

NATIONAL PARK SERVICE FINANCIAL ASSISTANCE: NOTICE OF INTENT TO AWARD

This announcement is not a request for applications.

This announcement is to provide public notice of the National Park Service's intention to award financial assistance for the following project activities. *Refer to Section 2. Grants.gov Posting Determination.*

ABSTRACT	
Grants.gov Opportunity Number	P20AS00092
Project Title	Visitor Use Study at Waco Mammoth National Monument
Recipient	Baylor University
Anticipated Federal Funding	45108
Non-Federal Cost Share	0
Total Anticipated Award Amount	45108
Award Instrument	☐ Task Agreement ☒ Cooperative Agreement ☐ Grant Agreement
Anticipated Period of Performance	08/01/2020 - 12/31/2022
Legal Authority	54 U.S.C. §100703, Cooperative Study Units
CFDA # and Title	15.945, Cooperative and Research Training Programs
Single Source Justification Criteria	Unique qualification
National Park Service Point of Contact	Kelly Adams, Grants Management Officer

Section 1. Project Summary

PROJECT GOALS AND OBJECTIVES

A. Project Goals – The Waco Mammoth National Monument Visitor Use Study will strengthen the partnership between the National Park Service and Baylor University, promote opportunities for local, applied research for Baylor University students, and provide the Waco Mammoth Partnership (WMP: National Park Service, City of Waco, Waco Mammoth Foundation, and Baylor University) with valuable data about visitors and their interests that will inform future management decisions.

B. Project Objectives – The survey will provide important information about visitor characteristics, perceptions, and values and individual uses and activities that will be useful to future decision making for Waco Mammoth National Monument (WACO). Data will be collected over 12-18 months in multiple phases. At a minimum, two surveys will be used: a brief onsite survey to document visitor characteristics,

STATEMENT OF PUBLIC PURPOSE

Waco Mammoth National Monument was established in 2015 as a unit of the National Park System, legislatively supported by a partnership between the National Park Service, the City of Waco, Baylor University, and the non-profit Waco Mammoth Foundation. This unique partnership aims to leverage the strengths of each organization in order to tell the unique story of the Waco Mammoth site and support park operations. Baylor University's expertise in research and scientific understanding is specifically identified as a component of this partnership. The project proposed under this agreement would further cement the partnership between the National Park Service and Baylor University, and would greatly expand understanding of visitor perception and needs at the Monument. The public will benefit in the long-term by the park better understanding their needs and interests. The scientific community will benefit from new knowledge about visitor use at Waco Mammoth and similar sites.

STATEMENT OF WORK SUMMARY

A multi-phase approach to data collection is proposed for this visitor use study. In the first phase, a brief (~5 minute) onsite intercept questionnaire will collect visitor demographics, basic trip characteristics, and elementary visitor experience preferences. The onsite data collection will take place during four one-week periods (i.e., winter, spring, summer, and fall) to allow for comparison among visitors throughout the year. The data collection periods will be selected based on past visitation numbers and in consultation with WMP representatives. Each visitor who completes an onsite questionnaire will be asked to provide an email or postal address for a follow-up online/postal survey that will provide more detailed information.

The online/postal survey will constitute the second phase of the project. It will be conducted concurrently with the first phase. The Phase II questionnaire will be designed with input from WMP representatives and an expert panel from the project team. The team will be led by Dr. Chris Wynveen from Baylor University, who specializes in the human dimensions of resource management, including the management of natural resource protected areas. Drs. Dale Connally and Kelli McMahan, also from Baylor, have expertise in recreation management, outdoor education, and visitor perception. Last, Dr. Brooklynn Wynveen is a natural resource sociologist who has expertise in stakeholder engagement.

Not included in the current proposal are two additional phases. One would tar

RESPONSIBILITIES OF THE PARTIES

A. The recipient shall be responsible for the following items under this agreement:

1. The Recipient shall carry out the Statement of Work in accordance with the terms and conditions stated herein. The Recipient shall adhere to Federal, state, and local laws, regulations, and codes, as applicable.
2. Specifically, the Recipient agrees to:
 - i. Collaborate with the NPS and WMP member organizations to design the survey instrument for a visitor survey, and obtain necessary OMB approval
 - ii. Calculate sample sizes and determine survey schedule
 - iii. Supervise field work for data collection
 - iv. Provide personnel for data collection
 - v. Provide field materials
 - vi. Employ necessary personnel for data entry and processing
 - vii. Analyze and interpret data

B. The NPS Responsibilities:

- ☐ A task agreement is proposed;
- ☒ A cooperative agreement is proposed;

therefore substantial involvement by NPS is anticipated during the period of performance of this agreement. In support of this agreement NPS will:

1. Monitor and provide Federal oversight of activities performed under this agreement. Monitoring and oversight includes review and approval of financial status and performance reports, payment request, and tasks identified below. Additional monitoring activities may include site visits, conference calls, and other on-site and off-site monitoring activities. At the Recipient's request, NPS may also provide additional technical assistance to the Recipient in support of the objectives of this agreement.
2. Substantial involvement by NPS is anticipated during the period of performance of this agreement. In support of this agreement NPS will be responsible for the following:
 - i. Provide recommendations for study schedule and deliverables.
 - ii. Assist with the design of the survey instrument and sampling plan.
 - iii. Assist with training for field survey technicians.
 - iv. Provide general oversight and assistance for field survey technicians on site.

- ☐ A grant agreement is proposed, therefore no substantial involvement on the part of the NPS is anticipated for the successful completion of the statement of work. It is anticipated that involvement will be limited to actions related to monitoring project performance and technical assistance at the request of the recipient.

Section 2. Grants.gov Posting Determination

- ☐ The National Park Service intends to award a task agreement under a previously competed or single source justified award.
- ☒ The National Park Service intends to award a single source justified cooperative agreement. *Refer to Section 3 Single Source Justification.*
- ☐ The National Park Service intends to award a single source justified grant agreement. *Refer to Section 3 Single Source Justification.*

Section 3. Single Source Justification

NATIONAL PARK SERVICE SINGLE SOURCE POLICY REQUIREMENTS

National Park Service Policy FAP&P 1443-2015-06 requires a written justification which explains why competition is not practicable. The justification must address one of the following criteria.

In order for an assistance award to be made without competition, the award must satisfy one or more of the following criteria:

- (1) Unsolicited Proposal – The proposed award is the result of an unsolicited assistance application which represents a unique or innovative idea, method, or approach which is not the subject of a current or planned contract or assistance award, but which is deemed advantageous to the program objectives. The unsolicited proposal must demonstrate an innovative capability or concept not currently available to the government, and prepared without Government involvement. ;
- (2) Continuation – The activity to be funded is necessary to the satisfactory completion of, or is a continuation of, an activity presently being funded, for which competition would have a significant adverse effect on the continuity or completion of the activity;
- (3) Legislative intent – The language in the applicable authorizing legislation or legislative history clearly indicates Congress' intent to restrict the award to a particular recipient of purpose;
- (4) Unique Qualifications – The applicant is uniquely qualified to perform the activity based upon a variety of demonstrable factors such as location, property ownership, voluntary support capacity, technical expertise, or other such unique qualifications. Successful past performance, familiarity with existing requirements, capabilities that can be obtained or matched by a competitor, or a positive reputation, are not considered to be unique qualifications.
- (5) Emergencies – Program/award where there is insufficient time available (due to a compelling and unusual urgency, or substantial danger to health or safety) for adequate competitive procedures to be followed.

NPS did not solicit full and open competition for this award based the following criteria:

- ☐ Task Agreement issued under previously competed or single source master cooperative agreement per Section 2 above. Single Source Justification not applicable.
- ☐ Unsolicited Proposal ☐ Continuation ☐ Emergency
- ☐ Legislative Intent ☒ Unique Qualifications

Explanation of the proposed recipient's qualifications or the criteria of the proposed project which requires use of the single source criteria cited.

Baylor University is a legislative partner of Waco National Monument. Utilizing Baylor University will assist the park in strengthening partnership. Additionally, this partnership will allow NPS to consult with subject matter experts that are suitable to complete the project due to their expertise in recreation management, outdoor education, visitor perception, and stakeholder engagement. Also, the ability to use a local partner will allow for the work to be done without the need for travel expenses.

Section 4. Department of the Interior Secretary's Priorities

This award will support the following DOI Secretary priority(ies):

Other Key Initiatives:

- ☐ Employment of veterans.
- ☐ Supporting DOI Infrastructure needs.
- ☐ Creating jobs in the American economy.
- ☐ Access to outdoor recreation opportunities.

Priority 1: Creating a conservation stewardship legacy second only to Teddy Roosevelt

- ☐ Utilize science to identify best practices to manage land and water resources and adapt to changes in the environment.
- ☒ Examine land use planning process and land use designations that govern public use and access.
- ☐ Revise and streamline the environmental and regulatory review process while maintaining environmental standards.
- ☐ Review DOI water storage, transportation, and distribution systems to identify opportunities to resolve conflicts and expand capacity.
- ☐ Foster relationships with conservation organizations advocating for balanced stewardship and use of public lands.
- ☐ Identify and implement initiatives to expand access to DOI lands for hunting and fishing.
- ☐ Shift the balance towards providing greater public access to public lands over restrictions to access.

Priority 2: Utilizing our natural resources

- ☐ Ensure American energy is available to meet our security and economic needs.
- ☐ Ensure access to mineral resources, especially the critical and rare earth minerals.
- ☐ Refocus timber programs to embrace the entire 'healthy forests' lifecycle.
- ☐ Manage competition for grazing resources.

Priority 3: Restoring trust with local communities

- ☐ Be a better neighbor with those closest to our resources by improving dialogue and relationships with persons and entities bordering our lands.
- ☐ Expand the lines of communication with Governors, state natural resource offices, Fish and Wildlife offices, water authorities, county commissioners, Tribes, and local communities.

Priority 4: Ensuring sovereignty means something

- ☐ Support tribal self-determination, self-governance, and sovereignty.
- ☐ Solidify mutual interests between the U.S. and the freely associated states and territories.

Priority 5: Generating additional revenues to support DOI & National interests

- ☐ Ensure that the public receives the full market value for the natural resources produced on Federal lands.
- ☐ Ensure that fees or costs levied for DOI services are reasonable and targeted to achieve cost recovery.
- ☐ Consider the impact of DOI decisions on economic development and job creation.

Priority 6: Protecting our people and the border

- ☐ Actively support efforts to secure our southern border.
- ☐ Ensure DOI law enforcement staffing addresses public safety risks anticipated on DOI land.
- ☐ Promote a "public service" demeanor within our law enforcement community.

Priority 7: Striking a regulatory balance

- ☐ Reduce the administrative and regulatory burden imposed on U.S. industry and the public.
- ☐ Ensure that Endangered Species Act decisions are based on strong science and thorough analysis.

Priority 8: Modernizing our infrastructure

- ☐ Support the White House Public/Private Partnership Initiative to modernize U.S. infrastructure.
- ☐ Remove impediments to infrastructure development and facilitate private sector efforts to construct infrastructure projects serving American needs.
- ☐ Prioritize DOI infrastructure needs to highlight:
 1. Construction of infrastructure;
 2. Cyclical maintenance;
 3. Deferred maintenance.

Priority 9: Reorganizing for the next 100 years

- ☐ Improve alignment and integration of the DOI organizational structure. Redistribute organizational resources (people and funding) to enhance mission achievement and improved public service.
- ☐ Improve organizational alignment with Executive Branch counterparts with major land management assets or influence.

Priority 10: Achieving our goals and leading our team forward

- ☐ Senior executives are expected to provide leadership in achieving goals of the President and the Secretary.
- ☐ The Management Team is expected to:
 1. Ensure cost-effective operations and quality service to the public;
 2. Facilitate organizational cooperation and conflict resolution;
 3. Ensure the workplace environment is conducive to employee productivity and safety;
 4. Hold individuals accountable for actions that violate DOI policies and requirements.

The proposed project does not support any of the DOI Secretary priorities, but the project is being funded for the following reasons: