



THE ROAD AHEAD PARTNERSHIP

REQUEST FOR LETTERS OF INTEREST

“Historic Preservation Toolkit for Route 66 Communities and Property Owners” Project

The Route 66 Road Ahead Partnership, a nonprofit organization established in 2015 with the support of the National Park Service and the World Monuments Fund, is soliciting letters of interest from qualified professionals for development of the script for an "Historic Preservation Toolkit for Route 66 Communities and Property Owners." Funding for the project consists of a grant from the National Trust for Historic Preservation and the Route 66 Road Ahead Partnership's general fund (all private funds). The Route 66 Road Ahead Partnership's mission is to revitalize and sustain Route 66 as a national and international icon through partnerships focused on promotion, preservation, research/education, and the economic development of Route 66 (<http://route66roadahead.com>).

The toolkit will be made available on the Route 66 Road Ahead Partnership's website and other social media channels. Toolkit users are expected to include community members, local government officials, and current and prospective owners of historic Route 66 buildings, structures, and sites. The toolkit will be instructional in nature and designed for persons with limited or no experience in historic preservation. The consultant shall work closely with The Route 66 Road Ahead Partnership's chairman to design the toolkit based upon this approach, and can expect to spend about fifty [50] hours completing the toolkit script and selecting photographs to accompany it. The Route 66 Road Ahead Partnership will provide graphic design and computer programming services for production of the final version of the toolkit for uploading to its website.

WORK TO BE ACCOMPLISHED

The Route 66 Road Ahead Partnership accomplishes its mission through collaborative efforts with individual community members, organizations, and government agencies. As the broad Route 66 community looks forward to the highway's centennial in 2026, the Route 66 Road Ahead Partnership is especially focused on encouraging its many partners to help maintain and sustain the culture and historic properties along the Route 66 corridor through Illinois, Missouri, Oklahoma, Kansas, Texas, New Mexico, Arizona, and California. Development of the "Historic Preservation Toolkit for Route 66 Communities and Property Owners" is an important step designed to increase the success of a wide range of preservation initiatives. Consultant services for production of the toolkit's script and procurement of photographs are key to accomplishment of this project.

The instructional design of the toolkit shall follow an educational philosophy that suggests learner motivation is increased when learners are placed in situations requiring them to identify meaningful challenges/problems, then develop solutions through a progressive process [e.g. a decision tree] to address their challenges and problems. The premise is that learners learn best when they work to understand and apply new information, processes, and principles needed to solve problems and challenges that are authentic and meaningful

to them. The Route 66 Road Ahead Partnership's chairman will work closely with the consultant to guide the effort. The Route 66 Road Ahead Partnership's "Route 66 Historic Preservation Quick Reference" See: <http://route66roadahead.com/wp-content/uploads/2018/12/route-66-quick-reference-8-30-16.pdf> provides fundamental principles and practices on which to base the toolkit. The quick reference includes links to important partners, citations for additional information, and a glossary of terms.

The consultant, working with the Route 66 Road Ahead Partnership's chairman, shall identify real-world Route 66 preservation success stories (citizen advocacy campaigns, acquisition of endangered properties, rehabilitation of a privately owned property, determination of a new use for an empty building, participation in a governmental public consultation process, determination of a property's historic significance, et al) to use as case study examples and on which to base a series of questions or problems to be solved that engage the toolkit users and develop the skills they need to produce a preservation plan for a historic property in their own community.

The users of the toolkit are expected to approach learning about appropriate and effective preservation procedures and processes from different vantage points. Users may be concerned local citizens who want to advocate for preservation of a publicly owned property or for an endangered property in private ownership. The user might be an individual considering acquisition of a historic property and needing to learn how to finance and execute an adaptive reuse project. Or, the user may already own a historic property that houses a private business that is suffering from lack of maintenance or storm damage. Each user will benefit from a preservation plan that clearly sets forth project goals and details resources (i.e. financial incentives, professional services, etc.).

The instructional modules developed for the toolkit will guide the user to development of a plan that can succeed in his or her specific situation. Case studies used in designing the toolkit may include situations related to evaluating a property's significance (National Register of Historic Places), determining what local, state, or federal laws may apply to the project, crafting approaches to public awareness building and advocacy at all levels of government, finding financial resources, identifying the need for professional services, and considering other preservation practices and processes.

One example of a possible case study of a successful preservation advocacy campaign concerns the Gold Dome Bank at NW 23rd and Classen Blvd. in Oklahoma City. The building is a Route 66 icon and is listed in the National Register of Historic Places. Local advocates prevented demolition of the building to make way for a chain drugstore. The case is well documented at the Oklahoma State Historic Preservation Office and in local media. Many other stories along the highway can be found for use in the instructional modules. For an example of an educational program using an approach somewhat similar to that described above, visit the AIANTA website and download a copy of its newly released, "Case Studies in Agri-Tourism": <https://www.ainta.org/resources/agritourism/>.

The consultant shall submit the toolkit script in a text format that the Route 66 Road Ahead Partnership can easily manipulate for the final version on its website. All photographs shall be jpg images, with usage permissions and citations obtained.

LETTER OF INTEREST CONTENTS

Each consultant shall submit a Letter of Interest. The letter shall clearly detail the consultant's relevant educational background and work experience for accomplishing the project (attach a resume as further documentation), shall summarize how the consultant will complete necessary research to identify case studies, shall describe his/her understanding of the methodology for developing the instructional modules, shall include a statement about a fixed fee, and shall include contact information for the consultant (address, phone number(s), email address).

PROJECT SCHEDULE

Letters of Interest shall include a proposed work schedule. The Route 66 Road Ahead Partnership shall execute the consultant contract by May 30, 2021. The final toolkit script and photographs shall be submitted to the Route 66 Road Ahead Partnership no later than August 31, 2021. The project schedule shall include submission of a first draft, second draft, and the final product with a minimum of five (5) working days for the Route 66 Road Ahead Partnership to review and comment on the first and second drafts. The first draft will include an outline, a list of recommended case studies to illustrate key points, and an sample format for at least one module that illustrates the consultant's understanding of and ability to apply the educational philosophy described above. The Route 66 Road Ahead Partnership retains the right to require modifications to the proposed schedule during contract negotiations.

CONSULTANT SELECTION, CONTRACT, and PAYMENT

The consultant shall be selected on the basis of how well the Letter of Interest demonstrates understanding of the work to be accomplished, experience and qualifications, and the reasonableness of the proposed project schedule and methods detailed for accomplishing the work.

The Route 66 Road Ahead Partnership shall negotiate a final Work for Hire Agreement with the selected professional and execute it by May 30, 2021. All work produced by the consultant per the contract will become the proprietary property of the Route 66 Road Ahead Partners. The Route 66 Road Ahead Partnership has budgeted \$4,500.00 for consultant services to produce the toolkit script and obtain photographs.

The consultant shall submit an invoice to the Route 66 Road Ahead Partnership for 40% of the contract amount with the first draft toolkit script, 40% of the contract amount with the second draft of the toolkit script and selected photographs, and – following final sign-off approval of the consultant's product by the Route 66 Road Ahead Partnership – for the final 20% of the contract amount with the final version of the toolkit script and photographs.

SUBMIT LETTERS OF INTEREST

Letters of Interest are due by 5:00 pm [Central], Friday, April 29, 2021, and shall be submitted electronically. Questions regarding the project and Letters of Interest should be directed to:

Bill Thomas, Chairman - Route 66 Road Ahead Partnership - rt66theroadahead@gmail.com