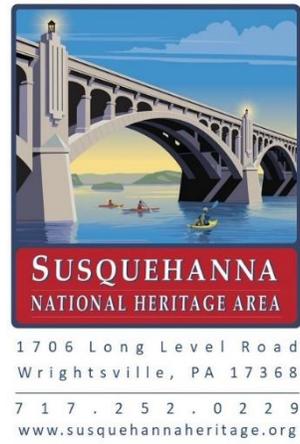


Request for Proposals

National Heritage Area Management Plan

**Susquehanna Heritage Corporation
(d/b/a Susquehanna National Heritage Area)
August 2020**



Background

Susquehanna Heritage Corporation (SHC) d/b/a Susquehanna National Heritage Area is a 501(c)3 non-profit organization and officially designated State and National 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.

We are the management entity for the Susquehanna National Heritage Area (SNHA). We collaborate with local, state and national partners to advance a vision for our region as a national destination for outdoor recreation and cultural discovery. SHC’s work focuses on placemaking that enhances the quality and appeal of York and Lancaster County’s special places and landscapes and tourism development that increases the visibility and readiness of the area as a visitor destination.

On March 12, 2019, S.47, The John D. Dingell, Jr. Conservation, Management, and Recreation Act, a major national conservation bill which included designation of Lancaster and York Counties as the Susquehanna National Heritage Area, was signed into law. It became Public Law 116 – 9. In accordance with such law, SHC is required to prepare and submit a management plan for the National Heritage Area to the U.S. Secretary of the Interior within three years of designation.

The National Park Service (NPS) provides assistance to Heritage Area entities on the development of management plans to ensure that they address all Federal requirements. SHC anticipates working closely with NPS staff based in the Region 1 Office in Philadelphia, PA and the Captain John Smith Chesapeake National Historic Trail in Yorktown, VA. NPS staff will be engaged throughout the process.

Project Overview

SHC seeks a consultant team to develop a National Heritage Area Management Plan (Plan) to provide for the management, preservation, protection, and interpretation of the cultural, historic, and natural resources of the area for the educational and inspirational benefit of current and future generations. The Management Plan should provide guidance to assist SNHA communities, organizations, and citizens in preserving the special historic identity of the region and fostering a close working relationship among all levels of government, the private sector, and local communities. The Management Plan should also strengthen the value of the Susquehanna River as an asset by establishing a network of related cultural, natural, and historic resources, protected landscapes, educational opportunities, and events depicting the landscape of the Susquehanna during significant periods in our nation’s history; and establishing partnerships between SHC and other public and privately owned resources in the NHA that represent strategic alliances and leverage unique interpretive opportunities.

Scope of Work

The selected consultant team shall agree to provide the necessary personnel and equipment to work with SHC , NPS staff, and a Project Advisory Committee to complete the tasks listed below. The Project Advisory Committee will make recommendations and provide key information and materials to the consultant team.

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

- Review scope of work and confirm project deliverables.
- Develop a public involvement strategy to engage partners and stakeholders, including a process for public meetings to gather input for the Plan; meetings with partners, stakeholders, and government entities to gather input for the Plan; scheduling and facilitating public review meetings to present the draft Plan and solicit feedback; and incorporating public comments, stakeholder input, and revisions from NPS, Project Advisory Committee, and SHC.
- Set communication contacts and procedures.
- Develop schedule for stakeholder and Project Advisory Committee involvement, project submittals, and invoice payments.

Task 2: The consultant team will be expected to familiarize themselves with, and gain a broad view and understanding of, the cultural, natural, and historic resources in York and Lancaster Counties. In addition to learning about the entire Heritage Area, the consultant team must visit the Zimmerman Center for Heritage, Columbia Crossing River Trails Center, and other key locations with SHC and NPS staff to become familiar with some of the existing facilities, infrastructure, local resources, and community history/character.

Task 3: Develop “comprehensive policies, strategies, and recommendations for conservation, funding, management, and development of the National Heritage Area consistent with Public Law 116–9 116th Congress (133 STAT. 771-776).

- Conduct meetings with SNHA and NPS staff to discuss and decide on content, then draft, refine, and complete documentation.

Task 4: Develop resource inventories consistent with Public Law 116–9 116th Congress (133 STAT. 771-776). *(Indentation needs fixed for Tasks 4,5,7-can't figure out how to do it.)*

- Utilize existing data as needed to create the inventories. A significant number of plans and extensive documentation related to the National Heritage Area are included as hyperlinks in this RFP under the subheading “Online Resources.”

Task 5: Create an Interpretive Plan consistent with Public Law 116–9 116th Congress (133 STAT. 771-776)

- Incorporate interpretive themes described in the National Heritage Area Designation Feasibility Study Report (Prepared by the Lancaster-York Heritage Region Revised - September 2008).
- Assess and target audiences, develop visitor experience objectives, and create a plan to implement the Interpretive Plan

Task 6: Create a communications plan which builds on the contents of the Management Plan.

- Create a unifying message and public identity for SHC.
- Recommend ways to position SNHA to the public and clarify the differences between SNHA as a place and an organization.

Task 7: National Environmental Policy Act compliance

- Work with NPS and SHC to prepare all necessary environmental documentation. It is anticipated that the Management Plan will qualify for a categorical exclusion. However, such an exclusion will likely need documented and submitted as part of the Management Plan.
- Coordinate with NPS staff to confirm all agency and legislative requirements are sufficiently addressed in the Management Plan.

Task 8: In consultation with SHC, NPS, and the Project Advisory Committee develop recommendations and proposed projects and programs which are prioritized and have associated cost estimates and potential budgets.

Task 9: Provide an assessment of the management entity and its existing resources. Provide recommendations which may include diversifying funding sources and increasing capacity to implement the Management Plan.

Task 10: Draft the Management Plan and coordinate with the NPS Region 1 Office on a schedule and process for review and comment.

Task 11: Finalize the Management Plan and deliver products in print and digital form to SHC and NPS for submission to the U.S. Secretary of the Interior.

Project Schedule

The project shall commence by October 1, 2020 and shall be completed by September 30, 2021.

Project Budget

The initial budget available for this project is \$100,000. However, up to \$50,000 of additional funding may be included (assuming NPS and DCNR funding requests are approved next fiscal year). Proposals that exceed a \$150,000 budget range may not be considered.

Special Notes

1. SHC will give strong preference to consultant teams that offer diversity in their team members, present a community engagement process that is welcoming and inclusive, and propose a planning process that ensures contributions of people of color are heard and addressed. SNHA encourages proposals which include minority-owned businesses, either as lead consultant, contractor, subconsultant, or subcontractor.

2. SHC is a newly designated National Heritage Area, but we've operated as a Pennsylvania Heritage Area since 2001. We can provide background material from our many years of developing successful projects and programs. We also have professional staff, a Board of Directors, and a variety of partners who can provide guidance and expertise on the Plan.

Qualifications

Qualified bidders must be well versed in project management and have significant experience developing management plans, interpretive master plans, and historic preservation plans similar in nature to that which is 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.

Please address:

- What roles and services you may be able to offer, whether for the whole plan or selected components.
- What experience you have with National Heritage Area Management Plans, regional planning, or with specific components such as community engagement and collaboration, conservation, stewardship, historic preservation, community revitalization, tourism development, interpretive plans, business plans, marketing/communications plans, NEPA compliance, or other relevant potential elements to a NHA Management plan.
- What experience your firm and individual team members have with National Heritage Areas, state Heritage Areas, or similar cooperative heritage and large landscape projects such as National Historic Trails, National Recreation Areas, , scenic byways, etc.
- Please send, link, or attach examples of some previous planning products, including any NHA management plans or plan components that you have been instrumental in developing.
- What experience, connections, or familiarity do you have, if any, with the Susquehanna National Heritage Area or the communities within our area? Have you worked with other rural, multi-county initiatives?
- What process might you propose for your engagement with our planning team, and steps toward completing this planning process.

Submission of Final Product

1. Submit to SHC and NPS 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.

Please submit proposals electronically to: jpinkerton@susquehannaheritage.org

Proposals are due no later than 5:00 pm, Friday September 4, 2020.

Questions: Contact Jonathan Pinkerton, 717-252-0229, ext.2, jpinkerton@susquehannaheritage.org or Mark Platts, 717-252-0229 ext. 3, mplatts@susquehannaheritage.org

Online Resources

- Public Law 116–9 116th Congress: <https://www.govinfo.gov/content/pkg/PLAW-116publ9/pdf/PLAW-116publ9.pdf> (133 STAT. 771-776)
- NHA Management Plan guidance by NPS: www.nps.gov/subjects/heritageareas/management-plans.htm
- NEPA Guide for National Heritage Area Management Plans (2013): www.nps.gov/subjects/heritageareas/upload/NHA-NEPA-Guidance_4-15-13-FINAL-2.pdf
- 2008 National Heritage Area Designation Feasibility Study Report: www.susquehannaheritage.org/wp-content/uploads/2016/08/SGNHA%20Feasibility%20Study%20Report%202008.pdf
- Lancaster-York Heritage Area Management Action Plan (2001): www.susquehannaheritage.org/wp-content/uploads/2016/11/LYHR-Management-Action-Plan-2001.pdf
- Lower Susquehanna Heritage Area Feasibility Study (1999): www.susquehannaheritage.org/wp-content/uploads/2016/08/LSHA%20FeasibilityStudy%201999.pdf
- SNHA website: www.susquehannaheritage.org

- Susquehanna Riverlands website: <http://susquehannariverlands.com/>

Contract

The contract will be firm fixed price.

Submitting Proposals

Proposals should address:

1. Process for developing the National Heritage Area Management Plan and its contents.
2. Project schedule which identifies key milestones in the planning process.
3. Project Management Team experience, qualifications and references. In order to address Management Team experience, bidders may send hard copy or electronic samples of work, and/or provide access/addresses to websites.
4. Price for completion of scope of work and products.