

CLASSIFICATION: Unclassified

CAVEATS: None

DT: Monday, August 12, 2024

FR: ProSidian Consulting OBO Adrian Woolcock (Bizdev Team @ ProSidian)

TO: Fellows, Engagement Team Members, Collaborating Partners, & Interested Partners

CC: The ProSidian Engagement Team

RE: From Adrian Woolcock (ProSidian) | Seeking Partner/Team Participants For USDA Regional Cultural Resources Identification Field Guides

Fellows, Engagement Team Members, Collaborating Partners, & Interested Partners :

Seeking A Teaming Partner/Team Participants

We have been tracking an opportunity aligned with ProSidian Services and Solutions with United States Department of Agriculture (USDA) to provide services and support for Regional Cultural Resources Identification Field Guides. The client sponsor is The Farm Production and Conservation Business Center (FPAC) – Environmental Activities Division (ENV).

This RFP is a Federal Government General Services Administration (GSA Schedule) | Small Business Set Aside Proposal [in the General Services Administration (GSA Schedule) | Small Business Set Aside Proposal Stage] with a response due on or before Noon ET Wednesday August 21, 2024. We are seeking a collaborative partner and strategic resources to support pursuit efforts and would like you to consider participating with ProSidian on this opportunity.

Our Engagement Pursuit Team Lead and Key Point Of Contact (POC) for this initiative will be **Adrian Woolcock with ProSidian (AWoolcock@ProSidian.com)**. ProSidian is a GSA PSS Contract #: GS-10F-0309Y holder (Period Covered by Contract: May 18, 2012 - May 17, 2026), an MBE, and SDB Entity with a HUB Zone (Pending) with a Secret Facility Clearance (Interim Top Secret). We qualify as a small business in most NAICS Codes and have a highly referenceable on-demand business model with Fed Gov. Engagements as a PRIME Contractor.

As time is of the essence in this regard, please review the details provided and advise on your interest, schedule, and availability to discuss at your earliest convenience. If interested, we need to determine your capabilities, level of interest, and bandwidth as soon as possible.

CALL TO ACTION: (A) review the details provided below (B) Respond only if you can align with requirements and “Keys To Success” (C) Provide a capabilities statement for review (D) Send an email to all ProSidian Team Members to set up a call to discuss. We will then be able to respond directly to your note and set up a time to discuss further details.

Opportunity Details: United States Department of Agriculture (USDA) Regional Cultural Resources Identification Field Guides

USDA Federal Government General Services Administration (GSA Schedule) | Small Business Set Aside Proposal For Regional Cultural Resources Identification Field Guides Proposal Due Noon ET Wednesday August 21, 2024

Opportunity Title: Regional Cultural Resources Identification Field Guides

ProSidian Lead: Our Team Lead, and Key Point Of Contact Is Adrian Woolcock with ProSidian (AWoolcock@ProSidian.com)

Engagement Title: Regional Cultural Resources Identification Field Guides

Potential Client: United States Department of Agriculture (USDA)

Client Sponsor / Department: The Farm Production and Conservation Business Center (FPAC) – Environmental Activities Division (ENV)

Naics Code: 541620 - Environmental Consulting Services | Size Standard: \$19 (Million) | No. Employees: N/A

ProSidian Solution Set: Environmental Services For Agriculture, Forestry, Fishing, And Hunting Sector Clients

ProSidian Service: Cultural Resource Environmental Compliance and Management

Solicitation Type: Federal Government General Services Administration (GSA Schedule) | Small Business Set Aside Proposal

Estimated Revenue Range: TBD

Description Or Scope Of Work: Develop and provide Comprehensive Regional Cultural Resources Identification Field Guides prepared pursuant to and in compliance of the National Historic Preservation Act (NHPA), 7 CFR 799, and 36 CFR 800.4. The ProSidian Engagement team will provide comprehensive development and printing services for Regional Cultural Resources Identification Field Guides. This project aims to assist the Farm Production and Conservation Business Center (FPAC) – Environmental Activities Division (ENV) by delivering accurate and image-centric guides that will help Farm Service Agency (FSA) staff effectively identify prehistoric and historic artifacts and features during site visits. By creating these detailed field guides, the team will enhance the staff’s ability to recognize and assess the significance of cultural resources within the project's Area of Potential Effect (APE).

The Farm Production and Conservation Business Center – Farm Services Agency Environmental Activities Division (ENV) requires The ProSidian Engagement Team to develop and print cultural resource field guides for three separate regions in the United States. The field guide regions are divided to match the current Regional Environmental Coordinator regions established by ENV. ProSidian will provide all labor and materials necessary to plan, develop, and print the three Regional Cultural Resources Identification Field Guides in accordance with applicable ENV guidelines. ProSidian will incorporate existing and archival materials in developing the Regional Cultural Resources Identification Field Guides.

Performance Objectives and Tasks are designed to systematically develop Regional Cultural Resources Identification Field Guides that comply with federal and cooperator environmental requirements. The process begins with a virtual kickoff meeting involving ENV COR and ENV FPO to outline the requirements for each of the three regional guides (East, Central, and West) within five days of contract award. Following this, ProSidian will develop detailed work plans, data collection strategies, and repository lists for each region, which will include identifying relevant sources and permissions required for the use of images or content. These steps ensure a clear and organized approach to gathering and utilizing the necessary information, with a focus on regional specificity and compliance with environmental regulations.

The development of the guides involves drafting and refining content, including region-specific Tables of Contents, artifact descriptions, and archaeological site types. Each guide will be carefully crafted to meet the needs of FSA staff, providing clear, plain-language explanations of cultural resources and their identification. ProSidian will also handle all aspects of permissions and fees associated with the use of external images or content, ensuring that all legal and compliance requirements are met. The final guides will be printed in a durable, pocket-sized format, with high-quality images and user-friendly layouts, and will be reviewed and approved by the ENV COR and ENV FPO before distribution. The Regional Cultural Resources Identification Field Guides will assist FSA staff in their identification efforts. The guides will be divided by individual FSA environmental regions and will provide information and images on prehistoric and historic landscapes, features, and artifacts specific to each region.

For each Regional Cultural Resources Identification Field Guide developed, ProSidian shall:

- Apply knowledge from prior experiences working in the field of archaeology to identifying which landscapes, features, and artifacts that may be found in agricultural settings that should be contained with each regional guide.
- Develop a list of repositories and resources that may have materials to be used in the guides.
- Analyze in-house materials that can be used in the development of the guides.
- Identify a print company to ensure adherence to print specifications.
- Work closely with the ENV Contracting Officer’s Representative (COR) or ENV Federal Preservation Officer (FPO) to fulfill this PWS.
- Provide original research and analysis for each Regional Cultural Resources Identification Field Guide.
- Provide a camera ready final Regional Cultural Resources Identification Field Guides for the East, Central, and West regions.

FPAC Background: The Farm Production and Conservation Business Center – Farm Services Agency Environmental Activities Division (ENV) needs to have the Regional Cultural Resources Identification Field Guides be prepared pursuant to and in compliance of the National Historic Preservation Act (NHPA), 7 CFR 799, and 36 CFR 800.4.

FPAC Mission: The mission of the FPAC Environmental Activities Division (ENV) is to provide consistent, reliable, and accurate guidance on all environmental laws and regulations to FPAC agencies, including the Farm Service Agency (FSA). To better fulfill this mission, ENV requires the creation of Regional Cultural Resources Identification Field Guides that offer FSA staff sufficient and consistent descriptive information to accurately identify prehistoric and historic artifacts and features during project site visits. These guides, which will be image-centric and region-specific, will enable staff to immediately recognize and assess the significance of cultural resources found within a project’s Area of Potential Effect, thereby ensuring compliance with the National Historic Preservation Act (NHPA), Title 7 Code of Federal Regulations (CFR) 799, and Title 36 Code of Federal Regulations (CFR) 800.4. This effort is critical to enhancing project site assessments and supporting the ENV’s broader mission.

Each guide will also contain landscapes, features, artifacts, and sites that are unique to that specific region. ProSidian will develop a proposal for region-specific materials which will be reviewed and approved with ENV COR and ENV FPO. The guides may range from 100 to 300 pages in length and the pages are 4-inch x 6 inches in size. This is a “pocket” sized guide.

The Table Of Contents Will Include The Following Sections At A Minimum:

FSA Cultural Resources Identification Field Guide Table of Contents

- **Section 1: Introduction -----**
 - Welcome: How to use this guide.....
 - Map of the States per region.....
 - Cultural Regions within the [insert region] Region.....

- **Section 2: Cultural Chronology [region specific] -----**
 - Human Timeline.....
 - Prehistoric Period [region specific].....
 - Historic Period[region specific].....

- **Section 3-Planning tools -----**
 - Topo Map Indicators
 - Aerial Photo Indicators.....

- **Section 4 -Environmental and Landscape Features -----**
 - Terrace
 - Water Sources.....
 - Wetlands.....
 - Ridges, Valleys, and Low Passes.....
 - Rock Outcrops.....
 - Plant Resource Areas.....
 - Prehistoric.....
 - Artifacts.....
 - Features.....
 - Structures.....
 - Modified landscapes.....
 - Historic Artifacts
 - Modern Artifacts
 - Features.....
 - Structures.....
 - Buildings
 - Modified landscapes.....

Tasks and Specific Scope - Regional Cultural Resources Identification Field Guides

1. **Kickoff Meeting(s)** - Conduct a virtual kickoff meeting with the ENV Contracting Officer’s Representative (COR) and ENV Federal Project Officer (FPO) within five (5) days of contract award to identify specific requirements for the field guides.
2. **Work Plan(s)** - Develop and submit a summary work plan for each Regional Cultural Resources Identification Field Guide within five (5) days of contract award. The work plan should detail the schedule, approach, and analysis strategies, and include information on data collection and personnel assignments. Approval of the work plan is required within twelve (12) days of contract award.
3. **Data Collection Plan and Repository List** - Create a data collection plan detailing in-house and external repositories/resources. Identify and list potential repositories and associated costs within 20 days of the contract award. Submit the final draft plan and repository list within 30 days of contract award.
4. **Draft Table of Contents** - Develop and submit a Table of Contents for each guide, covering the following sections: Introduction, Cultural Chronology, Planning Tools, Environmental and Landscape Features, and Region-specific artifacts and sites.
5. **Preliminary Draft** Regional Cultural Resources Identification Field Guide Table of Content and Region-specific Content Outline - Provide a detailed outline and draft for each guide, including high probability areas for cultural resources, cultural chronologies, and site types specific to the East, Central, and West regions.
6. **Image Use Permissions** - Identify images requiring copyright permissions, determine associated costs, and obtain necessary permissions. Document all permissions, fees, and usage terms.
7. **Draft Field Guides** - Develop draft regional guides, ensuring they do not exceed 300 pages, are spiral-bound, and are printed in 4-inch x 6-inch size with high-resolution images. Submit these drafts for review.
8. **Final Draft Regional Cultural Resources Identification Field Guides** - Address comments from ENV COR and ENV FPO, ensure all permissions are completed, and adhere to formatting requirements.
9. **Final Regional Cultural Resources Identification Field Guides** - Submit camera-ready final guides, incorporating all comments and securing all necessary permissions and fees.

10. **Printing the Three Regional Cultural Resources Identification Field Guides** - Print guides adhering to specified requirements: 80-bond paper, glossy cardstock cover, spiral binding, and 10 copies per state.
11. **Administrative Record(s)** - Provide an itemized record of use agreements, image index, cross-referenced images, citations, and camera-ready electronic copies of each guide.

Personnel Needed and Their Requirements

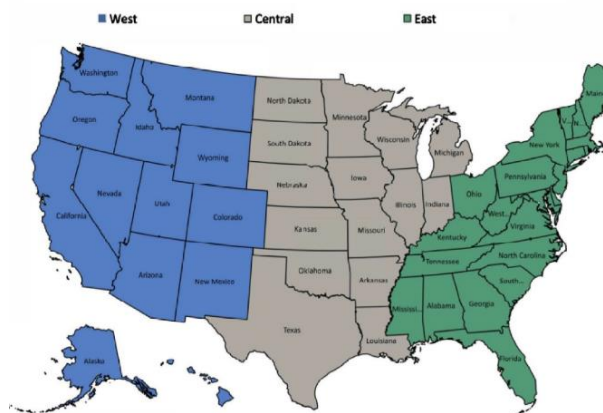
The ProSidian Engagement Team must have personnel with unique archaeological experience in agricultural settings related to cultural resources surveys. They must have advanced degrees in anthropology, archaeology, architectural history, historic preservation, and/or environmental sciences, as well as experience implementing the Section 106 process in accordance with the National Historic Preservation Act (NHPA).

ProSidian Shall Accomplish Assigned Work By Employing And Utilizing Personnel Who Meet The Following Qualifications:

1. **Project Lead (Key Personnel) - Phd In Anthropology** with emphasis in Archaeology and a minimum of 5 years of experience as a Project Lead. | Qualifications - Project Lead: Minimum Education - PhD in anthropology with an emphasis in archaeology with a minimum of 5 years of experience serving as a Project Lead.
2. **Lead Archaeologist (Prehistoric Emphasis)** - Master's degree in Anthropology with an emphasis in prehistoric archaeology, meeting Secretary of the Interior qualifications. | Qualifications - Lead Archaeologist (Prehistoric Emphasis): Minimum Education - Master's degree in Anthropology with an emphasis in prehistoric archaeology and meets the Secretary of the Interior qualifications for archaeology.
3. **Lead Archaeologist (Historic Emphasis)** - Master's degree in Anthropology with an emphasis in historical archaeology, meeting Secretary of the Interior qualifications. | Qualifications - Lead Archaeologist (Historic Emphasis): Minimum Education - Master's degree in Anthropology with an emphasis in historic archaeology and meets the Secretary of the Interior qualifications for archaeology.
4. **Lead Architectural Historian** - Master's degree meeting the Secretary of the Interior qualifications for architectural historian. | Qualifications - Lead Architectural Historian: Minimum Education - Master's degree that meets the Secretary of the Interior qualifications for architectural historian.
5. **Geographic Information Systems (Gis) Specialist** - Bachelor's degree with five years of experience in Geographic Information Systems (GIS) and Global Positioning Systems (GPS). | Qualifications - GIS Specialist: Minimum Education – bachelor's degree with five years' experience in the field of GIS and GPS.
6. **Writer/Editor** - Bachelor's degree with at least five years of technical writing and editing experience. | Qualifications - Writer/Editor: Minimum Education – bachelor's degree with a minimum of five years' experience in technical writing and editing.
7. **Graphic Designer** - Bachelor's degree with a minimum of five years of experience in graphic design, including creating and printing booklets and publications | Qualifications - Graphic Designer: Minimum Education – bachelor's degree with a minimum of five years' experience in graphic design, creating and printing booklets, brochures, and publications.

REGIONS AND CORRESPONDING STATES ANTICIPATED

Cultural Resources Identification Field Guides for Farm Service Agency



CRITICAL MUSTHAVE ITEMS

1. Project Lead (Key Personnel) must have a PhD in Anthropology with an emphasis in Archaeology and at least 5 years of experience as a Project Lead.
2. Field Guides be prepared under and in compliance of the National Historic Preservation Act (NHPA), 7 CFR 799, and 36 CFR 800.4.
3. The Engagement Team must have personnel with unique archaeological experience in agricultural settings related to cultural resources surveys.
4. The Team must also have advanced degrees in anthropology, archaeology, architectural history, historic preservation, and environmental sciences.
5. The Engagement Team must have experience with implementing Section 106 process in accordance with the National Historic Preservation Act (NHPA).

Fellow/Partner Involved Seeking an American Cultural Resources Association (ACRA) Firm of all sizes, types, and specialties Focussing on Cultural Resource Management (CRM) to Subcontract Deliverables to ProSidian.

Opportunity Posted Date: 8/9/24 13:27 (GMT-05:00)

Deadline To Submit Proposal Or Response: Noon ET Wednesday August 21, 2024

Deadline To Submit Questions.: Noon ET on Wednesday August 14, 2024

Project Location: Three Regions Of The United States (East Region | Central Region | West Region) - All States Including Alaska and Hawaii

Expected Project Duration: August 26, 2024 – August 25, 2025

Estimated Date Work To Begin: 8/26/2024

Is There An Incumbent: TBD

Is There A Clearance Requirement: N/A

Stated Contract Structure: FFP - Firm Fixed Price (FFP) Task Order (TO)

Proposal Volumes Required: Quotes shall be separated into two (2) separate parts and formatted as follows: Part I– Cover Sheet and Technical Narrative | Page Limitation: 20 single-spaced pages maximum applicable to the Technical Narrative (cover page not included in the page count) and Part II– Price Quote: Submit in accordance with Attachment 1, Price Schedule | Page Limitation: NA

Notes To Consider: The project entails developing Regional Cultural Resources Identification Field Guides for the Farm Production and Conservation Business Center (FPAC) – Environmental Activities Division (ENV) to aid Farm Service Agency (FSA) staff in identifying and assessing prehistoric and historic artifacts during site visits. These guides will offer detailed, region-specific information and must meet rigorous formatting, printing, and regulatory requirements. Critical pitfalls include missing deadlines, failing to meet formatting and image permission standards, and non-compliance with regulations like the National Historic Preservation Act (NHPA), which could jeopardize the project’s success and acceptance.

Keys To Success: To be successful, our Engagement Team will need to Illustrate capabilities, past performance, team partners, technical infrastructure, and resources available with appropriate requisite qualifications and certifications to perform Cultural Resource Environmental Compliance and Management services and support solutions for Regional Cultural Resources Identification Field Guides in an Agriculture, Forestry, Fishing, And Hunting Environ. Food And Agriculture (FAS) Sector Group: Enhancing the provision of ecosystem-related services that support production, improve manufacturing, strengthen distribution, provide food security, maintain the environment.

Key Skillset Attributes: Key Professional, Functional, and Technical Skillset Attributes Required To be successful are archeology, anthropology, publishing Geographic Information Systems (GIS) and Global Positioning Systems (GPS), technical writing and editing skills, graphic design and publication creation skills.

Possibility Or Go Decision: Strongly Considering Opportunity - Seek Collaborating Partner(s) To Support Requirements.

Background On ProSidian: ProSidian is a Management and Operations Consulting Services Firm focusing on providing value to clients through tailored solutions based on industry-leading practices. ProSidian services focus on Enterprise Solutions for Risk Management | Compliance | Business Processes | IT Effectiveness | Engineering | Environmental | Sustainability | and Human Capital. We help forward-thinking clients solve problems and improve operations. Launched by former Big 4 Management Consultants, our multidisciplinary teams bring together the talents of nearly 190 professionals globally to complete a wide variety of engagements for Private Companies, Fortune 1,000 Enterprises, and Government Agencies. Our solution-centric services are deployed across the enterprise, target drivers of economic profit (growth, margin, and efficiency), and are aligned at the intersections of assets, processes, policies, and people, delivering value. **See the Link To the ProSidian website at www.ProSidian.com**

As time is of the essence in this regard, please review the details provided and advise on your interest, schedule, and availability to discuss at your earliest convenience. If interested, we need to determine your capabilities, level of interest, and bandwidth as soon as possible.

Regards,

Adrian Woolcock

Managing Principal at ProSidian Consulting

p: 1.800.597.6904 Ext: 100 | **m:** 713.562.1832 | **e:** AWoolcock@ProSidian.com | **w:** www.ProSidian.com

Charlotte, NC | USA | Capabilities Statement Link: <https://acrobat.adobe.com/id/urn:aaid:sc:US:bad38f9d-dc72-4236-9ac3-5cdab4339441>