



**Request for Proposals RFP2011-02  
Evaluation of a Research Function  
at the National Trust for Historic Preservation**

To Whom It May Concern:

The National Trust for Historic Preservation is seeking proposals from firms or project teams qualified to evaluate the addition of a new scholarly research function and associated processes for the organization. The selected consultant will evaluate existing research practices in the historic preservation field, develop models for the addition of a useful research model for the National Trust, and provide 3-5 scenarios with goals, tasks, and benchmarks for the effective integration of a research function into the organization. Background on the organization can be found on [www.PreservationNation.org](http://www.PreservationNation.org). Our strategic plan, and other internal documents, can be provided upon request.

Qualified firms will have experience working with non-profit institutions and the capability to provide an in-depth analysis of current practices as well as recommendations for implementation of an effective research function. Proposals will be evaluated on an understanding of the historic preservation field, the project scope as set forth herein, methodology, proposed schedule, price, qualifications, experience and references. **Proposals are due at 5:00 pm Eastern on Wednesday, May 9, 2011.** Interviews will be conducted by phone the week of May 16, 2011.

**Background**

Historic Preservation is a multi-disciplinary field that includes economic development, building technology, environmental policy, and sustainability among other many topics. We would like to understand a) how our field is accessing research and b) what role our organization currently plays and c) what role(s) we might play in the future. The National Trust would also like to gain meaningful input from the field and from within our own organization as part of this process.

We are operating under the assumption that a coordinated research function at the National Trust would help us a) lead the preservation movement more effectively, b) allow us to more easily partner with academic institutions, and c) reach a larger audience. We also understand that there are many different uses for research including legislative advocacy, advocacy to save site historic sites, evaluation of current practices and the development of new best practices, etc.

The National Trust for Historic Preservation will retain a consultant to perform the following tasks:

- 1. Gather and share best practices and models about how research is conducted, evaluated, and disseminated by advocacy nonprofit organizations like the National Trust.**

The project team has undertaken an initial scan of the research functions of other national advocacy organizations and are currently examining our past research efforts to determine why they succeeded or failed.

Using their knowledge of how organizations effectively conduct and disseminate research, the consultant will extract key lessons and contextualize the information we have gathered.

The consultant will share best practices and different models of research functions with the project team and National Trust leadership. Additional research may be required by the consultant depending upon their expertise with other research models.

**2. Survey and compile how research (both secondary and primary research) is currently being conducted, evaluated, and disseminated in the multi-disciplinary field of preservation.**

With the help of the Trust's research project team, the consultant will evaluate research that has already been compiled, delivery methods used to disseminate results to the preservation field and other stakeholders, how the research is being used, what the gaps are in the roles, and the potential roles for our organization moving forward.

The consultant will work with the research project team to involve both our own staff and others working in the area of historic preservation and related fields to gain their meaningful input during this assessment process.

The consultant will gather information through a broad range of media and technology to ensure broad participation in this evaluation.

The consultant will organize and facilitate a convening of stakeholders to help us think through the benefits and drawbacks of different research models, the identified research outlets and gaps, and to develop scenarios to present to the organization's leadership.

**3. Using our initial scan of how the National Trust and other nonprofit advocacy organizations of our size conduct and disseminate research, create 3-5 scenarios whereby the National Trust could more strategically conduct and disseminate research for the field of preservation.**

The scenarios developed by the consultant must include best practices from preservation as well as other fields, clearly articulated goals, tasks for integrating this function within the organization, lessons learned from past efforts, and benchmarks for measuring success.

The consultant will assist the team in determining how this research function can be integrated into our existing framework (e.g., identify the benefits and barriers to incorporating this into our organization, help us determine our audience, how to match up research questions with researchers, etc.)

### **Time Frame**

The project was started in March 2011 and the working team is scheduled to present their final recommendations to the organization's leadership by July 31, 2011. The consultant will work with us through this process. The timetable for this project is:

|         |                                                                                       |
|---------|---------------------------------------------------------------------------------------|
| May 9   | Submission of proposal                                                                |
| May 16  | Consultant chosen                                                                     |
| June 1  | Analysis of past National Trust efforts and draw "key lessons" learned due            |
| June 15 | Best practices of research shared                                                     |
| July 8  | Map showing how research is current being conducted for the field and gaps identified |

Jul 15 Draft of scenarios due (including how past efforts relate)  
 July 25 Consultant's final findings due to working group

### **Deliverables**

- Analysis of National Trust past efforts and “key lessons learned” **(by June 1, 2011)**
- Description of best practices and effective “research function” models that help achieve both programmatic and policy goals **(by June 15, 2011)**
- Convening of a facilitated, day-long discussion of pros and cons of different models of research and current gaps in the field **(by July 1, 2011)**
- A description of how research is currently being conducted, evaluated, disseminated in the preservation field and potential role(s) for the National Trust **(by July 8, 2011)**
- 3-5 scenarios (including specific, realistic steps for moving forward with measurable benchmarks) for the National Trust leadership to consider **(by July 15, 2011)**

### **Attachments**

Questionnaire: “How Other National Nonprofit Advocacy Organizations Conduct Research;” Questionnaire: “Post-Mortem of a National Trust Research Project”

Upon request, we will send interested firms copies of our business plan and project charter.

### **Contact Information**

Questions relating to the scope of work should be directed to Renee Kuhlman at [Renee\\_Kuhlman@nthp.org](mailto:Renee_Kuhlman@nthp.org).

Questions relating to the terms and conditions, form of agreement or contracting requirements of the National Trust should be directed to Eve Errickson at [Eve\\_Errickson@nthp.org](mailto:Eve_Errickson@nthp.org).

### **GENERAL TERMS AND INFORMATION**

**1. FUNDING.** Financial support for the NTHP is provided by membership dues, endowment funds and contributions from private members and donors. It also receives matching grants from agencies of state and federal government. The funding required for the contract covered by this RFP will be provided from a combination of both public and private funding sources / entirely from private sources. No governmental funding will be used.

**2. EQUAL OPPORTUNITY.**

**A.** The National Trust is an equal opportunity employer. It maintains an Affirmative Action Plan as required by Executive Order 11246, as amended, and by the applicable implementing regulations issued by the Secretary of Labor (41 CFR 60-1). The contractor selected for this work will be expected to maintain similar policies and plans, and to comply with all applicable notice and reporting requirements, to the extent that they are required by the Executive Order and the implementing regulations.

**B.** The National Trust is committed to a policy of encouraging and promoting greater economic opportunities for minority and women-owned businesses. Firms owned by minority interests and by

women are encouraged to respond to this Invitation for Bids. Prospective general contractors are encouraged to include minority and women-owned businesses as subcontractors and suppliers.

### **3. PROPOSAL FORMATTING AND SUBMISSION.**

**A.** The NTHP would prefer that your proposal be submitted in .pdf format. Alternatively, two paper copies of your proposal may be submitted on the firm's letterhead. One paper copy must be unbound and suitable for duplication. Telephone and facsimile submissions will not be accepted.

**B.** Sales kits, brochures, samples or other materials related to the proposed services are welcome and may be provided as a component of your proposal. Please provide in duplicate. To have these materials returned to you, label each sample with your company name and address and provide a stamped and self-addressed return envelope.

**C.** Each proposal must contain the following information:

- i.** a Certification Regarding Debarment and Suspension;
- ii.** a description of the professional qualifications of the team and its members;
- iii.** an organizational chart that identifies the project manager and the members of the team and clearly defines their respective roles and responsibilities;
- iv.** a statement of the prior work experience of the members of the team on other relevant projects;
- v.** a timeline for completion of the work;
- vi.** a statement that the proposal will be valid for a period of 60 days from the closing date;
- vii.** if consultants or subcontractors will be used, the name and address of such firms, together with a description of their area of responsibility;
- viii.** the name, address and telephone numbers of references who may be contacted concerning work done on comparable projects;
- ix.** a description of the legal status of the entity submitting the qualifications, i.e. sole proprietorship, partnership, limited liability company, joint venture or corporation, and state of residency or incorporation;
- x.** the name, address and position of persons within the firm who are authorized to execute contracts on its behalf; and
- xi.** a statement indicating whether or not the firm carries insurance in the following categories and the principal amount of all coverage maintained:

- a.** Workers' Compensation,
- b.** Employers' Liability,
- c.** Commercial General Liability, and
- d.** Automobile Liability.

**D.** Your proposal should be addressed, as follows:

E: Diana\_Maxwell@nthp.org

Diana Maxwell, Contracts Office  
National Trust for Historic Preservation  
1785 Massachusetts Avenue, NW  
Washington, DC 20036  
"Proposal for Research Evaluation (RFP 2011-02)"

**4. CONTRACT AWARD.**

**A.** In evaluating the proposals submitted in response to this RFP, the NTHP will consider the following factors:

- i. project methodology;
- ii. professional qualifications of individual team members;
- iii. the experience of the team members in working with comparable projects;
- iv. the ability to complete the project within the time frame established;
- v. the range of services offered and any limitations imposed;
- vi. your price; and
- vii. responses received from references.

**B.** The NTHP reserves the right, in the exercise of its sole discretion:

- i. to reject all proposals received;
- ii. to accept a proposal, in whole or in part, without further discussion or negotiation;
- iii. to reject an individual proposal because of defects, irregularities or provisions inconsistent with this RFP;
- iv. to waive any defect or irregularity in a proposal and to accept that proposal when it is otherwise proper and reasonable to do so; and
- v. to negotiate directly with respondents for other terms, prices and conditions deemed proper and reasonable for the completion of the work or to protect the interests of the NTHP.

**5. CONTRACT CONDITIONS.** Prospective vendors may provide a sample of their standard service agreement; however, the contract for this service will be prepared by the NTHP and will include, but not be limited to, the contract terms and conditions attached to this document. Please review these provisions carefully before deciding whether or not you wish to submit a proposal. These terms reflect the standard policies of the NTHP and exceptions may be considered only in limited circumstances. Firms unwilling to agree to these terms must note any objection in their proposals.

## CONTRACT TERMS AND CONDITIONS

The contract awarded under this RFP will include, but is not necessarily limited to, the following terms and conditions:

1. All reports or other publications developed by the contractor for the NTHP will be the exclusive property of the NTHP, or the subject of a perpetual, paid-up, royalty-free, non-exclusive license for all uses of the NTHP. In no event shall the deliverables due hereunder contain the proprietary information of a third party. Any breach of this term will be the sole liability of the Consultant.
2. The NTHP will not accept a proposal that seeks to limit the contractor's potential liability to the dollar value of the contract.
3. The NTHP does not enter into contracts premised on mandatory binding arbitration as a means for dispute resolution.
4. No public announcements may be made by the contractor without the NTHP's advance approval. This approval will not unreasonably withheld.
5. The NTHP's selection will be based in part on the firm's reputation and its ability to provide competent service as it is presently owned, managed and operated. In the event that the firm is sold or management and operations are otherwise transferred to another company, the NTHP will have the option to terminate the contract without penalty.
6. Insurance.
  - A. The Contractor shall maintain adequate insurance to provide coverage for liabilities arising from the acts and omissions of its directors, officers, agents, and employees performing work under this Agreement.
  - B. The Contractor shall provide the NTHP with a certificate indicating that this coverage is in effect and naming the NTHP as an Additional Insured, with a right to notice no less than thirty (30) days prior to cancellation or any material change in coverage. The Contractor shall also provide the NTHP with a copy of the Endorsement to the policy naming it as Additional Insured.
  - C. If the Contractor cannot meet these insurance requirements, the Contractor shall immediately notify the NTHP. The Contractor shall not commence work on the project unless its insurance coverage is approved in writing by the NTHP.
7. Indemnification.
  - A. The Contractor shall defend and indemnify the NTHP against all claims, liabilities, damages, and expenses (including but not limited to reasonable attorney's fees) based upon or arising out of any act, omission, negligence, misconduct, and/or breach of this Agreement by the Contractor, its directors, officers, employees, subcontractors, and/or agents while engaged in the performance of this Agreement.

**B.** The NTHP shall defend and indemnify the Contractor against all claims, liabilities, damages, and expenses (including but not limited to reasonable attorney's fees) based upon or arising out of any act, omission, negligence, misconduct, and/or breach of this Agreement by the NTHP, its trustees, officers, employees, and/or agents while engaged in the performance of this Agreement.

**8.** Conflicting Interests. The Contractor represents and warrants that it does not presently have any interest, direct or indirect, that conflicts in any manner with the performance of its obligations under this Agreement. The Contractor agrees to notify the NTHP immediately upon the discovery of any conflict of interest or if any conflict of interest arises during the term of this Agreement.

**9.** Confidentiality.

**A.** The Contractor shall maintain in strict confidence any Confidential Information of the NTHP that the Contractor reviews, receives, or acquires in the performance of this Agreement. **The NTHP will make efforts to clearly identify, preferably in writing, any Confidential Information.** "Confidential Information" means, subject to the limitation set forth below: economic and financial information, sales and marketing plans, information and materials obtained from interviews or surveys, membership and donor lists, business procedures, solicitation or contact methods, and any other information regarding the business of the NTHP. Confidential Information does not include information that: (i) is or becomes available from public sources through no wrongful act of the Contractor; (ii) is already in the Contractor's possession prior to the date of this Agreement without an obligation of confidentiality, except for information disclosed during discussions related to this Agreement; (iii) is rightfully disclosed to the Contractor by a third party with no obligation of confidentiality; (iv) is independently developed by the Contractor; or (v) is required to be disclosed pursuant to any court or regulatory order served on the Contractor. The Contractor may disclose Confidential Information to its accountants, counsel, and other financial and legal advisors with a need to know.

**B.** The Contractor shall not publicly release any information concerning the NTHP or any subject relating to this Agreement, unless approved in advance and in writing by the NTHP. This approval will not be unreasonably withheld.