Marine Discovery Center – Port Angeles  
Interpretive Planning & Conceptual Exhibit Design Services  
Request for Proposals

Issued: February 7, 2022

The Marine Discovery Center (MDC) project in Port Angeles, WA (Feiro Marine Life Center and Olympic Coast National Marine Sanctuary) requests proposals for exhibit master and interpretive planning 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

_Feiro Marine Life Center sits on the traditional lands of the Lower Elwha Klallam Tribe. We encourage you to learn about the rich history and current traditions of the Tribe through their own words._

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 MDC will sit on the Port Angeles 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. Private investment has begun a series of significant developments in the downtown core. The first building on this three-building arts, science & culture campus, the Field Arts & Events Hall, is approximately 65% constructed and anticipates opening in Spring 2023. Nearby are a planned hotel and a multi-use residential and parking development. 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.

MDC partners recently accepted a final conceptual design for the building that includes 13,000 sq ft of indoor space on a 20,000 sq ft plot. The completed conceptual design and floor plan of the Marine Discovery Center by MIG | Portico is available from the primary point of contact.

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

**Conceptual Design Guiding Principles:**

*Water is the center of cultural history, the community and of the ecosystem. Supporting the life and livelihood of one supports all.*

*All living species on Earth form communities that are connected inextricably by one ocean. When we affect positive change on the habitats that support Olympic Peninsula communities, we have a global impact.*
III. SCOPE OF WORK

The Leadership Team is soliciting proposals from firms and individuals with public aquarium experience to provide interpretive master planning and conceptual design services. Specific tasks include:

I. Community engagement and public input
- Convene (in-person and virtual (synchronous and asynchronous) representatives of key stakeholder groups for content and conceptual input, including community members, educators and students, volunteers, marine conservation professionals, government agencies and NGOs.

  - Tribal conversations: Plan for at least 6 total meetings, potentially including travel, with representatives of each of the following Olympic Peninsula tribes: the, Hoh, Quileute, Makah, Lower Elwha Klallam, and Jamestown S’Klallam tribes, and the Quinault Indian Nation.

II. Exhibition Goals, Themes and Messages: Determine the content themes, main messages and visitor outcomes of aquarium exhibits and public spaces, including outdoor and Arthur D. Feiro Learning Center areas. The goals, themes and messages must successfully integrate NOAA science, existing guiding documents that govern the Olympic Coast National Marine Sanctuary education and interpretation efforts, as well as strategic educational goals for Feiro Marine Life Center. Goals, themes, and messages must take into account the above Tribal priorities.

III. Floor Plans and Concept Sketches: Develop conceptual design of all interpretive spaces, including at least five concept sketches of specific exhibit elements that show the look, feel and overall character of the exhibits. Provide rough estimates of the cost to further develop these plans, including detailed design, fabrication and installation.

IV. Interpretive Plan: Prepare an interpretive plan including the elements described above.

● Special consideration must be given to the following:
  
  o 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.
  
  o **Low-Impact / LEED Certification** – Any conceptual design should include elements that are consistent with LEED silver certification
  
  o **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 $125,000.

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

Deadline: Friday, February 25, 2022 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, March 4, 2022, 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 Monday, March 14, 2022.

**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.