



# Copper River Watershed Project

*Voices for a Wild Salmon Economy*

## **Request for Proposal: Interpretive Writing Services for Watershed-themed Education Signs at DOT Waysides**

### **Introduction**

The Copper River Watershed Project, a non-profit organization working to ensure the long term sustainability of the Copper River watershed's salmon-based economy and culture, is seeking proposals for assistance with interpretive writing for eight watershed-themed education signs to be posted at DOT waysides throughout the Copper Basin. We are working with regional tourism and watershed education partners to create themes and topics of focus for each of the signs and are compiling resources and images to be used in the development of each sign. We are seeking assistance in developing the text for these signs to ensure that a clear, concise educational message is delivered to both residents of and visitors to the region.

The Copper River drainage supports a subsistence, sport-fishing, and commercial salmon economy with its sprawling network of streams, ponds, lakes and wetlands. Many other fish species as well as wildlife and waterfowl thrive in this intact watershed. The CRWP is creating this series of roadside interpretive signs to be installed throughout the Copper Basin for viewing by the traveling public. The goal of these signs is to help readers have a better understanding for and appreciation of the uniqueness of the region and how it is all connected as a watershed. Funding for these signs is being made available through the Alaska Department of Transportation and Public Facilities.

### **Scope of Work**

We are looking for a qualified writer to produce clear, concise interpretive language to support the education goals for each of the eight signs. We will make our draft interpretive sign plan available to potential bidders. Topics will cover themes related to the natural, cultural and social history of the region and will promote stewardship of the region's resources.

- Complete writings in a Word-compatible format submitted on a DVD;
- The CRWP will own the use right to this text;
- 75% complete text by October 22, 2010; and
- availability through December 31<sup>st</sup>, 2010 for final edits as the text is integrated into the final graphic layout for each sign.

### **CRWP provided services and materials**

- Compilation of Interpretive Sign Plan, including themes for sign for each location;
- Organizing meetings with partners for the draft review and final approval;
- Compilation of resources (images and text source references) for content ideas and for ensuring content accuracy.

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## **Qualifications**

- Be able to meet the specifications in the Scope of Work in a timely manner.
- Range of interpretive writing experience (interpretive signs, brochures, posters, etc.).
- Have experience in projects of a similar size or nature.

## **Quote Requirements**

Please include the following with your proposal:

- Summary of interpretive writing projects or other similar projects you have completed recently, and work samples;
- three references from recent projects.
- A project budget
- A project timeline

## **Award Criteria**

Award criteria include proposer qualifications and fees. CRWP reserves the right to award this contract to the most responsive bidder.

Send one copy of your proposal either by mail or e-mail to:

**Kate Alexander**  
**Copper River Watershed Project**  
**P.O. Box 1560**  
**Cordova, AK 99574**  
[kate@copperriver.org](mailto:kate@copperriver.org)

***All proposals are due in our office by 5:00 p.m. on September 10, 2010.***

A response will be sent immediately when proposals are received. It is the contractor's responsibility to ensure delivery of proposal. Any specific questions about this project or proposal contents can be directed to Kate Alexander, (907)424-3334, or at address above, or to Kristin Carpenter, (907)424-3334, [crwp@copperriver.org](mailto:crwp@copperriver.org).