



Request for Proposals (RFP) **“Study of Feasibility of Natural Gas Museum”** **BRC-HP-06-27.2**

RFP issued August 7, 2009

Proposal Deadline: Noon; Thursday, September 3, 2009

At the offices of the Oil Region Alliance, 217 Elm Street, P. O. Box 128, Oil City, PA 16301-0128

The Oil Region Alliance of Business, Industry and Tourism (ORA) which is both a Pennsylvania Heritage Park and a designated National Heritage Area, will accept sealed proposals until Noon on Thursday, September 3, 2009 for professional services to conduct a study of the feasibility of establishing a natural gas museum within the Oil Region in Venango/Crawford Counties in northwestern Pennsylvania. The study work shall occur during the contract period of October 1, 2009 through May 31, 2010.

This project is funded through a grant from the PA. Heritage Area Program, via the PA. DCNR, with matching funds from the National Park Service and the National Fuel Gas Corporation.

PLEASE NOTE: A maximum of \$37,000 is available for this project; proposals in excess of \$37,000 will not be considered. Proposals will not be accepted via e-mail or facsimile transmission.

Contact For More Information: Marilyn Black, Vice-President for Heritage Development, Oil Region Alliance, 217 Elm Street, P. O. Box 128, Oil City, Pennsylvania 16301-0128; (814) 677-3152, Extension 105; Fax (814) 677-5206; E-mail: mblack@oilregion.org

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Background

Natural gas and petroleum are considered to be twin fossil fuels. The technologies, production systems, distribution systems, pioneer families, and early companies in both industries are closely intertwined, especially in America's Appalachia and most especially in the earliest oil and gas fields developed in western Pennsylvania and western New York. When the Oil Heritage Region Management Action Plan was updated in 2004, one of its key recommendations was a feasibility study with regard to natural gas exhibits and venues within the Oil Region National Heritage Area (defined as all of Pennsylvania's Venango County and three municipalities in eastern Crawford County – City of Titusville, Borough of Hydetown, and Oil Creek Township). The vast majority of historical interpretation located within the Oil Region National Heritage Area to date has concentrated on the petroleum industry.

The generally recognized birthplace for the natural gas industry (which dates from its first commercial use in the U.S. in 1821) in nearby Fredonia, New York experienced an early boom including parts of western New York and northwestern Pennsylvania. The Emlenton, PA vicinity became a major production and management hub leading to the company known today as NiSource, Inc., especially its subsidiary Columbia Gas of Pennsylvania. In the Oil City, PA vicinity, United Natural Gas Company consolidated many smaller firms, developing into today's National Fuel Gas Corporation. For more information about the history of the natural gas industry in Appalachia, please refer to David Waples' 2005 book entitled "The Natural Gas Industry in Appalachia," a 276-page hardcover book available for purchase for \$49.95 via ORA's website, www.oil150.com.

Currently, limited permanent exhibits with interpretation of the natural gas industry exist inside the Oil Region Visitor Center inside the Crawford Center in Emlenton, PA and inside Drake Well Museum and Park near Titusville, PA.

The Oil Region Alliance owns and stewards an extensive collection of items primarily from the United Natural Gas Company, including operating equipment, more than 500 maps, records, thousands of photographs and negatives, ledgers, company files, and other artifacts; those items have been inventoried, appraised, photographed, and insured; in addition, the maps, photographs, and negatives have been indexed, cleaned, and transferred into acid-free materials for proper storage. Decisions on long-term utilization, ownership, and storage of the collection are on hold pending the outcome of the feasibility study regarding a natural gas museum.

Scope of Work, Project Purposes, and Study Work Products

The scope of work for this feasibility study shall include the following: determine the audience and their interests for a potential natural gas museum; specific interpretive themes; financial and operational structure; space and display requirements; location factors and recommendations for this potential exhibit and/or museum; start-up and operational costs; and potential funding sources for start-up and operation of the subsequent museum.

Work products generated through this study will be used to provide objective analysis and cost estimates to the Oil Region Alliance and project partners, in order to assist in future decisions regarding the advancement of planning and implementation for a natural gas museum and/or series

of exhibits within the Oil Region. The feasibility study report will become a grantsmanship tool to enable ORA to assemble the financial resources to make possible that vision, if it is determined to be financially, educationally, and practically possible and advisable to introduce such a new venue to the mix of attractions throughout the Oil Region National Heritage Area (ORNHA). Its findings will also assist ORA in providing prudent stewardship actions and project pacing regarding the large and diverse collection of natural gas artifacts it owns, insures, and currently has in storage.

Upon completion of this project, the Oil Region Alliance and its project partners shall have the work products in printed media as well as CD as prepared by the selected contractor. The contractor shall provide ORA with 20 copies of each draft item; 2 CDs per draft submittal; 100 printed final report including color; 1,000 printed final Executive Summary including color; and 100 CDs of the combination of the final report and final Executive Summary.

Draft sections and then a final composite detailed report, plus an Executive Summary not to exceed 16 pages in length, of the feasibility study shall address at least the following topics:

- (a) Identification of other natural gas museums and major exhibits in the United States, along with basic museum operation information for those facilities;
- (b) Determination of the demographic and other characteristics of the potential audience for natural gas historical exhibits/museum within the Oil Region NHA;
- (c) Specific interpretive themes and recommended interpretive media;
- (d) Space and display requirements;
- (e) Other factors to be considered when selecting potential museum or exhibit location(s);
- (f) Comparison of multiple potential locations within the ORNHA, along with ratings thereof in relation to Items D and E above;
- (g) Recommended financial and operational structure;
- (h) Budgets for both start-up and annual operating costs for the first five years of operation;
- (i) List of potential funding sources for both start-up and operating costs;
- (j) Bibliography and contact information for sources cited; and
- (k) Other relevant findings and recommendations.

Project Constraints

The study must be finished no later than May 31, 2010, after attaining the consensus approval of the project partners. Project work is scheduled to begin October 1, 2009 after execution of a contract with the selected vendor. The Oil Region Alliance has received a Pa. Heritage Parks Program grant via DCNR contract #BRC-HP-06-27.2 to support this study, matched by the National Park Service and private sector monetary support from the National Fuel Gas Corporation. Therefore, the **maximum amount of compensation** available to the selected vendor for this study will be **\$37,000**. (Thirty-seven thousand dollars).

The Oil Region Alliance will convene a study advisory committee to provide information, feedback, comments on draft documents, factors for new exhibits or museums, etc. throughout this study. The assigned ORA Project Manager will serve as the central communications hub for the selected consultant and the study advisory committee. Anticipated to serve on the study advisory committee are representatives of the following entities which furnished letters of support for grant applications related to funding for this feasibility study: National Fuel Gas Company – Mary Ann

Yochim (ORA Board Member) and David A. Waples; retirees – John Comet of Oil City (UNG President 1969 – 1974) and at least one other local retiree to be determined; Columbia Gas of Pennsylvania – Leslie Orbin (Manager of Communications and Community Relations) and at least one other employee to be determined; Crawford County Planning Commission – Robert Hopkins; Venango County Regional Planning Commission – Judith Downs (Executive Director); Northwest Pa. Regional Planning and Development Commission – Randy Rice (Community Development Director); City of Oil City – Janet Gatesman (Acting City Manager); Drake Well Museum – Barbara Zolli (Administrator); Venango County Historical Society – to be determined; Venango Museum of Art, Science and Industry – Betsy Kellner (Executive Director); and Venango Area Chamber of Commerce – to be determined.

Consultant Qualifications

Throughout this Request For Proposal (RFP), ‘contractor’ or ‘consultant’ or ‘proposing consultant’ means the contractor, supervising contractor, contracting firm, and/or a combination of representatives from multiple firms assembled in order to fulfill the scope of work indicated within the project time period and in compliance with consultant qualifications.

This feasibility study will address aspects related to economic feasibility, heritage principles, interpretation of natural gas industry history, and heritage development in rural America. Therefore, the proposing consultant must demonstrate prior successful experience in each of these fields. Especially welcome are proposing consultants with direct prior experience in the natural gas industry and specific project planning/implementation in multiple national heritage areas.

Insurance and Ownership Rights

The selected firm shall provide proof of general business liability insurance, and shall augment its coverage to include listing of the Commonwealth of Pennsylvania, the Oil Region Alliance, the National Park Service, and National Fuel Gas Corporation as additional insured parties for the duration of this project.

The work products generated through this design RFP will become the property of the Commonwealth of Pennsylvania, National Park Service, and the Oil Region Alliance. The Commonwealth, NPS, and/or the Alliance shall have unrestricted authority to reproduce, distribute, and use any submitted report, diagram, illustration, data, material, software, and any associated documentation that is designed or developed and delivered as part of the performance of this project.

Project Schedule

The Alliance and the project partners will together select a firm to perform this project, with official action to award the contract scheduled for the September 24, 2009 meeting of the Alliance Board of Directors.

The project timetable is as follows:

August 7, 2009	RFP issued; legal notices issued
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September 3, 2009	Noon deadline for receipt of proposals
September 14, 2009	Vendor recommendation by ORA Heritage Advisory Council
September 24, 2009	Vendor selection by ORA Board of Directors
October, 2009	Execute project contract with selected firm; effective October 1, 2009
October, 2009	Contractor team meets in the ORNHA with study advisory committee.
Nov./Dec., 2009	Contractor provides draft of Sections A and B of report. ORA distributes to study advisory committee.
Dec. 2009/Jan. 2010	Contractor provides draft of Section C, which ORA then distributes. ORA provides composite comments on drafts of Sections A and B to contractor.
Jan./Feb. 2010	Contractor provides draft of Sections D/E/F, which ORA distributes. ORA provides composite comments on draft Section C to contractor.
Feb./March 2010	Contractor provides draft of Sections G/H/I, which ORA distributes. ORA provides composite comments on draft Sections D/E/F to contractor.
March/April 2010	Contractor provides draft of complete Executive Summary, which ORA distributes. ORA provides composite comments on draft Sections G/H/I to contractor.
April 2010	Draft final report for each municipality received by ORA. Draft documents reviewed and edited as needed. ORA provides composite comments on draft Executive Summary.
May 2010	Contractor provides printed final report and printed final Executive Summary. Contractor returns reference materials and related files to ORA and to project partners.
June 2010	Project partners process any remaining project elements and fiscal matters.
Oct./Dec. 2010	Project audit by independent CPA firm

A proposing firm may provide a more rapid project timetable than the one shown above, but not a slower project timetable. Because draft materials will be circulated among the ORA project team, sufficient time must be allowed for key partners and participating volunteers to review and comment on drafts and for ORA staff to compile those comments in each review loop.

Proposal Instructions

Throughout this RFP, 'the submitting firm' refers either to a single exhibit design company or a collaborative team assembled involving personnel from multiple companies or individuals. In order to provide personnel able to meet the project timetable, cost constraints, and have related prior experience, companies are encouraged to assemble project teams if they realize that the employees of a single company are unable to fulfill the requirements of this RFP. For a collaborative team, one company should be designated as the lead contact, both for proposal submittal purposes and for project operation purposes.

The submitting firm can format the proposal narrative; standard forms A, B, and D are required. Each proposal must be submitted in ten (10) copies. No other distribution of proposals will be made by the proposing entity. Proposals must be signed by an official authorized to bind the consultant to its provisions and valid for at least 180 days. Moreover, the contents of the proposal of the selected firm will become contractual obligations if a contract is entered into. Proposals should be prepared simply and provide a straightforward and concise description of the offeror's ability to meet the requirements of this RFP.

The proposal shall include at least the following sections:

1. Statement of the Project Purpose
2. Organization of the Consulting Team
3. Work Plan
4. Prior Experience/References -- including list of at least four customer references, with company name, name and title of contact person, full mailing address, telephone number, fax number, e-mail address.
5. Personnel Assigned to this Project -- including % of time on project, title, names, resumes; and include certification that the consultant meets the required qualifications and experience.
6. Completed Budget Form (see Appendix B)
7. Cost and Price Analysis (including all information requested in this RFP).
8. Include any Exceptions on a separate sheet that is clearly marked "Exceptions".
9. Completed ORA Statement of Assurances and Insurance Information (see Appendix D).
10. Samples of Prior Related Work (at least two separate projects; provide two samples per project)
11. Proposal Check List (see Appendix A)

Sealed proposals must be mailed or delivered to the Oil Region Alliance office at 217 Elm Street, P. O. Box 128, Oil City, PA 16301. On the exterior of the envelope, label the proposal "STUDY FEASIBILITY OF NATURAL GAS MUSEUM." The proposals must be received no later than noon on Thursday, September 3, 2009; proposals received after that time will be returned unopened to the submitting firm. Proposals will not be accepted via facsimile transmissions. **Each submitting firm is to provide ten (10) complete copies of the proposal; if possible, include ten copies of the samples of prior related work, but must include at least two copies of each sample.**

No pre-proposal conference is scheduled for this RFP. Questions may be addressed directly to Marilyn Black, Vice-President for Heritage Development, Oil Region Alliance; P. O. Box 128, 217 Elm Street, Oil City, PA 16301; (814) 677-3152, Extension 105; Fax (814) 677-5206; e-mail: mblack@oilregion.org. Appendix A is a Proposal Check Off List which guides proposal packaging.

Criteria for Selection

All completed proposals received before the deadline will be reviewed and evaluated by representatives of the Alliance. These reviewers will recommend to the Board of Directors of the Alliance the selection of the proposal that most closely meets the requirements of this RFP and satisfies Commonwealth needs.

The following factors will be considered in making the selection among proposals:

- A. Understanding of the Problem and Project
- B. Soundness of Approach; completeness and clarity of responses; understanding of study methodology; understanding of interpretation
- C. Contractor Qualifications/Experience including related prior work samples
- D. Personnel Qualifications/Experience including related projects
- E. Cost Reasonableness while staying within Maximum Compensation Allowed

Proposed Method of Payment

The contract issued to the approved firm may include a series of payments, as follows (see Project Work Products above for indication of report sections):

- 10% Upon execution of contract.
- 10% Upon receipt of draft of Sections A and B of report
- 10% Upon receipt of draft of Section C (Interpretation)
- 15% Upon receipt of draft of Sections D/E/F (Space/Location)
- 15% Upon receipt of draft of Sections G/H/I (Structure, Budgets, Funding Sources)
- 10% Upon receipt of draft of complete Executive Summary
- 10% Upon receipt of draft full report including Sections A – K
- 20% Upon receipt of printed approved final report and printed approved final Executive Summary, as well as the return of reference materials and related files

Payment of each invoice is usually made within four (4) weeks of receipt by the Alliance of invoice and related progress documentation.

In addition to submittal of invoices, the selected firm shall provide written reports as of the end of each month during the contract period. Each report shall include the contractor's activities performed in the preceding month, work products generated, the activities proposed in the upcoming month, any recommendations, and how the project stands relative to the budget.

Reservation of Rights

The Oil Region Alliance reserves the right to award zero, partial, multiple, or complete orders for the scope of work contained in this Request for Proposals, or to negotiate separately with competing proposing entities. Issuance of this Request for Proposals does not require the Alliance to execute any contract(s) whatsoever.

Contact For More Information

The project coordinator is Marilyn Black, Vice-President for Heritage Development, at the Oil Region Alliance; P. O. Box 128, 217 Elm Street, Oil City, PA 16301; (814) 677-3152, Extension 105; Fax (814) 677-5206; e-mail: mblack@oilregion.org.

Questions regarding this Request for Proposals should be directed to Mrs. Black, who is the only individual authorized to answer questions regarding this RFP.

Appendix A: Proposal Check Off List

Appendix B: Budget Form

Appendix C: Legal Notice

Appendix D: Statement of Assurances and Insurance Information

N/Natural Gas Museum; RFP-Study Feasibility of Natural Gas Museum; 8-09.doc

“STUDY OF FEASIBILITY OF NATURAL GAS MUSEUM”

PROPOSAL CHECK OFF LIST

Complete this check off list, and include a copy with the original copy of the proposal that is submitted.

- ☐ Statement of the Project Purpose
- ☐ Organization of the Consulting Team
- ☐ Work Plan
- ☐ Prior Experience (including full reference contact information for at least 4 prior clients)
- ☐ Personnel to Be Assigned to This Project (including professional qualifications)
- ☐ Completed Budget Form (Appendix B of the RFP)
- ☐ Cost and Price Analysis (including all information requested in the RFP)
- ☐ Include any Exceptions on a separate sheet that is clearly marked “Exceptions”
- ☐ Completed Assurances and Insurance Information form (Appendix D of the RFP)
- ☐ Samples of at least two Prior Related Work Products
- ☐ Completed Proposal Check List

Appendix B

**“STUDY OF FEASIBILITY OF NATURAL GAS MUSEUM”
BRC-HP-06-27.2**

BUDGET FORM

(Enclosure with proposal submitted to Oil Region Alliance of Business, Industry & Tourism)

Organization Name: _____

Signature of Authorized Agent: _____ **Date:** _____

Typed or Printed Name & Title of Authorized Agent: _____

Project Work Products	Subtotal Cost
Consultant Services	
Design/Printing of Final Report	
Design/Printing of Final Executive Summary	
Other: (please specify)	
Other: (please specify)	
	Total: \$ _____

Note: Pricing includes all items from the Scope of work for the above referenced proposal unless noted under Exceptions and is based on Project Work Products as a means to relate the scope of work to deliverables. Additional items suggested by the proposing firm may be listed in the additional lines. Consultant Services are to include the time rendered, travel costs, communications costs, shipping fees, photographic images, and all other routine expenses of providing consulting services.

Exceptions: _____

Comments: _____

Enclosure: _____ Supporting Cost & Price Analysis (illustrating how derived the proposal figures for each work product as summarized above).

Appendix C

LEGAL NOTICE

The Oil Region Alliance will accept sealed proposals until noon Thursday, September 3, 2009 for professional services to conduct a study of the feasibility of establishing a natural gas museum. For information and full instructions, contact Marilyn Black, VP for Heritage Development, 217 Elm Street, P. O. Box 128, Oil City, PA 16301; (814) 677-3152; Fax (814) 677-5206; e-mail: mblack@oilregion.org.

Appendix D: STATEMENT OF ASSURANCES AND INSURANCE INFORMATION

RFP: "Study of Feasibility of Natural Gas Museum"

Enclosure with proposal submitted to Oil Region Alliance of Business, Industry & Tourism (ORA)

1. IDENTIFICATION

Proposal Submitted by: _____
(Organization name)

In response to Request For Proposals issued by Oil Region Alliance (ORA) entitled:
"Study of Feasibility of Natural Gas Museum"

Date Statement Signed: _____

2. CERTIFICATION REGARDING DEBARMENT, SUSPENSION AND OTHER RESPONSIBILITY MATTERS

_____ YES	_____ NO	I certify that the proposing firm and its principals as of today's date are not presently debarred, suspended, proposed for disbarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency, or by the Commonwealth of Pennsylvania.
If no, elaborate at 8--Comments.		I also certify that we have not within a three-year period preceding this proposal date been convicted of or had a civil judgment rendered against any of us in connection with obtaining, attempting to obtain, or performing a public transactions or contract under a public transactions; violation of Federal or Commonwealth antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property. I also certify that we are not presently indicted for or otherwise criminally or civilly charged by a governmental entity with mission of any of the offenses listed above. I also certify that within the three-year period preceding this proposal, we have not had one or more public transactions (Federal, Commonwealth, or local) terminated for cause or default. I also certify that the proposing firm is not delinquent in any Commonwealth obligation, including taxes. I further affirm that if, at any time during the term of any contract resulting from this proposal, the firm becomes delinquent, or is debarred, or is suspended, the firm will within 15 days of that date of delinquency, suspension or debarment provide written notice to the Oil Region Alliance.

3. CERTIFICATION REGARDING DRUG-FREE WORKPLACE

_____ YES	_____ NO	I certify that the proposing firm will or will continue to provide a drug-free workplace by establishing an ongoing drug-free awareness program to inform employees about the dangers of drug abuse in the workplace, the firm's policy of maintaining a drug-free workplace, any available drug counseling/rehabilitation and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations occurring in the workplace.
If no, elaborate at 8--Comments.		

_____	_____	The proposing firm and any subcontractors shall establish and maintain a written drug-free workplace policy and shall inform their employees of the policy. Upon request by ORA, a copy shall be furnished for project files.
YES	NO	
If no, elaborate at 8--Comments.		

_____	_____	I also certify that I will not engage in the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance in conducting any activity with the funds provided by ORA. If I am convicted of a criminal drug offense, I will report that within 10 calendar days to the ORA-assigned project manager.
YES	NO	
If no, elaborate at 8--Comments.		

4. CERTIFICATION REGARDING LOBBYING

_____	_____	I certify that no part of the money paid by ORA to my firm (if selected as a vendor to perform the work as described in the accompanying proposal) shall be used directly or indirectly to pay for any personal service, advertisement, telegram, telephone, letter, printed or written matter, or any other device, intended or designed to influence in any manner a Member of Congress, to favor or oppose, by vote or otherwise, any legislation or appropriation by Congress, whether before or after the introduction of any bill or resolution proposing such legislation or appropriation.
YES	NO	
If no, elaborate at 8--Comments.		

5. CERTIFICATION REGARDING MINORITY-OWNED BUSINESS ENTERPRISE/WOMAN-OWNED BUSINESS ENTERPRISE

_____	_____	I certify that the firm submitting this proposal is an official Minority-owned Business Enterprise.
YES	NO	

_____	_____	I certify that the firm submitting this proposal is an official Woman-owned Business Enterprise.
YES	NO	

_____	_____	I certify that if my firm is selected as the vendor to perform work as described in the accompanying proposal and we determine that part of the scope of work needs to be subcontracted, we will give special favorable consideration to selecting Minority-owned Business Enterprises and/or Woman-owned Business Enterprises as subcontractors.
YES	NO	
If no, elaborate at 8--Comments.		

6. CERTIFICATION REGARDING NON-DISCRIMINATION/SEXUAL HARASSMENT

_____	_____	I certify that if my firm is selected as the vendor to perform work as described in the accompanying proposal, we agree to the following non-discrimination clauses: (a) In the hiring of any employees
YES	NO	

If no, elaborate
at 8--Comments.

directly or via subcontractors, no one acting on our behalf shall, by reason of gender, race, creed, or color, discriminate against any citizen of the Commonwealth of Pennsylvania who is qualified and available to perform the work to which the employment relates; and (b) The firm and/or any subcontractor or any person on our/their behalf shall not in any manner discriminate against or intimidate any employee involved in this work on account of gender, race, creed, or color.

YES NO

If no, elaborate
at 8--Comments.

The proposing firm and any subcontractors shall establish and maintain a written sexual harassment policy and shall inform their employees of the policy. Upon request by ORA, a copy shall be furnished for project files. The policy must contain a notice that sexual harassment will not be tolerated and employees who practice it will be disciplined.

7. INSURANCE INFORMATION

My firm has the following insurance policies currently in place:

Policy Type	Policy Number	Insurance Company	Policy Ending Date

General Liability			

Property Insurance			

Workmen's Compensation			

Employer's Liability			

Automobile Liability			

YES NO

Our current general liability policy already lists all of the following as additional insured parties:

Commonwealth of Pennsylvania;
Pa. Department of Conservation and Natural Resources;
Oil Region Alliance of Business, Industry & Tourism;
National Park Service; and
National Fuel Gas Corporation

YES NO

If no, elaborate
at 8--Comments.

I certify that, upon selection of my firm as a vendor to perform the work described in the accompanying proposal, we will promptly revise our general liability policy to also include as additional insured parties any of the following parties which are not already listed on our current policy: Commonwealth of Pennsylvania; Pennsylvania Department of Conservation and Natural Resources; Oil Region Alliance of Business, Industry & Tourism; National Park Service; and National Fuel Gas Corporation. I understand that ORA will notify the

selected vendor as to the specific funding streams involved, which may include more entities than those in this list, some of which may also require such coverage as additional insured parties as conditions of their grant support. I further agree to provide ORA with written verification of the new coverage of each required additional insured party.

8. COMMENTS AND CLARIFICATIONS

See additional attachment(s):

9. SIGNATURE

By my signature below, I certify that I am an authorized agent on behalf of the entity submitted a proposal to ORA, and that I certify the accuracy of the statements and insurance information indicated above.

(Signature of Authorized Agent)

(Title of Authorized Agent)

(Typed or Printed Name of Authorized Agent)

(Date Signed)

(Entity Submitting Proposal)

(Mailing Address)

(Authorized Agent’s Telephone Number)

(Agent’s E-mail Address)

STATEMENT OF ASSURANCES AND INSURANCE INFORMATION