THE STATE of ALASKA
GOVERNOR BILL WALKER

Department of Natural Resources
DIVISION OF PARKS AND OUTDOOR RECREATION
DESIGN AND CONSTRUCTION
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March 23, 2018

Elise Hsieh

4230 University Drive
Suite 220
Anchorage, AK 99508-4650

Dear Ms. Hsieh:

We appreciate the opportunity to provide this proposal for interpretive services and products for the *Exxon Valdez* Oil Spill Trustee Council (EVOSTC) at the cost of up to $94,094. As requested by the Council in November 2017, the EVOSTC office and Interpretation and Education unit of the Division of Parks and Outdoor Recreation (DPOR) have collaborated on this proposal.

The Interpretation and Education unit has a combined experience of over 45 years writing and designing interpretive media in Alaska similar to what we propose here. Our methods go beyond merely providing facts to the public, but include a blend of intellectual and emotional connections. Interpretive media is intended to provide meaningful connections to a resource and create opportunities for developing stewardship.

The goal of this project is to enhance EVOSTC's public outreach by informing and educating the public about the *Exxon Valdez* oil spill event, its lasting impacts to the State of Alaska, and achievements to mitigate those impacts on spill-affected habitats, species, and services. We propose to achieve this through three distinct tasks that include:

Task 1 – 30th Anniversary Film: a 10-minute film with musical accompaniment reviewing a brief history of the spill, the inception of the Council, and the EVOSTC work over the last 30 years. It will be complemented by a three-foot by five-foot "movie" poster printed on synthetic paper. A shorter, edited version of the film will be created for social media.

Task 2 –Traveling Display: two pop-up traveling display banners (similar to the banners created 10 years ago) that can be used for a variety of events and will include shipping cases, extra printouts on synthetic paper, and options to add additional sets; and

Task 3 – Static Interpretive displays: three panels (similar to those at Eagle Rock) that tell the story of the spill, the Council, and the habitat enhancement and restoration projects that have taken place or are taking place at the site. Content can include information regarding support for EVOS-affected species and habitat restoration using before and after themes. Panels should be generic enough to be adapted and fabricated for additional EVOSTC habitat enhancement sites as appropriate.

All three products can be shared on social media. The following venues have expressed strong interest in the film and traveling display: the Alaska Marine Highway System Ferries, Anchorage School District, Anchorage Museum, Seward SeaLife Center, Homer's Pratt Museum, Valdez Museum, Kodiak's Baranov Museum and Cordova Center. The panels have the support of the DPOR (see attached) and will be installed at EVOSTC habitat enhancement and restoration sites: (1) Dimond Creek, Homer, (2) Mineral Creek, Valdez, (3) Eshamy Bay Public-Use Cabin, Prince William Sound.

Although commemorating a 30-year anniversary, all three tasks should be created bearing in mind that the products should retain relevance for up to ten years. It is vital to build a new generation of stewards for the spill area and foster an understanding of that critical event in Alaska's history and to appreciate the work of the Council.

Our unit will work closely with EVOSTC and accept advice and assistance in writing and locating photographs and other graphics for this project. If original graphics, products, or services are needed that would exceed the proposed budget, we can consider amending the budget. If scope changes occur, cost savings or additions will be reflected in final billing.

As an aside, under a prior EVOSTC project, State Parks created interpretive panels for Kenai River Eagle Rock boat launch/public access that was acquired for public use with EVOSTC funds. These panels review the history of the spill, the Council, and the work at Eagle Rock. We look forward to the panels being on display late summer 2018.

DPOR will invoice the EVOS Trustee Council no later than 90 days upon completion of this entire project. A detailed breakdown of proposed services and fees is attached.

Sincerely,
Meg Anderson
269-8752

On behalf of Emily Angel,
Project Manager, Interpretation and Education
Div. of Parks and Outdoor Recreation

COST ESTIMATE PER TASK

FIRM: Alaska State Parks D&C		**PROJECT TITLE:**	EVOS Outreach and Education
TASK NO: 1	**TASK DESCRIPTION:** EVOS 30th Anniversary Film		**DATE:** 3/9/2018
GROUP: 1	**METHOD OF PAYMENT:** FP FPPE T&E CPFF	**PREPARED BY:**	Nicole Acevedo

SUB-TASK NO.	SUB-TASK DESCRIPTION	LABOR HOURS PER JOB CLASSIFICATION										
		Interp Manager	Content Writer	Videographer	Design	Music						
1	Research and Write Script	15.0	75.0	15.0								
2	Film New Video Clips			75.0								
3	Produce and Edit Video	22.5	15.0	150.0								
4	3' x 5' Vertical (Movie) Posters		2.0		5.5							
5	Musical Accompianment					10.0						
TOTAL LABOR HOURS		37.5	92.0	240.0	5.5	10.0	0.0	0.0	0.0	0.0	0.0	0.0
*** LABOR RATES ($/HR)**		$91.00	$78.00	$60.00	$60.00	$200.00						
LABOR COSTS ($)		$3,412.50	$7,176.00	$14,400.00	$330.00	$2,000.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00

EXPENSES

SUB-TASK NO.	ITEM(S)	QUANTITY	UNIT PRICE	TOTAL PRICE
1	Airfare, Lodging, Rental Vehicle, And Per Diem	1	$2,500.00	$2,500.00
2	Fifteen (15) Printed Thumb Drives	15	$5.00	$75.00
3	3' x 5' Vertical (Movie) Posters	16	$20.00	$320.00
				$0.00
				$0.00
				$0.00
				$0.00
		TOTAL EXPENSES:		**$2,895**

SUB-CONTRACTORS: Firm Initials and Price Per Task

FIRM:							
AMOUNT:							

COMMENTS: This project will research and produce a 10-minute film for the 30th Anniversary of the *Exxon Valdez* oil spill.
At least one shorter cut designed for viewing on social media. A combination of historic and current footage and images will be used.
EVOS or logo will be printed on fifteen (15) thumb drives for distributing to presenters.

FIRM'S TOTAL COST OF LABOR (or Fixed Price):		**$27,319**
***IF CPFF*, TOTAL INDIRECT COST @**	**0.00%**	**$0**
FIRM'S TOTAL EXPENSES		**$2,895**
FIRM'S TOTAL COST (no Subcontracts or Fee)		**$30,214**
TOTAL SUBCONTRACTOR PRICES:		**$0**

* Labor Rates shall be direct labor (base pay) only if Method of Payment is CPFF; otherwise, Labor Rates shall be total rates (i.e. base pay + benefits + overhead + profit.)

COST ESTIMATE PER TASK

FIRM:	**Alaska State Parks D&C**				**PROJECT TITLE:**	**EVOS Outreach and Education**						
TASK NO:	2	**TASK DESCRIPTION:**	Traveling Exhibit								**DATE:**	3/9/2018
GROUP:	1	**METHOD OF PAYMENT:**	**FP**	**FPPE**	**T&E**	**CPFF**		**PREPARED BY:**	Nicole Acevedo			

SUB-TASK NO.	**SUB-TASK DESCRIPTION**	**LABOR HOURS PER JOB CLASSIFICATION**										
		Interp Manager	**Graphic Desinger**	**Content Writer / Editor**	**Contingency**							
1	Traveling Exhibit Write/Edit	22.5		60								
2	Traveling Exhibit Design	7.5	60									
3	Contingency				37.5							
TOTAL LABOR HOURS		30.0	60.0	60.0	37.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
*** LABOR RATES ($/HR)**		$91.00	$94.00	$78.00	$80.00							
LABOR COSTS ($)		$2,730.00	$5,640.00	$4,680.00	$3,000.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00

EXPENSES

SUB-TASK NO.	**ITEM(S)**	**QUANTITY**	**UNIT PRICE**	**TOTAL PRICE**
1	Pop-up Banner Stands	10	$300.00	$3,000.00
2	Traveling Display Shipping Cases	5	$200.00	$1,000.00
3	Graphic Banner Prints 31.5" x 81" Viewing Area	10	$375.00	$3,750.00
4	Print Ten (10) Sets Banners On Bulletin Paper	20	$30.00	$600.00
5	Opt:Ten (10) Additional Sets (Banners, Stands, Cases)	10	$975.00	$9,750.00
				$0.00
			TOTAL EXPENSES:	**$18,100**

COMMENTS: Research, write, design, edit, and print a minimum of five (5) sets of two (2) interpretive banners (total 10), with the option of purchasing up to ten sets of more. Process should involve experts in the field.

Print on synthetic (bulletin) paper ten more

Expenses include shipping FOB Anchorage.

FIRM'S TOTAL COST OF LABOR (or Fixed Price):		**$16,050**
***IF CPFF*, TOTAL INDIRECT COST @**	**0.00%**	**$0**
FIRM'S TOTAL EXPENSES		**$18,100**
FIRM'S TOTAL COST (no Subcontracts or Fee)		**$34,150**
TOTAL SUBCONTRACTOR PRICES:		**$0**

SUB-CONTRACTORS: Firm Initials and Price Per Task

FIRM:							
AMOUNT:							

* Labor Rates shall be direct labor (base pay) only if Method of Payment is CPFF; otherwise, Labor Rates shall be total rates (i.e. base pay + benefits + overhead + profit.)

COST ESTIMATE PER TASK

FIRM:	**Alaska State Parks D&C**	**PROJECT TITLE:**	**EVOS Outreach and Education**
TASK NO:	Interp	**TASK DESCRIPTION:**	Three Interpretive Displays
DATE:	3/9/2018		
GROUP:	1	**METHOD OF PAYMENT:**	**FP** **FPPE** **T&E** **CPFF**
PREPARED BY:	Nicole Acevedo		

SUB-TASK NO.	SUB-TASK DESCRIPTION	LABOR HOURS PER JOB CLASSIFICATION										
		Interp Manager	Graphic Designer	Content Writer								
1	Research (writing)	7.5		90								
2	Layout Design	7.5	90									
3	Editing and Review	15	15	7.5								
TOTAL LABOR HOURS		30.0	105.0	97.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
*** LABOR RATES ($/HR)**		$91.00	$94.00	$78.00								
LABOR COSTS ($)		$2,730.00	$9,870.00	$7,605.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00

EXPENSES

SUB-TASK NO.	ITEM(S)	QUANTITY	UNIT PRICE	TOTAL PRICE
1	Fabrication and Shipping	3	$475.00	$1,425.00
2	Panel Mounting Structure (Type D)	3	$2,700.00	$8,100.00
				$0.00
				$0.00
				$0.00
				$0.00
				$0.00
		TOTAL EXPENSES:		**$9,525**

COMMENTS: Writing, designing, editing, and fabricating interpretive panels—$7,000 each.
Content writer: 4 days researching and writing draft. Publication specialist: 4 days researching for images and/or creating artwork, and designing a draft. Review: Manager spends approximately 2 days making editing decisions and communicating with the client.
The remainder of the cost goes to fabrication, which is approximately $450-$500 per panel. Expenses include shipping FOB Anchorage.

FIRM'S TOTAL COST OF LABOR (or Fixed Price):		**$20,205**
***IF CPFF*, TOTAL INDIRECT COST @**	**0.00%**	**$0**
FIRM'S TOTAL EXPENSES		**$9,525**
FIRM'S TOTAL COST (no Subcontracts or Fee)		**$29,730**
TOTAL SUBCONTRACTOR PRICES:		**$0**

SUB-CONTRACTORS: Firm Initials and Price Per Task

FIRM:							
AMOUNT:							

* Labor Rates shall be direct labor (base pay) only if Method of Payment is CPFF; otherwise, Labor Rates shall be total rates (i.e. base pay + benefits + overhead + profit.)

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Department of Natural Resources
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Fax: 907.262.3717

February 28, 2018

Ms. Elise Hsieh
4230 University Drive
Suite 220
Anchorage, AK 99508-4650

Dear Ms. Hsieh:

I would like to express my support on behalf of the Division of Parks and Outdoor Recreation's (DPOR) Kenai/Prince William Sound Region to create and install three panels that would address the spill, the Council, and the habitat enhancement and restoration projects that have taken place or are taking place at Diamond Creek, Homer; Mineral Creek, Valdez; and the Eshamy Bay Public-Use Cabin, Prince William Sound—all sites in the Kenai/ Prince William Sound Area that are managed by DPOR. These panels would serve to educate the public regarding the value of conserving and rehabilitating habitat affected by the *Exxon Valdez* oil spill by showing them the before and after of these locations and letting them experience the results of the work of the Council first-hand, encouraging understanding and stewardship of the spill area and its ecosystems, species and resources.

Sincerely,

Jack Blackwell
Parks Superintendent
Kenai/Prince William Sound Region