

Request for Proposals (RFP)
Experiencing Princeton: Preparing for the 250th Anniversary of Our Nation's Founding
January 2023

INTRODUCTION

With the support of federal funding from the National Park Service's American Battlefield Protection Program (ABPP), the American Battlefield Trust ("the Trust") is requesting proposals from qualified design agencies for the development of interpretive materials for the Princeton Battlefield.

A. TRUST & PROJECT BACKGROUND

The American Battlefield Trust preserves our nation's hallowed battlegrounds and educates the public about what happened there and why it matters today. Thanks to contributions from more than 300,000 members and supporters nationwide, the Trust has preserved more than 55,000 acres of Revolutionary War, War of 1812, and Civil War battlefields at over 150 sites in 24 states. The American Battlefield Trust is a nonprofit 501(c)(3) organization based in Washington, D.C.

This project represents the initial phase of a comprehensive vision for enhancing the visitor experience at the Princeton Battlefield through restorative landscape treatment and innovative interpretive improvements. This vision is detailed in the "[Experiencing the Princeton Battlefield: Preservation and Interpretation Plan](#)" ("the 2022 Plan"), which was prepared on behalf of the Trust from 2017-2022 through expert analysis, stakeholder consultation and public outreach.

B. INTERPRETIVE VISION

Princeton Battlefield State Park preserves only a fraction of the historic landscape where the Continental and British armies fought nearly 250 years ago, and much of the battlefield has been lost to development. Self-guided interpretation at the Park is challenging on days when the site is not staffed and, at other locations of the battlefield beyond Park-owned lands, interpretation is minimal and inadequate. Despite the immense significance of this historic landmark, the Park has remained a "windshield park" that many visitors visit briefly on the way to other places, or a site entirely overlooked.

The objective of this project is to enrich the interpretive and educational offerings available at the Princeton Battlefield State Park in Princeton, New Jersey (Mercer County) to increase visitor engagement and understanding. Through targeted interpretive updates, this project will create key pieces of physical media over a period of two years. These new forms of interpretation will help visitors better experience the Princeton Battlefield and nearby sites of interest by providing

context in accessible, dynamic, and insightful ways. This is particularly significant as the nation prepares to commemorate the 250th anniversary of the founding of the United States.

The interpretive vision for Princeton Battlefield must rely on a creative use of the battlefield landscape and of digital interpretation to tell more inclusive stories of the brave soldiers who experienced the fighting firsthand, as well as Patriot and Loyalist civilians, local enslaved people, and the Stony Brook Quaker community. Interpretation should also acknowledge indigenous communities and nations who have historic ties to the landscape. The Trust intends this project to begin the effort to create engaging, accessible, visitor-driven interpretive experiences at the Park that will encourage visitors to act as stewards of the site and learn more about the American Revolution. A layered interpretation strategy featuring diverse engagement opportunities increases the likelihood of fostering interest from casual visitors, history enthusiasts, families, and school groups. This is particularly timely for the effort to encourage tourism in Princeton and Mercer County for the 250th anniversary of the battle and beyond. As the last major battle in the Ten Crucial Days Campaign, Princeton represents an ideal endpoint for any visitor attempting to follow in the footsteps of George Washington's troops as they saved the cause of American independence.

C. PROJECT DESCRIPTION & SCOPE OF WORK

A qualified contractor will finalize, design, and produce several types of physical interpretive materials in coordination with the Trust, the ABPP, and key project stakeholders, including but not limited to the New Jersey Department of Environmental Protection (NJDEP) which manages Princeton Battlefield State Park, the Princeton Battlefield Society, Princeton Friends Meeting, Historic Preservation Commission (Municipality of Princeton), and Crossroads of the American Revolution Heritage Area. The Trust's experienced team of subject matter experts, digital strategists, and government relations specialists will provide the contractor with support on researching/writing scripts; integrating technologies; and conducting stakeholder outreach.

The selected contractor will design, develop, and make available several types of interpretive media to minimally include several new and revised waysides, 3 additional Park signs; and Park orientation materials. Successful proposals will draw direction and inspiration from "[The Experiencing the Princeton Battlefield: Preservation and Interpretation Plan](#)," but the Trust invites applicants to be innovative and creative in their bids.

The Trust, ABPP, and stakeholders will work with the contractor to finalize a plan for these products in several phases, to include the following:

1. Contractor will review background data relevant to the project from the Trust and its partners, including the Trust's comprehensive "[Experiencing the Princeton Battlefield: Preservation and Interpretation Plan](#)."

2. Contractor will refer to this 2022 Plan to design and develop content for each form of interpretive media. The contractor will be required to solicit stakeholder participation at all stages of project development, in collaboration with the Trust and the ABPP.

Contractor, with the Trust's Digital team, will coordinate efforts and ensure that digital and physical interpretation are well integrated. The Trust team will be designing a Princeton Battlefield mobile app and augmented reality (AR) experience alongside the work that comprises this proposal. Some past examples of the Trust's work include numerous [mobile apps](#) - including a [Gettysburg AR experience](#) ; several virtual reality experiences of [historic scenes](#) and [sites](#); and [digital exhibits](#). These interpretive materials developed by the successful bidder should complement the smartphone app and AR experience that the Trust team will be developing as part of this initial phase of interpretation for the Princeton Battlefield.

Specific Tasks and Deliverables

Specific project tasks and deliverables will include:

- 1) New and revised waysides: Update, develop, and produce four new and six revised interpretive waysides for the Princeton Battlefield State Park. The 2022 Plan makes recommendations on these waysides and their location, but position and context will need to be adjusted through this process. Design will need to be compliant with NJDEP standards and needs.
 - a) Project tasks include developing a wayside plan that contains draft content, proposed designs, and proposed installation sites. This plan must comply with the New Jersey Register of Historic Places Act, and be finalized in consultation with ABPP, NJDEP, and other stakeholders.
 - b) Only design and production – and not installation – is included in this scope. All waysides will be donated to the Park for installation.
- 2) Three (3) additional signs: Develop signs to orient visitors and/or provide opportunities for visitor engagement at Princeton Battlefield State Park. These signs, as recommended by the 2022 Plan, will be a tactile 3-D topographic map of the battlefield and 2 “battle windows” (see Plan for additional detail). Design will need to be compliant with NJDEP standards and needs.
 - a) Project tasks include drafting content, proposing designs, and identifying installation sites that complies with the New Jersey Register of Historic Places Act in consultation with ABPP, NJDEP, and other stakeholders (installation plan).
 - b) Only design and production – and not installation – is included in this scope. Signs will be donated to the Park for installation.

- 3) Design for 4 brochures or handouts for Princeton Battlefield State Park: These designs will be for printed, self-guided brochures or handouts for visitors to Princeton Battlefield State Park. They should orient visitors to the Park and/or provide opportunities for visitor engagement at the Park. brochures, as recommended by the 2022 Plan, will include a “Ten Crucial Days Campaign” brochure, a welcome brochure for new residents, a dog walkers’ manual, and a kids activity program (see Plan for additional detail).
 - a) Project tasks include writing content, developing design, copyediting, and conducting review and approval by stakeholders.
 - b) Deliverables can include first, interim, and final drafts of text and design, incorporating and/or addressing Trust and stakeholder input.
 - c) Only design – and not printing – is included in this scope.

To support people with disabilities, all deliverables must be compliant with Sections 504 and 508 of Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) and include any enhancements necessary to ensure they are ADA-accessible.

D. PROJECT SCHEDULE

The work is anticipated to begin in Spring of 2023 and be completed within two years.

E. SELECTION CRITERIA

The proposals will be reviewed and evaluated based on the following factors. Applications will be evaluated through a balanced consideration of all of factors. Overall, the selection will hinge on the Trust’s judgment of best value, defined as most likely to produce high-quality results, not necessarily the fastest or the least costly.

Please share links, references, and/or case studies to demonstrate relevant prior experience. The following factors will be considered when evaluating the applicants submitting proposals:

- a) Demonstrated understanding of the purpose and scope of the project.
- b) Quality and creativity of proposed approach that addresses the Trust’s and Park’s vision for the Princeton Battlefield.
- c) Overall company background and specialized experience and technical competence.
- d) Prior success in developing interpretive products in a cost-efficient and timely manner.
- e) Prior success in completing projects requiring substantive collaboration and incorporating external feedback into products. Experience working with governmental and non-governmental heritage/museum organizations is preferred.
- f) Specific experience of individuals who will manage and work on the project.
- g) Client references for at least three relevant projects, preferably within the last three years.
- h) Tentative timeline and development approach.

- i) The contractor's available resources and capacity to complete the project within the specified timeframe, and within a team environment.
- j) The contractor's ability to meet Section 508 requirements as determined by the description in the project proposal.
- k) Total price, working within the identified budget for this contract of an amount not-to-exceed \$110,000
 - a. The ABPP has awarded the Trust a grant that the Trust must match with non-federal funds. We welcome in-kind donations from applicants to this solicitation that we could apply to the required matching amount.

F. SUBMISSION AND ADDITIONAL INFORMATION

Submissions should address the criteria above and communicate a creative vision that is adherent to the timeline and budget provided.

Please include the following in response to this RFP:

- Company background
- Why your company is the right fit for this project
- Company team information and people to be assigned to this work
- At least three client references and relevant portfolio work
- High-level production plan, timeline, and budget
- Client revision process
- Disclosure of any conflicts of interest

A conflict of interest would exist if: (1) a bidder's ability to conduct impartial or objective work in fulfillment of this requirement is impaired or diminished; or (2) a bidder has an unfair competitive advantage in the procurement (e.g., supported the preparation of any part of the Trust's grant proposal to ABPP or has access to non-public information that advances its competitive position).

Please submit your proposals via PDF to Jim Campi at jcampi@battlefields.org no later than 5 PM ET on February 10, 2023. Proposals received after this date will not be considered. Additional questions regarding this Request for Proposals should also be directed to Jim Campi.

The American Battlefield Trust is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.