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	P20AS00032
Project Title	Development of Santa Cruz Valley National Heritage Area Manage
Recipient	SANTA CRUZ VALLEY HERITAGE ALLIANCE, INC
Anticipated Federal Funding	$0
Non-Federal Cost Share	$0
Total Anticipated Award Amount	$0
Award Instrument	☐ Task Agreement ☑ Cooperative Agreement ☐ Grant Agreement
Anticipated Period of Performance	March 16, 2020 - March 15, 2025
Legal Authority	54 U.S.C. §101702(a), Public Law 116-9
CFDA # and Title	15.939 National Heritage Area Federal Financial Assistance
Single Source Justification Criteria	Legislative Intent
National Park Service Point of Contact	Todd Wilson, todd_wilson@nps.gov

Section 1. Project Summary

PROJECT GOALS AND OBJECTIVES

The goals and objectives of this cooperative agreement are to support the development of the Santa Cruz Valley National Heritage Area and creation of the management plan, which outlines the framework for interpretation, conservation, and management of the heritage area per the requirements outlined in the Act.

STATEMENT OF PUBLIC PURPOSE

National Heritage Areas (NHA) promote greater public and private participation and partnership in historic preservation and conservation activities, which build a resource stewardship ethic for participants and the public. NHAs leverage taxpayer investment with public and private resources through historic preservation, conservation, education and outdoor recreation. They support voluntary programs that encourage partnerships, providing matching funds that produce greater benefits to taxpayers for the federal dollars invested. NHAs support large-scale, community-driven initiatives and collaborate with stakeholders to determine how to make heritage relevant to local needs and interests, serving as catalysts for community and economic development. They preserve historic sites and battlefields, conserve artifacts, build and maintain trails, undertake water quality improvement projects and develop water trails, offer heritage education programs and provide capacity-building assistance to educators, sponsor community development projects and support downtown revitalization projects. National heritage areas have been rigorously studied via an independent evaluation process that has documented the effectiveness of this partnership model.

STATEMENT OF WORK SUMMARY

As subsequent task agreements are entered into under this agreement, specific party responsibilities will be developed for each project or activity having a separate statement of work and budget, and will be developed cooperatively between the NPS and Recipient.

RESPONSIBILITIES OF THE PARTIES

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

1. Prepare and submit a management plan for the SCVA that is consistent with the requirements outlined in the Act and that provides a framework for interpretation, conservation, management, and development based upon the ideas developed during an extensive community planning process. This framework constitutes a reference guide for all actions that relate to the heritage area and the heritage resources and present a phasing schedule that organizes a range of programmatic and physical actions.

2. Assist partners, agencies and organizations identified in the Act, in carrying out the approved management plan by:

a) Carrying out programs and projects that recognize, protect, and enhance important resource values in the NHA;
b) Establishing and maintaining interpretive exhibits and programs in the NHA;
c) Developing recreational and educational opportunities in the NHA;
d) Increasing public awareness of, and appreciation for, natural, historical, scenic, and cultural resources of the NHA;

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. Upon request of the Recipient and subject to appropriations by Congress, provide technical and financial assistance to the heritage area regarding the development and implementation of the management plan, as outlined in the Act.

2. Assist the Recipient with providing information to the public about the location, character and resources of the heritage area.

3. Review and comment on the heritage area's draft and final management plan for compliance with the Act.

4. Provide technical assistance on projects requiring Section 106 consultation under the National Historic Preservation Act, by advising on the appropriate level of effect, reviewing projects for compliance with the Secretary of Interior Standards for the Treatment of Historic Properties, and facilitating consultation efforts between the heritage area and the State Historic Preservation Office.

5. Provide technical assistance training to heritage area staff, as needed, on compliance measures, reporting, or new

☐ 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;

(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. A single source on the basis of continuation must demonstrate that competition would result in a substantial duplicate cost to the government that cannot be recovered through competition;

(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;

(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.

Per legislative authority Public Law No. 116-9, Section 6001, NPS is specifically directed to enter into a new cooperative agreement with the Santa Cruz Valley National Heritage Area.

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.
- [x] Creating jobs in the American economy.
- [x] 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.
- [x] 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

- [x] 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: