



## Request for Proposal: Education Program Contractor

**Proposal Due Date: October 31, 2024**

MotorCities National Heritage Area Partnership, Inc.

Submit Proposals to: [mcadmin@motorcities.org](mailto:mcadmin@motorcities.org)

### **PROJECT OVERVIEW**

MotorCities National Heritage Area Partnership Inc., a member of the National Heritage Area System of the National Park Service, promotes, preserves and interprets the rich automotive and auto labor heritage of southeast and central Michigan. Our vision is to inspire residents and visitors with an appreciation of how the automobile changed Michigan, the nation, and the world. This singular heritage is a source of pride for our communities and a positive economic and cultural influence on our region's future. We establish policies and programs that enable, support, and respect the diversity, equity, inclusion and accessibility of the communities we serve.

The Education Program Contractor is responsible for the oversight and implementation of the Junior Ranger and Open Outdoors for Kids programs. They will be the main liaison between the MotorCities office and the program partners across the region. This person is responsible for maintaining communication and navigating through the steps necessary to successfully implement and maintain these programs.

### **ACTIVITIES**

The duties include, but are not limited to the following:

Represent MotorCities at all levels of program related matters which may include in-person meetings.

Keep an accurate list of contact information for program partners.

Develop contacts with education partners in order to support their implementation of the programs.

Update appropriate sections of MotorCities website when program information is updated.

Provide input or oversee bidding of contractors who may provide goods or services for related programs.

While performing the duties, contractor may occasionally be required to stand, walk and/or stoop for long periods of time. Mild physical labor may be required to complete the tasks.

## **PROGRAM DESCRIPTIONS**

### **Junior Ranger (Nov. 2024-Nov. 2025)**

MotorCities Junior Ranger Program is a virtual education platform designed for users from 6 years and up. The program utilizes ques from the well-known National Park Service Junior Ranger program to educate users about automotive and labor history. Users are asked to complete a prescribed number of activities in order to redeem their badge.

Goal: Increase successful completion of virtual Junior Ranger Program to 500 participants over the course of 12 months.

- Identify and engage potential user groups (schools, libraries, scout groups, museum partners, etc.)
- Schedule outreach and initial meetings/presentations
- Provide training on how to use Junior Ranger program
- Initiate Memorandums of Understanding with user groups which will allow for appropriate tracking of use and gathering of qualitative feedback
- Fulfill redemptions of junior ranger badges
- Provide reports from groups on a monthly basis

Nov-Mar - Identify and Engage user groups

Mar-May - Conduct meetings/trainings

May-Sep - Follow-up and implementation

Oct-Nov - Compiling results, creating comprehensive reports and provide analysis. Final report would also include feedback from user groups and contractor's suggestions for ongoing support of the program.

### **Open Outdoors for Kids (Nov. 2024-Sept. 2025)**

Open Outdoors for Kids is a program of the National Park Foundation. The NPF has funded the MotorCities National Heritage Area to continue to provide educational field trip opportunities to 4<sup>th</sup> grade students across our region. The proposal for the 2023-24 school year calls for an expanded outreach and more field throughout the year.

Goal: Successfully plan and execute expanded approach by engaging schools to send 1200-1600 students on field trips during the 2024-25 school year and summer 2025.

### **Contractor will...**

- Act as primary representative on behalf of MotorCities office. This includes all coordination with program participants (education partners, presenters and host location).

- Plan meetings between MotorCities and program participants (approx. 4 meetings via video conferencing).
- Manage logistics of various program needs including equipment rentals, presenter needs, school schedules.
- Collect photos, videos and survey data from program participants which can be used for promotion in newsletter, social media, and on website.
- Complete any requisite reports to funders.
- Provide final report which would include comprehensive analysis of program activities and insights to MotorCities leadership.

## **SELECTION CRITERIA**

The successful bidder will have extensive experience with the implementation of educational programs. This experience could include traditional school settings, curriculum management, community youth programs or equivalent. The successful bidder will be detail oriented and have facilitation skills (active listening, ability to guide a group, ability to collaborate and be persuasive, etc.) They will be skilled at managing and executing the activities associated with the programs on an independent basis as well as work cooperatively with small teams and large groups. Excellent communications skills are a must. This person will be able to provide input and oversee bidding with others who may provide related goods and service. A familiarity with National Heritage Areas will be a bonus.

Submit a bid package to [mcadmin@motorcities.org](mailto:mcadmin@motorcities.org) with "Education Programs" in the subject line. Bid package should consist of the following:

- a. Description of yourself or your company, including names and credentials of your team;
- b. A representative selection of programs you have envisioned, developed and implemented addressing as many of the selection criteria as possible;
- c. A one-two page narrative of your approach to the two education programs

## **TIMELINE**

October 31, 2024: Proposal is due

November 8, 2024: MotorCities National Heritage Area selects the winning proposal

November 15, 2024: Contract begins following each project timeline.

**BUDGET:** \$20,000 for Contractor all-inclusive

**CONTACT:** Brian Yopp, Deputy Director

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