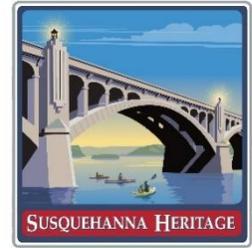


# Request for Proposal

## Land & Water Shuttle Study

### Susquehanna Heritage/Captain John Smith Chesapeake National Historic Trail

January 2018



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 18<sup>th</sup> 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. Designated as America's first-ever water-based National Historic Trail in 2006, the John Smith Chesapeake Trail 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 17<sup>th</sup> 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 the John Smith Chesapeake Trail's route along the Lower Susquehanna River in Pennsylvania and Maryland and to operate the Zimmerman Center as the trail's official Visitor Contact & Passport Station for Pennsylvania. The Zimmerman Center's trail role was publicly announced in August 2016. Initial exhibits and programs related to the trail and its interpretive themes have been developed, including regular public tours and local school field trips. An Interpretive Master Plan is currently being developed with consultants 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 for land and water shuttle services in the River Towns and Lake Clarke areas of the Susquehanna River corridor through Lancaster and York Counties in Pennsylvania. The primary purpose of the study is to assess the financial and operational feasibility of transporting visitors between the Zimmerman Center and Columbia Crossing through a seasonal land and water shuttle service with on-board interpretive programs. This new service is intended to improve visitor readiness, expand visitor programs, and build visitation from outside the region.

The attached concept map shows the primary land and water shuttle routes and destinations to be studied, along with nearby heritage and outdoor recreation sites that could be served by future secondary service.

For the primary service between the Zimmerman Center and Columbia Crossing, the study shall address and make recommendations for the following key areas of focus:

- Routes, schedules, permits, and regulations
- Vehicles, vessels, and other equipment
- Accommodations for onboard interpretation
- Docking and onshore facilities
- Management options, including contract services
- Capital and operational costs and revenues

For future secondary service to other sites, the study shall provide a preliminary assessment of preferred sites, potential routes, and available facilities.

### **Scope of Work**

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

**Task 1:** Project meeting with SHC and NPS/CHBA 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 to the Zimmerman Center, Columbia Crossing, 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 a comprehensive assessment and recommendations for the following elements of the primary shuttle service between the Zimmerman Center and Columbia Crossing:

- System Design - Routes, stops, schedules, permit/licensing requirements, fares, and marketing/branding strategies for the service.
- Modes of Transport – Vehicles and vessels, navigation issues, safety requirements, equipment, and accommodations for onboard interpretive programs and transport of bicycles and paddle craft.
- Onshore Facilities – Existing and proposed docks, landings, access paths, and parking areas.
- Management Structure – Public, non-profit, and private management options, including projected capital and operational costs and revenues for each option and a recommendation for the preferred management structure.

**Task 4:** Develop a preliminary assessment of preferred sites, potential routes, and available facilities for future secondary service to other sites in the area.

**Task 5:** Project meetings with SHC, NPS/CHBA, and other key stakeholders to review findings, discuss alternatives, and reach consensus on a preferred option for management of the primary shuttle service.

**Task 6:** Finalize feasibility study and deliver products in print and digital form to SHC and NPS/CHBA.

### **Project Schedule**

The project shall commence by March 15, 2018 and be completed by June 15, 2018.

### **Project Budget**

The total budget currently available for this project is \$12,500.

## **Special Note**

The Land and Water Shuttle Study will complement an Interpretive Master Plan for the Zimmerman Center, Columbia Crossing, and Native Lands County Park, which is currently underway. The consultant team selected for the Land and Water Shuttle Study is expected to coordinate with the Interpretive Master Plan consultant to ensure that proposed interpretive programs are compatible with and can be offered aboard the proposed shuttle services.

## **Qualifications**

Qualified bidders must have at least five years of experience developing feasibility studies for transportation, recreation, or tourism-related services, preferably 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 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.

**Please submit proposals electronically to: [zflaharty@susquehannaheritage.org](mailto:zflaharty@susquehannaheritage.org)**

**Proposals are due no later than 5:00 pm, Thursday, February 15, 2018.**

**Questions: Contact Zach Flaharty, SHC Visitor Services Assistant, 717-252-0229, ext.1**

## **Online Resources**

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

## **Contract**

The contract will be firm fixed price.

## **Submitting Proposals**

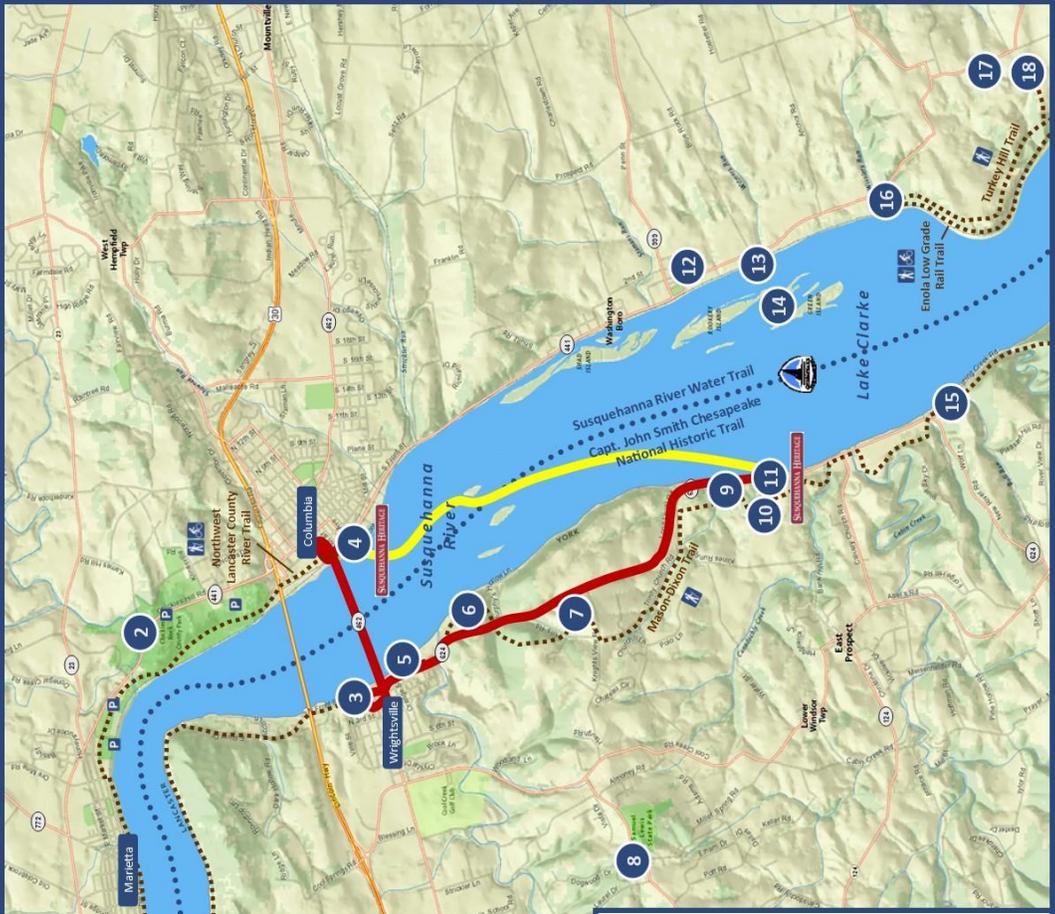
Proposals should address:

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

For documentation of relevant experience, consultant teams may send a 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 Scenic 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 Chesapeake 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. Enola 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



### Susquehanna Heritage Land & Water Shuttle Concept Map

- Primary Land Route
- Primary Water Route
- Hiking / Water Trails
- 1 Parks, Preserves & Trailheads

#### Activities/Services

- Hiking
- Biking
- Paddling
- Picnicking
- Scenic Area/Wildlife Viewing
- Rest Rooms (year-round)
- Parking
- Visitor Information

Scale: One Mile

SUSQUEHANNA HERITAGE