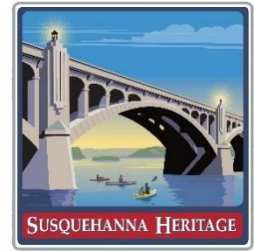


Request for Proposal

Land & Water Connections Study

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 reach of the 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, including regular public tours and local school field trips. An Interpretive Master Plan will also be developed to link the Zimmerman Center's programs with the adjacent Native Lands County Park and the Columbia Crossing River Trails Center across the river.

Project Overview

SHC seeks a consultant team to conduct 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 shall 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 study shall specifically include the financial and operational feasibility of regularly scheduled land and water interpretive shuttle services that will improve visitor readiness, expand visitor programs, and build visitation from outside the region. An initial concept map with potential shuttle service routes is attached.

The sites included on the concept map are for informational purposes only and are not all intended to be destinations or stops for the proposed land and water shuttle service.

The study shall address and make recommendations for the following key areas of focus:

- Routes, destinations, and schedules
- Vehicles and vessels
- Accommodations for onboard interpretation
- Onshore facilities
- Management options
- Capital and operational costs and revenues

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: 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: Site visits with SHC and NPS/CHBA staff to Zimmerman Center for Heritage, Columbia Crossing River Trails Center, and other key locations to familiarize consultant team with existing facilities and infrastructure, local resources, and community history/character.

Task 3: Research, develop, and present assessment and recommendations for the following key elements of the feasibility study:

- System Design - Routes, destinations, schedules, permit/licensing requirements, fares, and branding for land and water shuttle services linking key sites in the River Towns and Lake Clarke areas of the Susquehanna River.
- Modes of Transport – Vehicles and vessels to serve the system design, including navigation issues, safety requirements, equipment types and costs, onboard interpretive accommodations, and transport of bicycles/paddle craft.
- Onshore Facilities – Existing and proposed docks, landings, access paths, and parking areas needed to serve land and water shuttle services, including projected capital costs for improvements.
- Management Structure – Public, non-profit, and business management options for operation of land and water shuttle services, including projected operational costs and revenues for each alternative.

Task 4: Project meetings with SHC and NPS/CHBA staff and key stakeholders to review findings, discuss alternatives, and reach consensus on preferred options for land and water shuttle services.

Task 5: Finalize feasibility study 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 \$10,000-\$12,500. Proposals that exceed this budget range may not be considered, except as part of a comprehensive proposal as outlined below.

Special Note

The Land and Water Connections Study will be developed in concert with an Interpretive Master Plan for the Zimmerman Center, Columbia Crossing, and Native Lands County Park. The consultant team selected for the Land and Water Connections Study is expected to coordinate closely with the consultant team selected for the Interpretive Master Plan 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 Land and Water Connections Study and the Interpretive Master Plan as one project.**

Qualifications

Qualified bidders must have at least five years of experience developing feasibility studies for transportation, recreation, or tourism-related services 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 Zach Flaharty, SHC Visitor Services Assistant, 717-252-0229, ext.1

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. Land and Water Connections Study Process, Content, and Products.
2. Project Management Team Experience, Qualifications and References.
3. Price for Completion of Scope of Work and Products.

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

River Towns/Lake Clarke Area Parks & Trails

1. **East Donegal Riverfront Park**
NW Lancaster County River Trailhead
East Donegal Township
2. **Chickies Rock County Park**
Lancaster County Dept. of Parks & Recreation
3. **Wrightsville Commons Park**
Wrightsville Borough
4. **Columbia Crossing River Trails Center / Columbia River Park**
NW Lancaster County River Trailhead
Susquehanna Heritage/Columbia Borough
5. **Wrightsville Riverfront Park**
Wrightsville Borough, PA Fish & Boat Commission / Brookfield Energy
6. **Wilton Meadows Nature Preserve**
Lancaster County Conservancy
7. **Highpoint Senic Vista & Recreation Area**
York County Dept. of Parks & Recreation
8. **Samuel S. Lewis State Park**
PA Bureau of State Parks
9. **Klimes Run Park**
Native Lands County Park, Trailhead
Brookfield Energy
10. **Native Lands County Park**
York County Dept. of Parks & Recreation
11. **Zimmerman Center for Heritage**
John Smith Trail Visitor Contact Station / Native Lands County Park, trailhead
Susquehanna Heritage
12. **Washington Boro Park**
Manor Township / Brookfield Energy
13. **Blue Rock Heritage Center**
Manor Township / Washington Boro Society for Susquehanna River Heritage
14. **Conejohela Flats Important Birding Area**
Brookfield Energy
15. **Lock 2 Recreation Area**
Brookfield Energy
16. **Enda Low Grade Rail Trail / Turkey Hill Trail**
Manor Township / Lancaster County Conservancy
17. **Creswell Park**
Manor Township
18. **Chestnut Grove Natural Area**
Lancaster County Solid Waste Mgt. Authority

