



QUESTIONS & ANSWERS FOR
REQUEST FOR BID
(RFB)
RFB# N00049355C

FOR

ASSOCIATION OF UNIVERSITIES FOR RESEARCH IN ASTRONOMY, INC.
(AURA)

“MCMATH-PIERCE DISCOVERY CENTRE - MEDIA”

BIDS MUST BE RECEIVED BY:
April 4, 2025, 5:00 PM MST

PREPARED BY:

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MCMATH-PIERCE DISCOVERY CENTRE - MEDIA
Page 1 of 5
RFB# N00049355C



QUESTIONS AND ANSWERS

The Association of Universities for Research in Astronomy, Inc. (AURA) / Central Administrative Services (CAS) Contracts Office, is soliciting Request for Bids (RFB) from qualified Contractors/Bidders to produce media and supply the AV equipment for exhibits that will be part of a new Discovery Center located within the envelope of the former McMath-Pierce Solar Telescope at Kitt Peak National Observatory.

The following questions were received by the deadline prescribed in RBF #N00049355C. The full listing of Questions and Answers will be posted on the AURA Bid Opportunities webpage. [AURA Bid Opportunities – AURA Central Administration Services \(aura-astronomy.org\)](http://aura-astronomy.org).

General RFB Questions:

Q: Please describe the proposed schedule and installation date for the project.

A: The attached schedule outlines the rough timeline for the project implementation. There is some flexibility on the milestones and upon startup, all parties will be involved in creating an integrated schedule.

Q: Please provide a budget range within which you will entertain cost proposals, so that we can provide the most appropriate media solutions for the project.

A: The anticipated budget range including media and equipment as noted in the RFP is \$110,000 to \$140,000. We will work with the successful proponent to adjust the scope and budget as needed.

Q: Would a bid for only the media development portion of the scope of work (not AV systems) be considered?

A: No, we are looking for a complete package

Q: Could you please provide Appendix A, B, and C as editable documents?

A: A Microsoft Word editable version of each document has been made available on the [AURA Bid Opportunities Webpage](http://aura-astronomy.org).

Q: How will proposals be evaluated? What are the most important factors?

A: Per Page 12, Article 8, any proposal that meets the minimum requirements specified will be evaluated on the following major factors:

- | | |
|-----------------------|-----|
| a. Technical Criteria | 25% |
| b. Price | 40% |
| c. References | 15% |
| d. Experience | 20% |



Q: If pricing is required, can you provide a costing matrix so all vendors can bid on the same elements?

A: See table below:

Item Name	Media	AV Equipment	Sum
Welcome Video			
Presentation Theater			
The many faces of the Sun			
NSF Observatories			
Infrared Camera			
Administrative costs (PM etc.)			
TOTAL			

Q: Is there an estimated completion date for the media?

A: Please refer to schedule question above.

Exhibit Related Questions: Welcome Video

Q: How long do you imagine this welcome film to be? Based on the themes listed, we would assume that it would be at least in the 10-13 minute range. Is this what you were imagining?

A: This intro video is a high-level piece that welcomes visitors, it is not intended to be a very long piece. We are assuming the video will be 2 to 5 minutes long as people will be standing. Appropriateness of length can be discussed further with the successful bidder.

Q: We assume that all of this film will need to be created from original (new) footage that we capture on location - is this correct?

A: AURA has been working with the Tohono O'odham Nation to collect information, assets and video footage. Interviews would need to be filmed. AURA/NOIRLab can help with this if needed.

Q: There are a lot of options listed for potential interviewees. The number of interviewees included is also typically a function of show length. For example, if the target length of the film is 10-13 minutes, we would normally anticipate including 4-6 interviewees/characters in this type of film. Does that meet your expectations here?

A: While there are a lot of people listed, these names are just potential interviewees. We aren't planning on long statements or a very elaborate story for the welcome video.



Q: Does the client team have ongoing relationships with the various tribal organizations and representatives listed, and will they be able to make introductions?

A: Yes, AURA/NOIRLab has a strong relationship, and employs representatives from one of the nations. This person can facilitate and make all necessary connections.

Exhibit Related Questions: Presentation Theater

Q: Can you provide more details about how many programs are included in Phase One for the Presentation Theater?

A: The theater will include one main program for phase 1. The client expects to work collaboratively with the successful proponent to develop the film storyline.

Q: Specifically, how many distinct linear films are to be delivered, and how long should each film be?

A: As part of phase one, only one of the linear films will need to be delivered.

Q: Will all of those films be created from original (new) footage, or does the client team have stock footage holdings that can be used for the films?

A: The client has a significant collection of assets that can be used for the production of all media. As part of the start-up process, we will have a discovery meeting to familiarize the successful proponent with the available material. We don't anticipate the need to create too many additional assets and AURA/NOIRLab can help with this as needed to assist the proponent director achieve their creative vision with this film.

Q: Five major topic areas are listed in the media brief for this theater: Tohono O'odham Nation, The National Observatory, Galaxies and Cosmology, Mapping the Universe and Current Theories and Fields of Research. Should each of these have its own film? Or should some of them be combined into a single film?

A: As per question above, Phase 1 will only include one production. The content will be focused on Kitt Peak National Observatory science. The client has developed a number of learning goals for the film and has a clear picture of the overall messages they want to communicate.

Q: Separately, which of these five topic areas need to be covered in Phase One versus Phase Two?

A: As per above, only one film is to be produced for phase 1.



Q: Other than for the Tohono O’odham Nation topic, do you imagine that interviewees and subject matter experts would be supplied from within the client team and their colleagues? Or would it be our responsibility to find and compensate those people?

A: The client can provide all footage/assets needed for the film. If the director wishes to have high-end interviews these would need to be filmed. Compensation is not foreseen.

Q: The media treatment states “A simple theater experience will be developed for Phase One”. In addition to answering the questions above, can you provide more narrative and production details for your creative vision (such as heavy animation versus a more film-based documentary approach, for example) that so we more accurately budget for this piece or pieces?

A: We anticipate the content for the film to be developed with the client. The assets needed for the film will be provided by the client, although there may be a few exceptions. We recommend carrying a contingency for this purpose. Video effects, transitions, additional graphics needed will be responsibility of the media vendor.

NSF Observatories: Media Interactive

Q: Will the 360 degree views of each observatory be provided or is that something we need to shoot?

A: The 360 degree views of each observatory already exist and will be provided.