



EBBETTS PASS SCENIC BYWAY ASSOCIATION

Preserving, Enhancing and Promoting the Ebbetts Pass National Scenic Byway

Request for Proposals for Development of Visitor Guidebook

The Ebbetts Pass Scenic Byway Association (EPSBA) is soliciting proposals for the development of a guidebook that is intended to promote the Ebbetts Pass National Scenic Byway, enhance the visitor experience and provide information about the history and features of the Byway.

Background:

The Ebbetts Pass National Scenic Byway is a 61 mile stretch of California Highways 4 and 89, between the towns of Arnold in Calaveras County and Markleeville in Alpine County. The Byway serves two state parks, Calaveras Big Trees and Grover Hot Springs, in addition to the Pacific Crest Trail, Bear Valley and the Stanislaus and Humboldt-Toiyabe National Forests. In 2006 the route was designated as a National Scenic Byway. Soon afterwards a local non-profit organization, the EPSBA, was founded to preserve, enhance and promote the unique resources of the Ebbetts Pass National Scenic Byway. The Association was awarded a federal highways grant towards these efforts and one of the tasks we intend to undertake immediately is the complete redesign of our existing website which can be viewed at www.scenic4.org.

Goals and Objectives:

Developing an interpretive byway guidebook- The guidebook will include a map, photographs, interpretive narrative, driving tips, contact information, calendar of events, directory of services and added points of interest in the vicinity. The selected contractor for this project will research, write and assemble the content of the guide, including graphic design work to design and layout the publication, and will provide cost estimates for printing guidebook.

The EPSBA would like this guidebook to serve both as a marketing tool and educational tool. The guidebook should serve the needs of visitors to our area while helping to promote local events and businesses thereby contributing to the development of a healthy local economy.

Additional Information:

Proposals that include development of guidebook information in a variety of formats (i.e. pdf; video; audio; etc.) that can be used across a number of different technical platforms will be given a higher value than those that focus solely on printed format. If possible, we hope to come out of this process with content that is suitable for a number of different applications.

Proposal Content:

At a minimum all proposals should include the following elements:

- Publishing experience and references including information on editorial content experience associated graphic design experience, and related expertise. Please include examples of your firm's work for our review.
- Publisher's approach to the project and vision for the guidebook content
- Proposed Scope of Work
- Proposed Timeline for the Work
- Proposed Software to be used for content development
- Estimate of costs for publication (including printing) of printed guidebook that details approximately 60 interpretive sites.

Proposal Evaluation:

Proposals will be evaluated on the following criteria in order of importance:

- Responsiveness to RFP and completeness of proposal

- Publisher's approach to project
- Publisher's experience and references
- Publisher's proposed scope and timeline
- Publisher's fees

Preference will be given to local content developers with an established connection to the Byway and local businesses.

The EPSBA is anxious to begin work on this project and plans to make a selection within 2 weeks of receipt of proposals. The EPSBA may schedule interviews with the highest rated firms prior to making a selection.

Contact Person:

All questions regarding this RFP should be directed to:

Warren Alford, Executive Director
209-795-2672
warren@scenic4.org

Non-discrimination Statement:

The EPSBA will affirmatively assure that, in any agreement entered into as a result of this request for proposal, minority businesses will be afforded full opportunity to submit proposals and will not be discriminated against on the grounds of gender, race, color, religion, national origin, or sexual preference in consideration for an award.

Additionally, this project is subject to Title 49, Code of Federal Regulations part 26 (49 CFR 26) entitled "Participation by Disadvantaged Business Enterprises in Department of Transportation Financial Assistance Programs." In order to ensure CalTrans achieves its federally mandated statewide overall DBE goal, the Agency encourages the participation of Disadvantaged Business Enterprises (DBEs), as defined in 49 CFR 26 in the performance of contracts financed in whole or in part with Federal Funds. Additional information is available upon request.

Proposal Due Date:

The deadline has been extended. Proposals must be received by 5 p.m. on July 24, 2009. Proposals may be mailed to the Ebbetts Pass Scenic Byway Association at PO Box 2882, Arnold, CA 95223 or e-mailed to Warren Alford at warren(at)scenic4(dot)org.

The EPSBA may reject all proposals or proceed to complete this work with the Association's own forces should it be judged, in the opinion of the byway association, to be in the Association's best interest to do so.