

REQUEST FOR PROPOSALS
Research and Impact Analysis Report on the Economic Benefits of Historic Preservation Activities in Pennsylvania

I. Project Overview

The Pennsylvania Historical & Museum Commission (PHMC) received a federal Preserve America grant to conduct research and complete an impact analysis on the economic benefits of historic preservation activities in Pennsylvania. The PHMC sub-granted the Preserve America grant to Preservation Pennsylvania, a statewide not for profit organization whose mission is to help Pennsylvania communities protect and utilize the historic resources they want to preserve for the future.

To implement the Preserve America grant, Preservation Pennsylvania seeks a Research Partner with a university-based research institute that has experience in analyzing data concerning the economic benefits of historic preservation.

This project will be planned, conducted and completed by December 31, 2011.

II. Purposes of the Study

1. To assess the impact of the state's historic preservation programs on state and local economies.
2. To provide support for state and local preservation efforts and programs with stronger and more effective historic preservation programs.
3. To determine which state and local historic preservation programs can be strengthened and improved through greater investment by government (state and local) as well as private entities.
4. To determine, among other objectives mentioned above, the potential impact of a state tax credit program for Pennsylvania.

III. Contractor Requirements

The Research Partner selected to complete the tasks outlined in the Request for Proposals must:

1. Have successfully completed a similar project.
2. Agree to adhere to set deadlines as required under the federal grant and provide updates and draft copies by the dates proposed in this RFP or other deadlines negotiated and agreed upon by all parties to the project.
3. Have knowledge and expertise in relevant econometric models and economic research techniques.

IV. Scope of Services

Preservation Pennsylvania desires to contract with a qualified Research Partner who will be responsible for a full array of services to include but not be limited to: research, analysis, and preparation of a study to determine the economic impact of historic preservation activities in the Commonwealth of Pennsylvania.

The research, which will be conducted in consultation with Preservation Pennsylvania and the Pennsylvania Historical and Museum Commission (PHMC) and will reference the Commonwealth of Pennsylvania's *Keystone Principles for Growth, Investment & Resource Conservation* (www.phmc.state.pa.us/bhp/pkp.pdf) in terms of how existing historic preservation programs meet these criteria. This study shall, at a minimum, cover the following activities:

- A. An analysis of the impact of locally designated historic districts on property values. The research and analysis will include a minimum of 6 case studies of local historic districts with diverse demographics from different regions of the state. Study should include municipalities regulating local historic districts under both the Pennsylvania Historic District Act and the Municipalities Planning Code.
- B. An analysis of the effectiveness of the Pennsylvania Main and Elm Street Programs through:
 1. Gathering and evaluating existing data from the Pennsylvania Downtown Center (PDC), the Department of Community and Economic Development (DCED) and from other agencies and organizations as necessary to fully evaluate the Main and Elm Street programs.

2. Surveys of existing Main Street and Elm Street programs with regard to their historic preservation activities.
 3. Comparative surveys of downtown programs associated with the PDC but without formal Main Street designation.
 4. A minimum of 4 case studies will be included.
- C. An analysis of the Impact of reinvestment associated with public and non-profit preservation initiatives for community revitalization, such as grants, easements and loans, including, but not limited to activities of the Pennsylvania Community Action Team and Anchor Building Program projects in traditional downtowns/core communities with a concentration of historic buildings/districts through:
1. Gathering and evaluating existing data from the Pennsylvania Department of Community and Economic Development (DCED) and from other agencies and organizations as necessary to fully evaluate the economic impact of these types of programs in the Commonwealth.
 2. A minimum of 4 case studies will be included.
- D. An analysis of the impact of reinvestment associated with public and non-profit preservation initiatives, such as grants, easements or loans, for community revitalization in Pennsylvania's designated Heritage Areas through:
1. Gathering and evaluating existing data on the heritage area program from the Pennsylvania Department of Conservation and Natural Resources (DCNR).
 2. A minimum of 6 case studies from Heritage Areas to be determined by Preservation Pennsylvania, DCNR and the Research Partner, will be included.
- E. An analysis of the impact of heritage based tourism in Pennsylvania with a focus on Pennsylvania Historical and Museum Commission's historic sites, sites owned and operated by PHMC grant recipients and Heritage Areas.
1. The research approach to be determined based on availability of data and in consultation with Preservation Pennsylvania and the PHMC.
 2. A minimum of 6 case studies will be included.

- F. A quantification of economic impact of the federal Historic Rehabilitation Tax Credit program in Pennsylvania over the last 25 years, estimating direct and indirect job creation and impact on other Pennsylvania industries.
- G. An estimate of the increased historic preservation activity that would occur if Pennsylvania enacted a state-level historic rehabilitation tax credit or other state preservation incentive program. The research will be based on patterns of increased activity from other States that have adopted tax credits and/or grants, estimating likely change in Pennsylvania and corresponding costs and benefits to the State and the State's economy. Research should include Economic and Fiscal Impacts Study completed in 2003. This document is available at the following web address:
http://www.preservationpa.org/files/publications/Ec_Imp_Tax_Cred_2003.pdf
- H. An analysis of other measurable impacts on jobs created by historic preservation activities that may be deduced from past data gathering efforts in Pennsylvania.
- I. The report must include recommendations for changes or additions to Pennsylvania's statutes and regulations, legislative or state agency policies and/or executive orders relating to economic development, historic preservation and sustainable communities, and recommend a process for achievable implementation and transparent accountability. The Research Partner will need to work with the Executive Director of Preservation Pennsylvania, administrators of the Pennsylvania Main/Elm Street Program; PA Department of Community and Economic Development, PA Historical & Museum Commission, PA Department of Conservation of Natural Resources, Heritage Area managers, PennDOT and other individuals who work for state agencies and not for profit organizations who may be of assistance.

V. Reports and Deliverables

The Research Partner will be responsible for the following deliverables:

- A. Two draft reports (see schedule below) for review and comment to a minimum of six individuals agreed upon by the Research Consultant, Preservation PA and PHMC. Discuss comments with Preservation PA and SHPO and incorporate comments into report as agreed upon. Five hard copies and one electronic copy shall be provided of each draft report.
- B. A fully documented, scholarly report containing both the findings and the methodologies used in the research. This should be provided both in hard

copy form (five copies) and in both PDF and Word formats for use as Preservation Pennsylvania and the PHMC deem appropriate.

- C. A second report would be for public distribution, a “user friendly,” non-technical report, 25-35 pages in length. This should be provided in camera-ready form, including graphics, text, design and layout as well as in PDF version for online distribution.
- D. A one page bulleted format fact sheet summarizing the findings should be provided in both PDF and Word Formats.
- E. Three (3) public presentations of the study’s findings by a member(s) of the Research Partner’s staff at the conclusion of the report. Location and date to be determined by Research Partner, Preservation Pennsylvania and SHPO.

The Research Partner must also be willing and able to:

- Work with Preservation Pennsylvania to prepare a final project plan detailing the approach and methodologies to conduct the survey and describing the methods that will be used.
- Provide a quarterly status report to Preservation Pennsylvania to be received via email according to the project schedule (final schedule to be developed and agreed upon by Research Partner and Preservation Pennsylvania). The report shall describe briefly the work accomplished during that period, note any difficulties encountered, and provide other pertinent information to the progress of the undertaking.
- Prepare a final status report outlining unanticipated conclusions and recommendations for improving the delivery of the Commonwealth’s community revitalization services using historic preservation strategies and tools.

VI. Proposed Time Table

Below is the step-by-step schedule for issuance of the RFP, Research Partner selection, contract award, and completion of project:

Deadline for Receipt of Proposals	February 2, 2010
Completion of Proposal Review	April 1, 2010
Anticipated date to award contract	May 1, 2010

Contractor Commences Work	July 1, 2010
Quarterly Status Report	October 1, 2010
Quarterly Status Report	January 3, 2011
Quarterly Status Report	April 1, 2011
Quarterly Status Report First Draft Report	July 1, 2011
Quarterly Status Report Second Draft Report	October 3, 2011
All Contract Work Completed	December 31, 2011

VII. Payment Schedule

25% of funding	Awarding of contract
25% of funding	Acceptance of 2 nd quarterly report (January 3, 2011)
25% of funding	Acceptance of First Draft (July 1, 2011)
25% of funding	Acceptance of final work products

VIII. Proposal Requirements/Content

The Research Partner's proposal shall contain an overview of the research methodology to be employed in addressing project objectives listed above, consultant staff responsible for the various tasks, staff qualifications, resources agencies and organizations in Pennsylvania that the consultant plans to utilize in their work and the information the consultant expects to obtain from each, and any other information necessary to convey the consultant's understanding of the purposes and scope of this project. The proposal should include a general statement about how the consultant might address the examples of project work required. Additionally, each proposal shall discuss the following:

- A. The proposal must detail the respondent's familiarity and proven experience with this type of service contract and demonstrated ability to serve the Commonwealth's needs for services associated with these

activities. The respondent must detail its familiarity and ability to provide quality service meeting industry and government guidelines. Because the project funds are from the Federal Preserve America program, all salary rates and other costs are subject to federal requirements. The selected Consultant must agree to comply with Department of the Interior regulations and requirements governing Federal grants stipulated in the Office of Management and Budget (OMB) Circular A-102 (Administrative Requirements), Circular A-87 (Cost Principles), and Circular A-133 (Audits). These requirements are hereby incorporated by reference into this proposal.

- B. The proposal should detail how the respondent has and will make available sufficient personnel resources to work within the specified time constraints and to maintain necessary performance levels. The Research Partner will certify that the personnel meet the 36 CFR 61 Professional Qualifications. The proposal must detail the number and qualifications of personnel required to perform the work requested. The proposal must include resumes specifying the qualifications and duties of the management personnel. The resume must include education, position in firm, years of service, types of experience, and the duties that each will perform under the contract. It is understood that the Research Partner may find it necessary/more efficient to subcontract for certain services required for completion of the work; in this case, the awarded contract may not be assigned and the services may not be subcontracted by the Research Partner without the prior consent of Preservation Pennsylvania. Regardless of subcontractors that may be selected, the Research Partner shall remain responsible for completion of project work and for overall project management.
- C. Participation in this project by qualified graduate students is an important component of this work. The Research Partner must also contract with or involve graduate students in historic preservation or other appropriate discipline, to assist with the data collection and analysis of this study, as appropriate. Evidence must be provided that requirement has been fulfilled.
- D. The proposal must specify the respondent's capability to perform the work requested. The proposal should provide detailed plans for meeting the objectives of the project, to include time frames for deliverables and each activity and requirement outlined in the proposal.
- E. The proposal must provide cost analysis information as required to support the reasonableness of the proposal. If indirect costs are claimed as project costs, documentation of the federally approved indirect cost rate must be attached to the proposal and Preservation Pennsylvania reserves

the right to negotiate with the contractor concerning the amount of indirect costs included in the proposed budget.

- F. The proposal must include the cost to deliver the product, as specified above

IX. Consultation with Preservation Pennsylvania

All services to be performed and materials to be produced under the contract will be accomplished in consultation with Preservation Pennsylvania and the Pennsylvania SHPO. All procedures developed and products provided under the contract will be subject to final approval by Preservation Pennsylvania. The Research Partner must incorporate comments and requested changes by Preservation Pennsylvania into the final report. All records and data pertaining to the contract will remain the property of the Pennsylvania SHPO and any other financial contributors that may be involved with the project.

X. Questions

Questions regarding this proposal should be submitted by e-mail to mcrawford@preservationpa.org. Within 3-5 days, the question and answer will be posted at this web address:

<http://www.preservationpa.org/resources/RFPQ.php>.

XI. Submission of Proposals

This Request for Proposals has been distributed to entities known to have completed similar projects or who have expressed an interest in receiving the RFP. No later than **February 2, 2010 by 12:00 noon**, one original (marked "original") and five (5) copies of the proposals, and one electronic version of the proposal, shall be provided on a disk in PDF format and mailed to:

Mindy Crawford
Executive Director
Preservation Pennsylvania
257 North Street
Harrisburg, PA 17101
(717) 234-2310
mcrawford@preservationpa.org

The envelope should be labeled:

Statewide Study on the Economic Impact of Historic Preservation Activities in Pennsylvania

Be certain to include the following information on a cover sheet in your proposal: firm or agency name, federal tax identification number, names and title of a contact person, address, telephone, fax, and email. Proposals should also include the signature of a person authorized to sign for the company or agency or entity.

Proposals will become the property of Preservation Pennsylvania and will not be returned.

XII. Rejection of Proposals

Preservation Pennsylvania reserves the right to reject any and all proposals received as a result of the request for proposals. Failure to furnish all information may disqualify a respondent. Proposals submitted by FAX or e-mail will not be considered.

XIII. Evaluation Criteria

Preservation Pennsylvania will convene a panel of interested parties to evaluate all proposals to insure all requirements are met. The contract will be awarded on the basis of the proposal that receives the highest cumulative point total as defined in the evaluation criteria and whose budget does not exceed the funding available for the project.

A. Technical excellence (60 points total)

Demonstrated evidence of technical capability to meet the total project requirements (15 points);

Adequacy of stated methodology (15 points);

Demonstrated understanding of and familiarity with projects of this type (15 points);

Demonstrated understanding of and familiarity with the categories of study (15 points);

B. Qualification and Experience (70 points total)

Educational and/or pertinent related work experience of Principal Investigator (15 points);

Educational and/or pertinent related work experience of key personnel (15 points);

Demonstrated writing ability and publication record (10 points);

Demonstrated expertise or access to such expertise (15 points);

Applicant's experience in the study categories (15 points);

C. Management (20 points total)

Access to administrative personnel with capabilities to effectively administer all federal grant requirements, financial and contract provisions (10 points);

Management record for similar projects (10 points).

D. Performance Factors (40 points total)

Applicant's record of meeting requirements of similar contracts (15 points);

Adequacy of planning and scheduling (10 points);

Realism of workforce, material and logistics estimates required to accomplish the work in a timely and cost-effective manner (15 points);

E. Cost Factor: (100 points total)

Bids will be evaluated by a thorough cost analysis to determine reasonableness. Review of the project budget will be used to evaluate this factor.

Budget meets available funding (50 points);

Adequacy and appropriateness of budget (50 points);

F. Other Factors and Negotiations:

When more than one applicant is considered essentially equal technically and by bid price, a geographic/accessibility to Harrisburg, Pennsylvania, factor will be incorporated into the decision. Negotiations may be conducted with all applicants

in the competitive range to the extent time will permit. The competitive range established the minimum points possible an applicant could receive and still be reasonably expected to accomplish the requirements of the project. If proposals within the competitive range are all determined to be technically acceptable, award of the contract may or may not be made to the applicant with the lowest price proposal in the group.