

## **Marine Discovery Center – Port Angeles Conceptual Design Services**

### **Request for Proposals**

Issued: November 9, 2018

The Leadership Team of the Marine Discovery Center (MDC) project in Port Angeles, WA (Feiro Marine Life Center, Olympic Coast National Marine Sanctuary and Olympic Coast National Marine Sanctuary Foundation, a chapter of the National Marine Sanctuary Foundation) requests proposals for conceptual and pre-design services for a public aquarium and visitor center in downtown Port Angeles, WA.

Contract Point of Contact:

Melissa Williams

Executive Director

Feiro Marine Life Center

PO Box 625

Port Angeles, WA 98362



*Overall Arts, Science & Culture Campus Aerial View  
MDC to be located at far end of lot*

### **I. BACKGROUND**

The ocean is the defining feature of our planet. The ocean affects every human life. Art Feiro knew that when he galvanized community support to build the Feiro Marine Life Center in 1981. The National Oceanic and Atmospheric Administration knew that when they designated Olympic Coast as the nation's 12th marine sanctuary in 1994 under the National Marine Sanctuaries Act.

On the North Olympic Peninsula, Feiro and the Sanctuary have worked as partners in education, stewardship, and science for over 20 years. Feiro's restructure from a city and college run facility to a 501(c)(3) nonprofit in 2008 allowed new partnership opportunities, such as summer camps and K-12 field studies, to flourish. Despite this close connection, the partners have

always operated from separate visitor services facilities. Through separate but parallel strategic planning efforts by Feiro and the Sanctuary, we recognized that we would be more successful working together in a shared museum/visitor center capacity. Both entities saw the need to improve and expand upon their educational missions, but the current facilities did not allow for expansion. Combined, we have approximately 4,000 square feet of learning spaces, with approximately 32,000 annual visitors. By expanding and innovating our learning spaces together, we aim to double the number of people we can reach on site. A more robust operating model would facilitate the development of the next generation of education, stewardship, and science programs.

The Olympic Coast National Marine Sanctuary Foundation is a regional chapter of the National Marine Sanctuary Foundation, the non-profit partner of the National Marine Sanctuary System and a voice in Washington, DC for marine and conservation issues. The Olympic Coast National Marine Sanctuary Foundation (Chapter) was established to increase awareness and protection of, and support for, the Olympic Coast National Marine Sanctuary. Raising funds for programs that advance the mission of the Sanctuary, developing a constituency to champion the Sanctuary and educating the public about the value of the Sanctuary supports the Sanctuary's mission to protect the Olympic Coast's natural and cultural resources. The Chapter is partnering with Feiro and the Sanctuary to build the new shared Marine Discovery Center.

The three entities have considered and conceptualized what a joint facility might include. Previously completed work consisted of starting with a shared facility feasibility study in 2013, to basic conceptual sketches and initial program plans, to a market study report (documents available upon request, see section V. Submissions).

Exhibits will include (at minimum) displays of local cold-water live animals, natural history, and NOAA's Science on a Sphere. The facility will also include learning lab spaces, guest amenities, offices, and meeting rooms. Through this design process, the MDC intends to explore the feasibility of other specialty exhibits, as well as future expansion options on the site. The minimum starting footprint of the building will be 10,000ft<sup>2</sup>.

The MDC will sit on a new Arts, Science & Culture Waterfront Campus, at the corner of Oak & Front St. The City of Port Angeles has invested millions of dollars revitalizing its downtown waterfront over the last decade. The [Port Angeles Waterfront Center](#) (PAWC) is the campus land owner, and the MDC partners have signed an MOA to lease up to 20,000 ft<sup>2</sup> of space on the western end of their property, adjacent to the City's Waterfront Park development. The MDC is currently negotiating a partnership agreement with the PAWC and the Lower Elwha Klallam Tribe, who intend to build a cultural and a performance venue on the site. The three buildings and the outdoor space between are considered as part of the overall 'site,' with the MDC working with the other entities to determine appropriate look and feel for building materials, landscaping, outdoor exhibits or other campus-related design issues. The firm selected for this MDC conceptual design will work closely with LMN Architects (architect of record for the PAWC) on those elements. ***In order to maintain continuity, the firm selected***

***through this RFP process will have priority consideration for the future construction design work.***

This project has enormous implications for the economic development of Port Angeles and the North Olympic Peninsula, outside of the collective educational impact the campus entities will provide.

## **II. MDC SHARED GOALS AND OUTCOME MEASURES**

Shared Goals:

1. **Building** - Using green building design, construct an iconic and inspiring place that celebrates our unique waterfront location
2. **Program** – Create an engaging educational experience that fosters ocean advocacy by highlighting marine life, science and conservation, while weaving in maritime and cultural history.
3. **Sustainability** – Establish a program that improves each partner’s ability to serve and educate the public, while strengthening the individual and collective identity of the partner organizations.

The success of the experience will be measured in the following ways:

- Increase ocean literacy
- Generate community level solutions
- Commitment to be an ocean advocate
- Satisfaction of experience

## **III. SCOPE OF WORK**

The Leadership Team is soliciting submission of Statement of Qualifications from architecture firms with public aquarium experience to provide conceptual design services, a space needs assessment, and associated cost estimates. Specific tasks include:

- Development of a site master plan, including future expansion opportunities, and facility program
- Completion of facility conceptual design(s), including functional space requirements for required features, including seawater intake and filtration systems
- Ensuring project feasibility with authorities having jurisdiction
- Preparing detailed floor plans and preliminary cost estimate with attention to:
  - Guest flow
  - Exhibits concepting
- Review and evaluate MDC operating budget

- Prepare renderings of exterior and interior suitable for future design phases, as well as capital campaign and fundraising efforts
- Special consideration must be given to the following:
  - The MDC shall meet relevant **Association of Zoos and Aquariums (AZA)** design and operation guidelines and criteria, enabling the Leadership Team to pursue future accreditation. AZA accreditation standards can be found online at [www.aza.org](http://www.aza.org).
  - **Low-Impact / LEED Certification** – The design should include green building elements that will result in minimum LEED silver certification including, but not limited to, site and landscaping, building materials, energy and water use, indoor air quality, lighting, and waste management.
  - **Equity, Diversity and Inclusion** - The design should advance full participation by all segments of the community, using Universal Design as a guiding principle to plan for physical, cognitive and cultural inclusion.

#### **IV. PROPOSAL CONTENT**

Proposals should include the following:

1. Proposing firm name, address, phone, and e-mail; provide point of contact for questions or further discussion.
2. Identify the project manager and all team members including sub-consultants proposed to be working on the project, define sub-consultant's role, and indicate the estimated total hours each individual will spend on the project.
3. Describe your approach to and understanding of the project, specifically addressing each of the tasks included in this RFP, and how you will incorporate the special considerations during the design process. Include a brief explanation of how your team will be organized, and indicate the number of hours to be spent on each task.
4. Describe the relevant background and experience of the firm including years in business. Describe the relevant experience of your team members and sub-consultants, especially demonstrating prior experience with the special considerations. Substitution of team members or sub-consultants is permitted only if the change is approved in advance.
5. Provide at least two (2) relevant references for your firm and each staff or subcontractor who will be spending more than twenty (20) hours on this project (except administrative support).
6. Provide a proposed timeline and a proposed budget for the scope of work above. The budget will include information sufficient to allow the Leadership Team to evaluate the elements that contribute to the proposed total. Proposers may assume that the Leadership Team will be responsible for meeting room arrangements and costs. Maximum costs not to exceed \$140,000.

## **V. SUBMISSIONS**

### **Proposal format**

Proposal shall be limited to 20 single-sided or 10 double-sided (preferred) letter-sized pages. The entire proposal should be made available in PDF format via web-based file sharing (e.g. Dropbox) or email.

*Melissa Williams*  
*melissaw@feiromarinelifecenter.org*

AND

Send 1 hard copy, with any maps, concept plans or other supporting graphic material no larger than 11x17, to:

*Melissa Williams*  
*Executive Director*  
*Feiro Marine Life Center*  
*PO Box 625*  
*Port Angeles, WA 98362*

Deadline: Friday, December 7, 2018 5:00 PM Pacific time

Any questions regarding the RFP or requests for existing reports and studies should be sent to the above email address.

### **Cost of Proposal**

This RFP does not, under any circumstances, commit the Leadership Team to pay any costs incurred by any proposer in the submission of the proposal. The proposer is responsible for all costs associated with its response to this RFP and subsequent web conference interview.

### **Proposal Disposition**

All materials submitted in response to this RFP will become the property of the Leadership Team

## **VI. SELECTION CRITERIA**

The proposals received will be evaluated to determine the firm most highly qualified to provide the services to the MDC based on the following criteria (weighting points in parentheses):

1. Responsiveness to RFP details (20)
2. Team and sub-contractor qualifications, credentials, experience and availability (30)

3. Approach and project understanding (35)
4. Plan budget and timeline (10)
5. Inclusion of local firms and subcontractors (within 100 miles of Port Angeles) (5)

The top 3 firms will be notified on Friday, January 4, 2019, and will be asked to participate in a web-based interview using Zoom or similar web conference technology. The final selection will be made on or before Friday, February 1, 2019.

## **VII. PAYMENT**

Feiro Marine Life Center shall serve as the payment representative for the Leadership Team. Payment arrangements to compensate the consultant for work performed shall be established in the contract made between Feiro Marine Life Center and the selected firm.