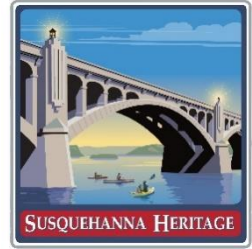


Request for Proposal

Interpretive Master Plan

Susquehanna Heritage/Captain John Smith Chesapeake National Historic Trail (CAJO)

June 2017



1706 Long Level Road
Wrightsville, PA 17368

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Background

Susquehanna Heritage (SHC) is a 501(c)3 non-profit organization and officially-designated Pennsylvania Heritage Area for Lancaster and York Counties and the Susquehanna River corridor through our region. We operate two visitor education facilities: the Zimmerman Center for Heritage, an historic 18th century home and land/water trailhead on the York County shore south of Wrightsville; and the Columbia Crossing River Trails Center, a riverfront visitor education facility in the historic Lancaster County river town of Columbia.

The National Park Service Chesapeake Bay Office (NPS/CHBA) connects people to experiences of the natural and cultural heritage of the Chesapeake Bay and its rivers, including the Captain John Smith Chesapeake National Historic Trail (CAJO.) Designated as America's first-ever water-based National Historic Trail in 2006, CAJO includes the entire Susquehanna River from Cooperstown, NY through Pennsylvania to Havre de Grace, MD, where it empties into the Chesapeake Bay.

The trail's key goals are to interpret the historic and contemporary natural heritage of the Chesapeake Bay and its tributaries; share knowledge about the American Indian societies and cultures of the seventeenth century; commemorate the exploratory voyages of John Smith on the Bay and its tributaries in 1607-1609; and provide recreational experiences on water and land along the trail. Although Smith only explored the southern extremity of the Susquehanna River in Maryland, he interacted with the Susquehannock, an important and powerful 17th century American Indian society with settlements along the Susquehanna in Lancaster and York Counties, who used the river as a trade and transportation route.

SHC has Cooperative Agreements with NPS/CHBA to plan for CAJO's route along the Lower Susquehanna River in Pennsylvania and Maryland and to operate the Zimmerman Center as CAJO's official Visitor Contact & Passport Station for Pennsylvania. The Zimmerman Center's role as a trail visitor site was publicly announced in August 2016. Initial exhibits and programs related to CAJO and its interpretive themes have been developed for the Zimmerman Center, including regular public tours and local school field trips.

The next phase of the Cooperative Agreement includes the development of a master plan to articulate a comprehensive strategy for visitor experiences at three neighboring sites: the Zimmerman Center for Heritage (ZCH), Columbia Crossing River Trails Center (CCRTC), and Native Lands County Park (NLCP), which adjoins the Zimmerman Center. The Master Plan will include: 1) An Interpretive Master Plan to link the Zimmerman Center's programs with the adjacent Native Lands County Park and the Columbia Crossing River Trails Center, and 2) A Land & Water Connections Study to comprehensively assess how visitors can be transported to and from the Zimmerman Center, Columbia Crossing, and other key heritage and outdoor recreation sites in the area.

Project Overview

SHC seeks a consultant team to develop an Interpretive Master Plan for enhanced programs and exhibits, tours, and materials needed to promote CAJO themes and stories at ZCH, CCRTC, NLCP, on the Trail and in the surrounding region of the lower Susquehanna River.

Scope of Work

The selected consultant team shall agree to provide the necessary personnel and equipment to work with SHC and NPS/CHBA staff to complete the following tasks:

Task 1: Conduct a project meeting with SHC and NPS/CHBA staff to:

- Review scope of work and confirm project deliverables.
- Set communication contacts and procedures.
- Develop schedule for stakeholder involvement, project submittals, and invoice payments.

Task 2: Visit Zimmerman Center for Heritage, Columbia Crossing River Trails Center, Native Lands County Park, and other key locations with SHC and NPS/CHBA staff to familiarize consultant team with existing facilities and infrastructure, local resources, and community history/character.

Task 3: Develop a strategy to maximize the visitor experience at ZCH, CCRTC, NLCP, on the Trail and in the surrounding region of the lower Susquehanna River.

- Create a draft conceptual diagram depicting ZCH, CCRTC, NLCP, and other key locations, and displaying interrelationships among the physical and programmatic infrastructure proposed through the planning process (Experience Map) to use as a baseline for Experience Scoping and Mapping.
- Conduct a Planning Team charrette for scoping and mapping input.
- Produce a final Experience Map.

Task 4: Develop recommendations for interpretation at CCRTC to complement programs and exhibits at ZCH.

- Assess existing and proposed CAJO-related programming at ZCH.
- Provide recommendations for complementary interpretive programs and materials at CCRTC.

Task 5: Provide CAJO-themed interpretation suited to land based and water-based shuttle service.

- Confer with Land and Water Connections Study consultant team, SHC and NPS/CHBA staff, and key stakeholders to establish appropriate stories and form(s) of delivery (digital/audio/video, guide-led discussion, handouts, etc.).
- Research, develop, and deliver an interpretive program or script supported by background documents, graphics, etc. to enrich the visitor experience on the shuttle service.

Task 6: Recommend and develop specific materials to provide visitor orientation at Columbia Crossing to CAJO, and to CAJO-related experiences offered at the Zimmerman Center for Heritage, Native Lands County Park, and other sites in the region.

- Recommend techniques and materials to encourage visitors to travel to the Zimmerman Center and Native Lands County Park.
- Produce, in consultation with SHC and NPS/CHBA staff and key stakeholders, a specific design, including text and graphics, delivery media, signage, etc., for a stand-alone display to provide visitor orientation to CAJO-themes and stories, and to CAJO-related experiences offered at the Zimmerman Center for Heritage, Native Lands County Park, and other sites in the region.

Task 7: Develop a driving tour of CAJO-related sites in the region.

- Research background documents, graphics, etc. in consultation with SHC and NPS/CHBA staff and key stakeholders.
- Identify and recommend specific content and method of delivery (text and graphics, electronic media, etc.) to make the tour engaging and user-friendly.
- Conduct a Planning Team charrette to review and refine tour concept and content.
- Produce a final driving tour.

Task 8: Produce a specific design, including text and graphics, media presentation, and object and artifact display for the Susquehannock-John Smith Gallery at ZCH with estimated costs for fabrication and installation.

- Research background documents, graphics, etc. in consultation with SHC and NPS/CHBA staff and key stakeholders.
- Identify and recommend specific content and method of delivery (text and graphics, electronic media, etc.).
- Conduct a Planning Team charrette to review and refine tour concept and content.
- Produce a final design with estimated costs for fabrication, installation, and media production.

Task 9: Finalize Interpretive Master Plan and deliver products in print and digital form to SHC and NPS/CHBA.

Project Schedule

The project shall commence by September 1, 2017 and shall be completed by March 1, 2018.

Project Budget

The total budget available for this project is \$25,000-\$35,000. Proposals that exceed this budget range may not be considered, except as part of a comprehensive proposal as outlined below.

Special Note

The Interpretive Master Plan will be developed in concert with a feasibility study of enhanced land and water connections in the River Towns and Lake Clarke areas of the Susquehanna River corridor through Lancaster and York Counties in Pennsylvania. The study will comprehensively assess how visitors can be transported to and from the Zimmerman Center, Columbia Crossing, and other key heritage and outdoor recreation sites in the area. The consultant team selected for the Interpretive Master Plan is expected to coordinate closely with the consultant team selected for Land and Water Connections study to ensure that proposed interpretive programs are compatible with and can be offered aboard the proposed shuttle services. **Qualified consultant teams are invited to collaborate and submit a comprehensive proposal that addresses the scopes of work for both the Interpretive Master Plan and the Land and Water Connections Study and as one project.**

Qualifications

Qualified bidders must have at least five years of experience developing interpretive master plans that include interpretive experience objectives, programs, exhibits, tours, and materials of a similar nature to that proposed for this project. A summary of capabilities and experience must accompany the proposal, along with a list of references related to such experience and a summary of qualifications for key staff for the project.

Submission of Final Product

1. Submit to SHC and NPS/CHBA staff all elements and activities for feedback and approval throughout the development process, making modifications as appropriate.
2. Final products shall be developed using MS Office programs (Word, PowerPoint, Publisher) and provided in digital and print formats that allow editing and publishing as needed.
3. Final products shall be the property of SHC and NPS/CHBA.

Please submit proposals electronically to: zflaharty@susquehannaheritage.org

Proposals are due no later than **5:00 pm, Friday, July 14, 2017.**

Questions: Contact Paul Nevin, SHC Visitor Services Manager, 717-252-0229, ext.7;
pnevin@susquehannaheritage.org

Online Resources

- www.susquehannaheritage.org
- <http://www.nps.gov/cajo/index.htm>
- <http://smithtrail.net/>

Contract

The contract will be firm fixed price.

Submitting Proposals

Proposals should address:

1. Interpretive Master Plan Process, Content, and Products.
2. Project Management Team Experience, Qualifications and References.
3. Price for Completion of Scope of Work and Products. NOTE: Tasks 7 & 8 are contingent on sufficient funds in the Project Budget. Prices for these tasks can be submitted separately.

For Interpretive Master Plan experience, consultant teams may send hard copy or electronic samples of work, and/or provide access/addresses to websites.