

**Red Rock Visitor Contact Station Exhibit  
Request for Technical Approval**

*(per FS Manual 2391/1643)*

Exhibit and Facility Proposals For Projects Over \$25,000\*

*(Adapted from Marion Lostrom's Prospectus Criteria by Terry Wong, R2/CDI)*

September 14, 2009

Criteria:

- Ensure that the budget is appropriate for the scope of the project
- Ensure that the scope of work and interpretive planning for the project is well-developed, thorough and complete
- Ensure that exhibits and facilities are accessible.
- Determine the appropriate method for contracting exhibit design, fabrication and installation.
- Assure that qualified interpretive and other design professionals are utilized with roles and responsibilities identified
- Ensure that a reasonable schedule is developed and funds are obligated in a timely manner
- Ensure that sufficient funding is available in the future for operations and maintenance

Background: An interpretive plan for the development and implementation of interpretive exhibits has been created for the newly constructed Red Rock Visitor Contact Office. This work was initiated with a steering team comprised of Forest Service staff, partners and interested parties. It establishes the vision for the facility and prioritizes interpretive themes for implementation. The District with assistance from Arizona Natural History Association, partners, and volunteers have developed interim exhibits to act as "placeholders" until the professionally developed displays are in place. The office has been open for just over a year, and daily visitation has peaked at over 2,500/day during holiday weekends. Implementation of this interpretive plan will promote high quality and professional delivery of the interpretive messages to the visiting public. The overarching theme guiding all interpretive displays is ethical and prepared use of National Forest Land. Please see attached plan for detailed information for points 1-4.

1. **Purpose** (including management goals) and Description of Project. *See attached Interpretive Plan*
2. **Interpretive Planning Summary** *See attached Interpretive Plan*
  - a. Market/Audience/Visitation Statistics (NVUM)
  - b. Planning Assumptions
  - c. Inventory of Existing or Planned Interpretive Facilities in the Surrounding Area (identify if Forest Service or other entity)
  - d. Overall Theme/Sub-Themes
  - e. Proposed Media/Exhibits (including priorities and phasing if appropriate)
3. **Facility Summary** *See attached Interpretive Plan*
  - a. Design Criteria related to exhibits
  - b. Site Plan/Diagram

- c. Building Space or Floor Plan/Diagram including Interpretive Association outlet if applicable
- 4. **Accessibility** Interpretive media shall adhere to federal accessibility standards. Program design will follow current accessibility design standards and guidelines, using the Exhibit Accessibility Checklist, USA Forest Service Accessibility program <http://www.fs.fed.us/recreation/programs/accessibility/smithsonian.htm>
- 5. **Proposed Method/Process to acquire Exhibit Text Development, Design, Fabrication, and Installation.** Adherence to high-quality design standards is critical to the success of interpretive media. Visitors are more inclined to read information and abide by forest regulations if the material is presented clearly, aesthetically and professionally. Guidelines are defined in the interpretive plan, and shall be adhered to throughout development phases.

Red Rock Ranger District, with the Center for Design and Interpretation (CDI) and the R-3 Contracting Officer, have developed a strategy for contracting the project via GSA schedule for utilizing contractors pre-qualified by the government and screened according to performance criteria.

- 6. **Project Team and Capabilities** Interpretive Specialist, Cheryl Hazlitt, with CDI has been identified as COR for this project. District employee, Sarah Belcher, will be the project manager and inspector. The Contracting Officer is R-3's Alan Zero. The original steering team for the interpretive planning process met September 9, 2009 to discuss roles and responsibilities and the design/contracting process. After contract award, the team and select content specialists will engage in a design charrette with the contractor to initiate the design process and confirm roles and responsibilities.
- 7. **Project Schedule** Contracting process will be initiated in October FY2010. After the GSA contract is awarded, the Forest Service will negotiate a reasonable schedule for delivery of services. The Red Rock Ranger District, with our partners, has been anticipating this grant for over a year and are anxious for the high quality displays this grant will afford and realize quality takes time.
- 8. **Budget/Estimated Costs/Funding Plan** (with partnership funding, if applicable)
  - a. Facility – N/A
  - b. Exhibits –See Interpretive Plan.
    - i. Contract development and Project Management - \$40,000
    - ii. Fabrication and Installation - \$360,000

The current budget for this project is \$400,000. This money was obtained by leveraging a series of grants to receive a Scenic Byway Grant (SBG) from Federal Highways. This grant was applied for by the Red Rock Ranger District and partner volunteer organization, Friends of the Forest. The matching funds from the SBG come from three sources. The Forest Service match of \$40,000 was obtained from a R-3 Regional Forester's 5% grant. The Friends of the Forest obtained a \$24,000 grant from the Sedona community foundation, and an additional \$16,000 was

matched by the Friends of the Forest. This budget should allow for a reasonable representation of the interpretive themes identified in the Interpretive Plan. Forest contracting and interpretive specialists will keep the project in budget.

- c. Operations and Maintenance (staffing and facility) including the potential source of future funding (a business plan may be required for larger facilities). The facility is already staffed and budgeted. We have partnerships in place that will help with future operations of proposed interpretation. Arizona Natural History Association (ANHA) has a book sales area in the facility and provides aid money to the District from for interpretation as funds become available. The Friend of the Forest has taken a particular interest in this facility from both a donation and volunteer stance. In addition, Red Rock Pass sales for a high impact recreation area can aid with maintenance of proposed interpretation.

- d. Evaluation and Monitoring- *See attached Interpretive Plan*

The completed proposal with a transmittal letter is submitted from the applicable Regional Forester to the WO, attention Deputy Chief National Forest Systems, and cc Kristen Nelson and Terry Wong. You can expect approximately 3 weeks to complete the review and transmit correspondence.

If you have any questions, please contact Kristen Nelson, WO Interpretive Services Coordinator, at (202) 205-1406 or Terry Wong, R2 Center for Design and Interpretation (CDI) Manager at (303) 275-5177.