all personnel wear face coverings while on campus, and in public spaces, as an enhancement to social distancing and personal hygiene practices.

The AOC is requesting that every contract worker endeavor to comply with these guidelines until further notice.

17.0 ENERGY EFFICIENCY / COMPLIANCE

N/A

18.0 SUSTAINABILITY

N/A

19.0 POINTS OF CONTACT

Contracting Officer

Lance D. Farthing, Lance.Farthing@aac.gov, 202.226.1948

Contracting Officer Representative

Amy Bolton, Manager, Public Programs

ACRONYMS

AOC	Architect of the Capitol
CO	Contracting Officer
COR	Contracting Officer’s Representative
FOIA	Freedom of Information Act
GFE	Government Furnished Equipment
POC	Point of Contact
POP	Period of Performance
PM	Project Manager
QASP	Quality Assurance Surveillance Plan
USBG	United States Botanic Garden
USCP	United States Capitol Police