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	P20AS00017
Project Title	Mesa Verde Voices Podcast Series
Recipient	COMMUNITY RADIO PROJECT (KSJD PUBLIC RADIO)
Anticipated Federal Funding	$52,000
Non-Federal Cost Share	$0
Total Anticipated Award Amount	$52,000
Award Instrument	☐ Task Agreement ☑ Cooperative Agreement ☐ Grant Agreement
Anticipated Period of Performance	1/1/20 - 12/31/2024
Legal Authority	54 U.S.C. §101702(a)
CFDA # and Title	15.954 National Park Service Conservation, Protection, Outreach, a
Single Source Justification Criteria	Unsolicited Proposal
National Park Service Point of Contact	Todd Wilson, todd_wilson@nps.gov

Section 1. Project Summary

PROJECT GOALS AND OBJECTIVES

In January 2017, KSJD Public Radio (KSJD) approached Mesa Verde Museum Association (MVMA) and Mesa Verde National Park (the park) with an unsolicited proposal to collaborate on a Mesa Verde Voices audio podcast series. KSJD Public Radio was in the process of creating 3 pilot podcasts that were funded through Mesa Verde Country Visitor Information Bureau.

This innovative outreach to new and diverse audiences had not been considered previously. There were no prior plans to produce a podcast series nor was this the subject of a current or planned contract or assistance award.

The park and MVMA are excited about the possibility of harnessing the power of new technology to meet Mesa Verde's established

STATEMENT OF PUBLIC PURPOSE

Purpose: Educate by connecting the experiences of people from the past with people of today through an audio podcast series.

Goals:
• Enhance visitor experience and understanding of Ancestral Pueblo culture and their descendants.
• Give a voice to Pueblo people and tie-in cutting edge issues all Americans face.
• Explore issues affecting the Four Corners Region.

STATEMENT OF WORK SUMMARY

The outcome of this agreement will be two seasons of the Mesa Verde Voices podcast series consisting of at least five, ten-minute episodes for each season. Story boards will be created to share the direction of each episode and allow for review and comment before sound recording occurs.

The website will contain the content of interviews, summaries of each episode, relevant photos, and links to sound files.

Marketing for the podcast series will utilize social and printed media platforms.

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. Hire and supervise a producer;
3. Develop a work plan for partner approval;
4. Develop a marketing plan to include the following:
• Logo
• Website
• Social media
• Printed media
5. Co-create story plans in partnership with others;
6. Submit plans and material to Mesa Verde National Park for review prior to broadcast;
7. Create at least 5 audio snapshots, 10 minutes in length, as part of the Mesa Verde Voices series each year;

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 requests, 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 technical assistance to the Recipient in support of the objectives of this Agreement.
2. Authorize use of funds to KSJD Public Radio;
3. Co-create story plans in partnership with others;
4. Provide review on plans and products associated with the Mesa Verde Voices series;
5. Assist with social media platforms;
6. Provide access to museum collection oral histories through the research center;
7. Support the distribution of Mesa Verde Voices.

☐ 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.

This project is a result of an unsolicited proposal by Community Radio Project. They approached the park with the suggestion to create a podcast series. This innovative outreach to new and diverse audiences had not been considered previously. There were no prior plans to produce a podcast series nor was this the subject of a current or planned contract or assistance award. This proposal is an exciting way to harness the power of new technology that meets Mesa Verde's established program objectives of enhancing visitor experiences, improving access to park information, and utilizing technology to engage new audiences.

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: