



USDA FOREST SERVICE
INTERPRETIVE PLANNING,
EXHIBIT DESIGN, FABRICATION
AND INSTALLATION SERVICES



INTRODUCTION

BPA Overview

What services does this BPA cover?

How do I use it?

Best Practices

Resources

BLANKET PURCHASE AGREEMENT (BPA)

- General requirements have already been competed, evaluated and awarded
- In this case, four vendors have been awarded this BPA

WHY WOULD I USE THIS BPA?

- More streamlined process than starting a new contract requirement
- Paperwork is similar up-front; however, the requirement will only be competed among the vendors of the BPA.
- We already know that the four vendors on the BPA have the qualifications to meet most interpretive design needs.
- Quicker to award



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What Services Does This BPA Cover?

BPA OBJECTIVE

To provide planning and development for interpretive products and services as outlined in FSM 2390

MENU OF TASKS

- Project Management
- Site Visit
- Interpretive Planning
- Exhibit Planning and Design, or Production of Digital Formats
- Exhibit Fabrication and Installation
- Graphic Design
- Interpretive Writing
- Multiple Language / Translation Services
- Audio Visual Media
- Publication Planning and Design
- Landscape Architecture Services
- Interpretive / Conservation Education Training

What Services Does This BPA Cover?

Minimum Order	\$5000
Maximum Order	\$1,000,000
Contract Ceiling	\$5,000,000
Expiration Date	09/20/2026
Last Date to Order	09/20/2026
Who Can Use	Forest Service (National)
BPA Holders	Sea Reach
	Conservation by Design
	Color Ad
	Riggs Ward



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REVIEW ORDERING INSTRUCTIONS

DRAFT YOUR CONTRACT PACKAGE

NEXT STEPS

- All BPA Document are on the contracting portal <https://apps.fs.usda.gov/contract-portal/contract/usda-fs-interpretive-planning-exhibit-design-fabrication-and-installation-services-bpa>
- Contact Jennifer Geraci, the BPA COR (Teams / Outlook)
- Draft an SOW, SOO, or PWS statement (See Resources)
- Talk with your budget analyst to ensure the project is entered into workplan and confirm a job code
- Draft an Independent Government Cost Estimate
- Your COR will submit a complete contracting package
- A CO will put a request for bids out to the vendors on the BPA
- You will evaluate bids and rank your selections
- A CO will make an award



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BEST PRACTICES

CONSULT AN INTERPRETIVE EXPERT

- An Interpretive expert will help you formulate your requirements
- They will think of things you might have missed
- See Resources for a list of people to contact

THINK BIG (WITHIN REASON)

- Do your best to capture complete requirements
- Modifications will go through a rigorous justification process and are not guaranteed

CONSIDER OPTIONAL TASKS

- You should budget for them, but you do not have to commit funds up-front
- Can help you capture complete requirements and “what ifs?”
- Easy to exercise and do not have to go through a lengthy justification process



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Contacts

[Jennifer Geraci](#) – National BPA COR

[Toby Bloom](#) – Program Sponsor / Interpretive Expert

[Nancy Brunswick](#) – Program Lead / Landscape Architect

BPA Contract Documents

[Interpretive Design and Planning BPA](#)

[Ordering Instructions](#)

Contract Templates

- [Performance Work Statement \(PWS\)](#) – Optional template for use by program staffs in the development of a Performance Work Statement (PWS). Use this template to document requirements for a performance-based acquisition. (Note: PWS should be more commonly used than a SOW for services acquisitions)
- [Statement of Objectives \(SOO\)](#) – The SOO is used to identify the government’s overall objectives on contracts for which the contractor proposes how they will achieve those objectives. When a SOO is used, contractors propose a PWS based on objectives outlined in the SOO.
- [Statement of Work](#) – The SOW establishes and defines required tasks and deliverables for a contract.

- [Independent Government Cost Estimate \(IGCE\)](#) – The IGCE is intended to capture the government’s independent estimation of contract costs. A contractor quote is NOT an IGCE as that would not be "independent."

FS Interpretive Services Consultants:

[Interpretive Services Hub](#)