



Susquehanna
River
Water Trails

REQUEST FOR PROPOSALS

April 16, 2024

Requested For:

**SUSQUEHANNA RIVER WATER TRAIL
WAYFINDING PROGRAM - PHASE II**

Requested By:

SUSQUEHANNA GREENWAY PARTNERSHIP



www.susquehannagreenway.org



info@susquehannagreenway.org



570-478-0178

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NOTICE TO BIDDERS

April 16, 2024



April 16th, 2024

The Susquehanna Greenway Partnership (SGP) is requesting proposals for the Susquehanna River Water Trail Wayfinding Program – Phase II Pilot. Proposals shall be submitted electronically via email or via a pre-approved document sharing program by **Thursday, May 16th, 2024**. Proposals will be reviewed on **Monday, May 20th, 2024** by the SGP staff and board of directors.

All bids shall remain firm in price for 60 days after the date of the bid review.

A pre-bid conference will be held on **Friday May 10th, 2024**. This meeting will take place virtually. All interested bidding parties must register with SGP via the online form to obtain the link to join the meeting no later than **Wednesday, May 8th, 2024**. Attendance at the virtual meeting is not mandatory, but highly encouraged for those submitting a proposal.

To ensure that your bid is responsive, bidders are encouraged to request clarification or guidance on any issues involving this solicitation before the submission of your proposal. Requests should be submitted via the online form, or emails to the SGP contact listed below. Answers will be made available on the Susquehanna Greenway website under this request for proposal's page. See website link and QR code below.

The Susquehanna Greenway Partnership reserves the right to accept or reject any or all proposals, or to accept any part of a proposal without accepting the whole thereof, or to accept such proposal as they deem to be in the best interest of the organization and project.

Contact: info@susquehannagreenway.org

Website Link:

<https://susquehannagreenway.org/open-rfps/>



RFP Timeline:

- Tuesday, April 16th, 2024: RFP becomes available to vendors
- Friday, May 10th, 2024: Vendor pre-bid conference
- Thursday, May 16th, 2024: Proposals are due to SGP
- Monday, May 20th, 2024: SGP vendor selection
- Wednesday, June 5th, 2024: Contract(s) delivered (estimated)

PROJECT INTRODUCTION

April 16, 2024



Introduction

The goal of the Susquehanna River Water Trail Wayfinding Program (Wayfinding Program) is to unify the four sections of the Susquehanna River Water Trail in Pennsylvania under one cohesive wayfinding system, communicate the assets and hazards of the water trail consistently across sections, and create an appealing and intuitive paddling experience.

The Wayfinding Program has been split into three phases for ease of implementation and replication by the water trail managers of the Susquehanna River Water Trail. Phase I was completed in 2023 with the production of the “Susquehanna River Water Trail Branding and Wayfinding Guide” (Wayfinding Guide). The Wayfinding Guide details the logos, brand, and identity of the trail, as well as includes a signage suite, preliminary construction and engineering drawings, and sample location plans for wayfinding along the water trail.

Phase II will:

1. Transition the Wayfinding Guide (produced in Phase I) into implementable wayfinding location plans for all public access sites (boat launches) based on site conditions and signage needs along the West and North Branches.
2. Transition the Wayfinding Guide into implementable wayfinding location plans for known hazards (low-head dams) along the West and North Branches to improve user knowledge and safety.
3. Identify signage opportunities between access sites at landmarks, points of interest, and/or vehicular routes to provide information between access sites and ensure continuity of experience.
4. Utilize the wayfinding guide to design and finalize all signage content based on the individual location plans. The goal is to prepare a design file for fabrication.
5. Determine final engineering specs and material costs for each signage type detailed in the Wayfinding Guide. Preliminary engineering plans and associated costs are detailed within the Wayfinding Guide.
6. Create a comprehensive wayfinding map to encapsulate Wayfinding along the West and North Branches.

Phase II – Pilot will be completed within a 12-month time period during 2024-2025. The procedures and findings of Phase II will be shared with the remaining two Pennsylvania sections of the Susquehanna River Water Trail to aid in their future facilitation of Phase II. The products of Phase II will produce ‘shovel-ready’ plans to arm the water trail managers and site owners with the needed information and designs to move to fabrication and installation within Phase III. Phase III will follow the completion of Phase II; therefore, it is not included in this request for proposals.

SGP’s staff will support the selected consultant through information sharing, site visits, photo and video inventories of public access sites, and trail information and background to remain mindful of the budget.

SCOPE OF WORK

April 16, 2024



The Susquehanna River Water Trail Wayfinding Program – Phase II

The components of Phase II Scope of Work are:

- Complete virtual discovery via Google Maps, GIS, or a similar program for each access site and its known hazards to inform in-person site visits.
- Complete virtual discovery via Google Maps, GIS, or a similar program to identify wayfinding opportunities between access sites. These locations could include driving routes between accesses, bridges, portages, publicly maintained sites that may hold opportunities for mile markers, and tributaries that connect into the water trail (signage at their last access site before entering the Susquehanna River Water Trail).
- Collaborate with SGP to plan in-person site visits to confirm information identified within ‘discovery,’ and gather images and video to inform wayfinding location plans.
 - SGP to conduct all site visits; gathered information will be shared.
- Utilize the Wayfinding Guide to construct intra-access location plans for wayfinding at all publicly managed water trail access sites and known hazards along the West Branch and North Branch.
- Utilize the Wayfinding Guide to construct inter-access location plans for wayfinding between access sites.
- Graphically update and finalize all signage based on the site’s location plans. Bring signage to a fabrication point for Phase III.
- Design six (6) [3 per water trail] informational kiosk’s flex panel for confirmation of concept. The consultant will work with SGP to determine content based on the site’s needs. Flex panels could include interpretive panels, community boards, or a combination of the two.
 - Refer to project background for an explanation of ‘flex space’.
- Map all information creating a comprehensive tool for implementation and outreach in Phase II’s public input process and Phase III’s implementation.
- Finalize engineering plans and fabrication needs for all sign types.
 - Preliminary engineering plans are included in the Wayfinding Guide.
- Finalize cost estimates for each sign type based on engineering and fabrication plans.
- Build consensus through public and stakeholder input of location plans.

Phase III of the Wayfinding Program will follow Phase II. Phase III will focus on the fabrication and installation of the location plans along each section of the water trail.

Phase III is not included as part of this RFP; however, the goal is to get the signage suites as close as possible to ‘shovel-ready’.

SGP Responsibilities Include:

1. Serve as the Project Sponsor for Phase II.
2. Conduct an introductory presentation on the Susquehanna River Water Trail, the West Branch, and the North Branch. SGP will supply images, background, and outline future goals of the water trail.
3. Supply an electronic version of the Susquehanna River Water Trail Wayfinding Branding & Wayfinding Guide.
4. Provide static (water trail maps & guide; electronic version) and interactive maps (Susquehanna Greenway interactive map) of the Susquehanna River Water Trail – West Branch and North Branch for use in confirming the access network.
5. Furnish a master list of the public access sites and known hazards along the Susquehanna River Water Trail – West Branch and North Branch. The master list will include site name, GPS coordinates, address (if assigned), site owner, and last known site and signage conditions.
6. Conduct all in-person site visits for the Susquehanna River Water Trail – West Branch’s access network, known hazards, and inter-access signage opportunities. Activities will include a photo inventory; video inventory may also be available and will be determined in coordination with the selected consultant.
7. Conduct (Lower) and coordinate (Upper) in-person site visits for the North Branch’s access network, known hazards, and inter-access signage opportunities. Activities will include a photo inventory; video inventory may also be available and will be determined in coordination with the selected consultant.
8. Supply Adobe Illustrator master files for all signage types.
9. Collaborate with consultant to identify content for the six (6) water trail kiosk flex panels [three (3) for the West Branch and three (3) for the North Branch] based on site needs, water trail manager needs, and historic/interpretive opportunities.
10. Facilitate the project steering committee’s formation, management, and communications. The Steering Committee’s role will be to provide input, feedback, and project guidance at strategic points within the project’s timeline and schedule. SGP anticipates 2-3 meetings of the steering committee [start, mid-point, and end].
11. Make recommendations and host key stakeholder interviews. SGP anticipates the Department of Conservation & Natural Resources, Pennsylvania Fish & Boat Commission, and the Pennsylvania Water Trails Partnership Program as state-level stakeholders. Local stakeholders will be identified during the project and may include access site owners and water trail partners. Consultant will support interviews by providing relevant information and map resources.

Deliverables:

1. An electronic draft report that is graphically rich, free of unnecessary jargon, and logically organized with a summarization of findings, maps, photographs, contextual illustrations, engineering and technical drawings, and cost estimates for review by project sponsor.
2. Mapping files to be delivered electronically.
3. Final design files for all signage created for location plans. Format to be compatible with Adobe Illustrator, or similar program.
4. Final Report in electronic format. Final report to be delivered in its highest design file (if created in Adobe Suite) and in a PDF sharable form.

Deliverables must be grammatically correct and free from typographical errors. Payment is contingent upon the quality and acceptability of the deliverables.

Timeframe:

The project timeline will be in 12 months spanning 2024 -2025. This project is being supported by two grants and must adhere to contracted grant timelines.

Budget:

Not to exceed \$60,000. Funding is contingent on final grant contracting.

Please send completed proposals to:

The Susquehanna Greenway Partnership
info@susquehannagreenway.org

Please send questions to:

– Submission form at <https://susquehannagreenway.org/open-rfps/>

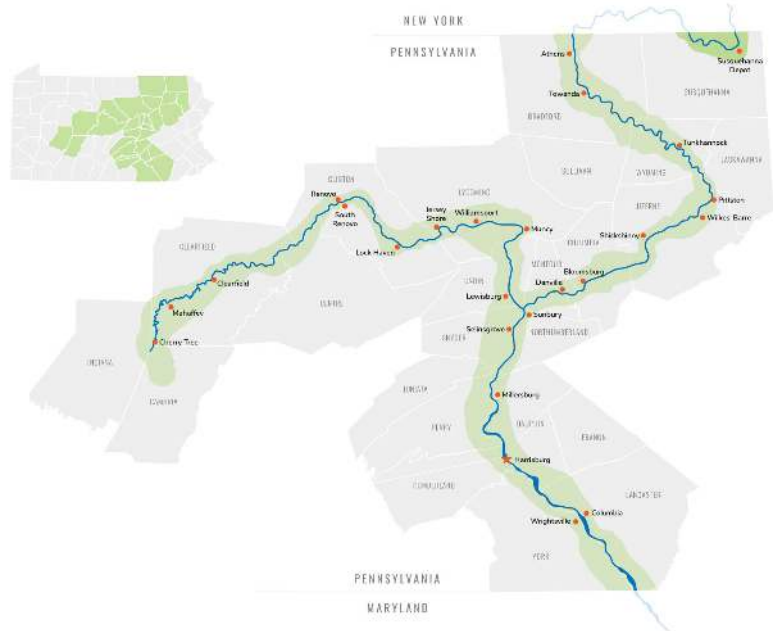
PROJECT BACKGROUND

April 16, 2024

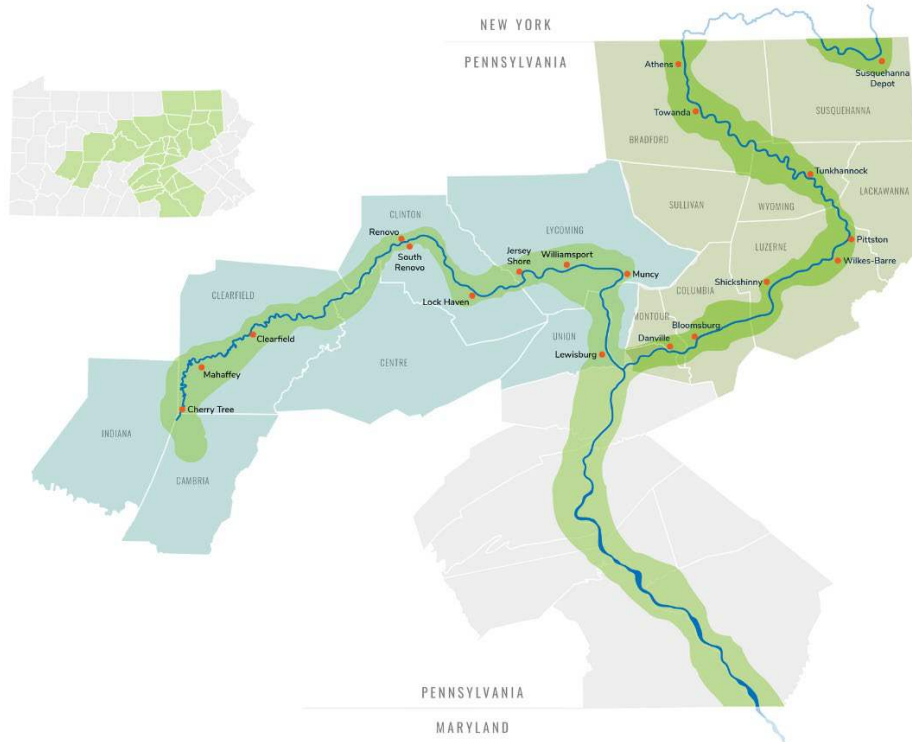


Project Background

The Susquehanna River Water Trail (Water Trail) is an evolving network of boat launches, canoe accesses, camping areas, river town communities, and conserved public lands that provide recreational access to the Susquehanna River. The Water Trail offers on-water routes suitable for canoes, kayaks, and small motorized watercrafts. The Pennsylvania portion of the Water Trail runs from the New York state line to the Maryland state line and includes the West Branch. In all, this state designated Water Trail, traverses roughly 519 miles of waterway in PA.



Phase II of the Wayfinding Program will focus on two sections of the larger water trail: the 228-mile West Branch and the 181-mile North Branch. The Susquehanna Greenway Partnership (SGP) serves as the state designated water trail manager for the West Branch and will serve as the main point of contact for that trail. SGP co-manages the North Branch with the Endless Mountains Heritage Region (EMHR). SGP will serve as the main point of contact for that trail and will coordinate with EMHR on scope of work items.



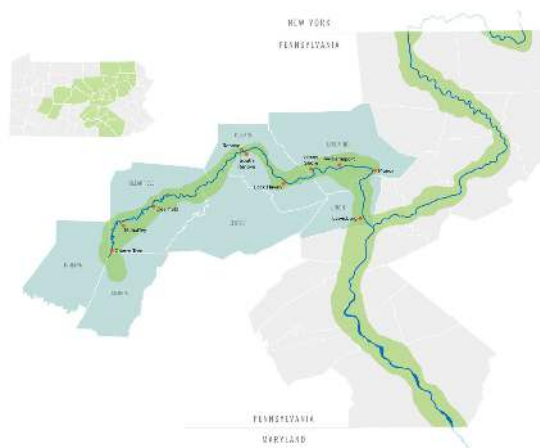
Background on the Water Trails

West Branch

Number of public access sites: 37
Number of portage sites: 2
Number of known hazards: 4

Length: 228 miles

Start: Cherry Tree, PA - Indiana County
Finish: Northumberland, PA -
Northumberland County



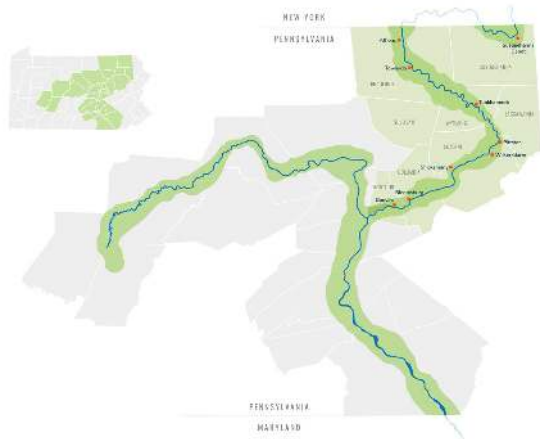
The West Branch of the Susquehanna River is characterized as the most ‘wild’ portion of the water trail thanks, in part, to the network of conserved state forests, game lands, and state parks along the middle portion of the water trail. The lower portion of the West Branch becomes more urban as it passes population centers such as Lock Haven, Williamsport, and Lewisburg. Access sites on the upper portion of the trail are concentrated around population centers, but still embrace their rural nature. The West Branch contains four (4) known hazards in the form of river-wide, low-head dams.

North Branch

Number of public access sites: 50
Number of known hazards: 0

Length: 181 miles

Start: Lanesboro, PA - Susquehanna
County
Finish: Northumberland, PA -
Northumberland County

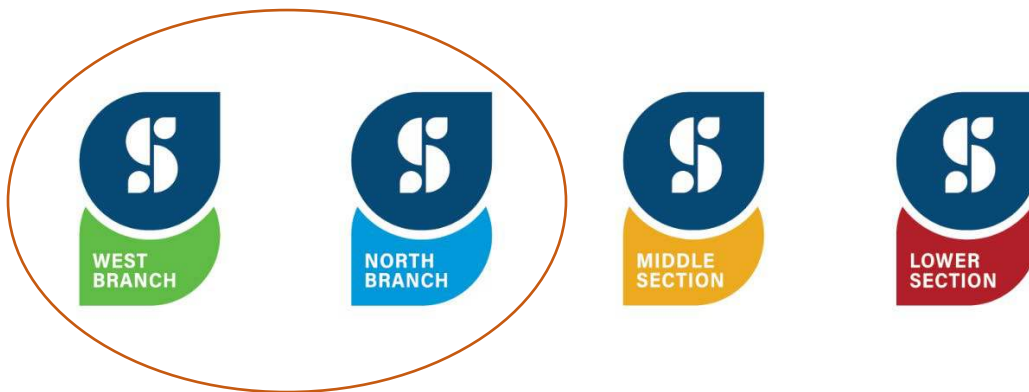


This stretch of the river is characterized by rolling meadows, forests, and crop land set amidst seemingly endless mountains. About half of the area is within the Endless Mountains Heritage Region. The North Branch of the Susquehanna River also flows from New York into Pennsylvania briefly at the ‘Great Bend’ in Susquehanna County, then back into New York before reentering Pennsylvania and flowing to Sunbury where it joins the West Branch.

Despite the Water Trail being in existence for roughly 18 years, a coordinated wayfinding and branding system was not developed until 2023. The results of this deficiency have been 1) the water trail lacks a unified and consistent brand across the four sections; 2) needed wayfinding, location aids, and safety signage are missing from most of the water trail making navigation difficult for users, and 3) the signage that has been installed over the years lacks consistency between the sections and is out of date due to recent updates to the network. The resulting wayfinding landscape creates barriers to on-water recreation, negatively impacts user safety, and diminishes the user’s experience.

Phase I of the Wayfinding Program was completed in 2023 and rectified the first deficiency. In addition to the production of a logo, sub-logos, and branding plan, Phase I also produced a Wayfinding Guide for the entire Susquehanna River Water Trail.

The logo suite is set up in a hierarchy. The full trail (including all four sections) operates under the main system logo. Underneath the system logo are the individual section logos. These section logos are color coded to help delineate each section from one another while still providing uniformity of experience. Phase II will focus on, and utilize, the West and North Branch logos and brands. These two sections were chosen as pilots to keep the project within a manageable timeframe and budget.



Background on the Signage Suite

From the logo and brand, a suite of signage was produced for the water trail. The signage was designed to utilize the sub-logos and brands, specifically focusing on color coding to visually delineate sections along the water trail and at transition points.

Signage Menu

Signage from Land



Signage from Water

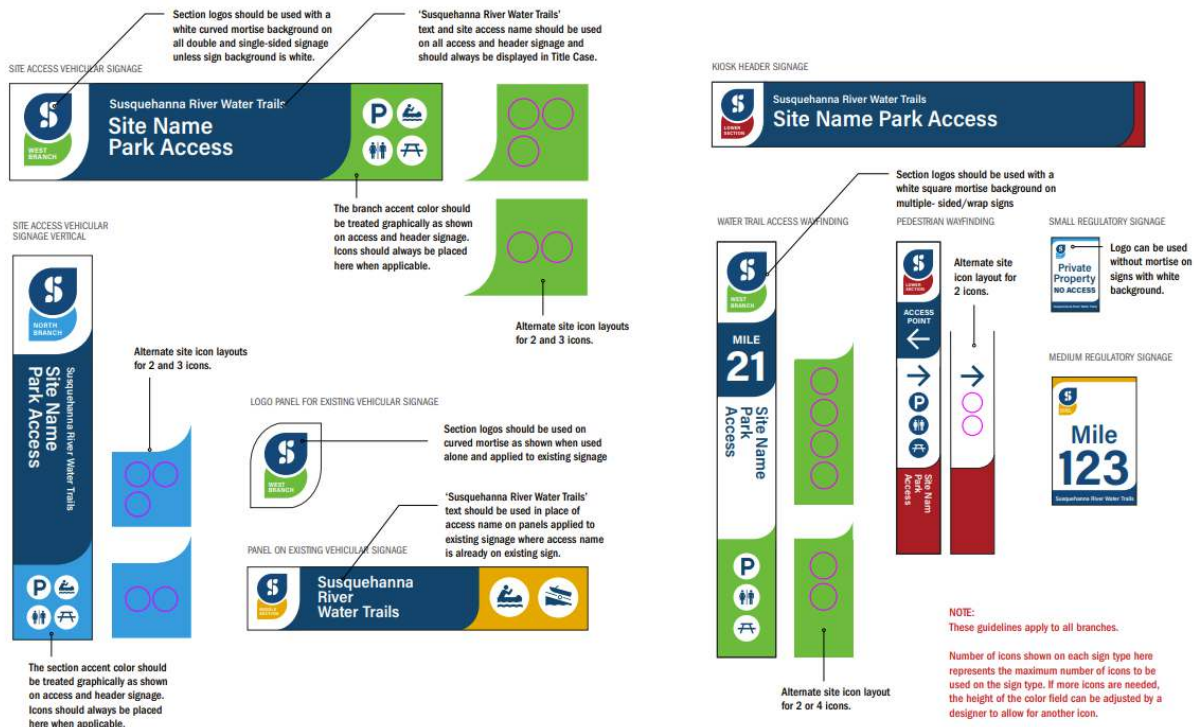


In addition to the color coding, several design options were provided for specific sign types. These options afford a level of flexibility for implementation based on the existing conditions, available amenities, and aesthetic qualities of each access site. These criteria and more will be evaluated as part of Phase II to determine the best suite of signage for each site.



The signage suite within the Wayfinding Plan remains high-level. Content outlines are provided for each signage type. However, site specific content was not incorporated. Phase II would design all the sign content based on the recommended signage suite of the location plans. This would equate to a site-specific package of all designed signs. The goal is to prepare files for fabrication in Phase III.

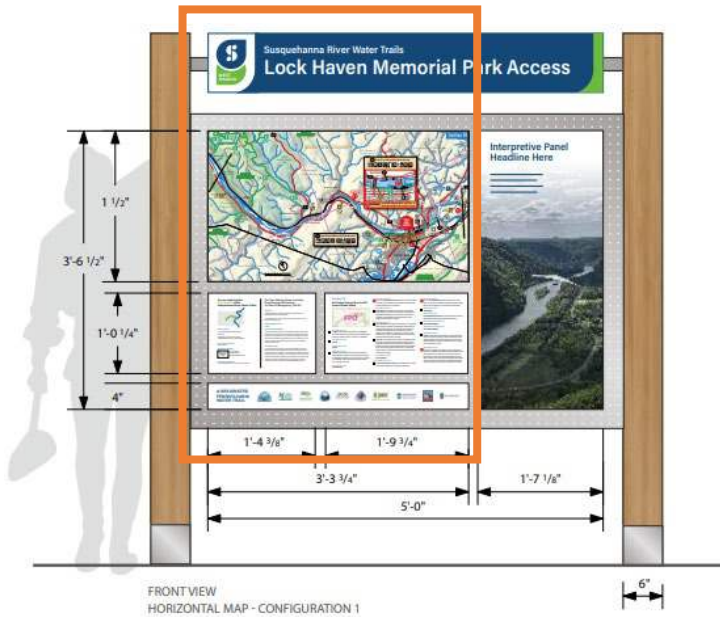
Content elements such as icons, logos, and adobe design files for each of the sign types will be provided to the vendor to facilitate this scope of work item. Most sign designs will entail updates to the signs' fixed content elements such as the site's name, amenity icons, mile marker, and section logo. Regulatory and hazard signage may include more intentional design tasks to be discussed with SGP.



When designing the informational site kiosks, focus will remain on fixed elements of the design for all access sites. Items such as the fixed header, map panels [maps are already designed], map informational panel, quick reference material, and partner panel will be the focus of efforts.

As detailed within the Wayfinding Plan, each kiosk design includes a 'flex space'. This space can be configured in a variety of ways to suit the needs of the site, landowner, and/or water trail manager. This scope of work requires the design of three (3) flex spaces per trail [six (6) total] to provide 'proof of concept' and address existing navigation challenges along the water trail. SGP will work with the vendor to select these kiosks and assist in the coordination of information for the purposes of this task. The remaining 'flex spaces' for informational kiosks will be left undesignated.

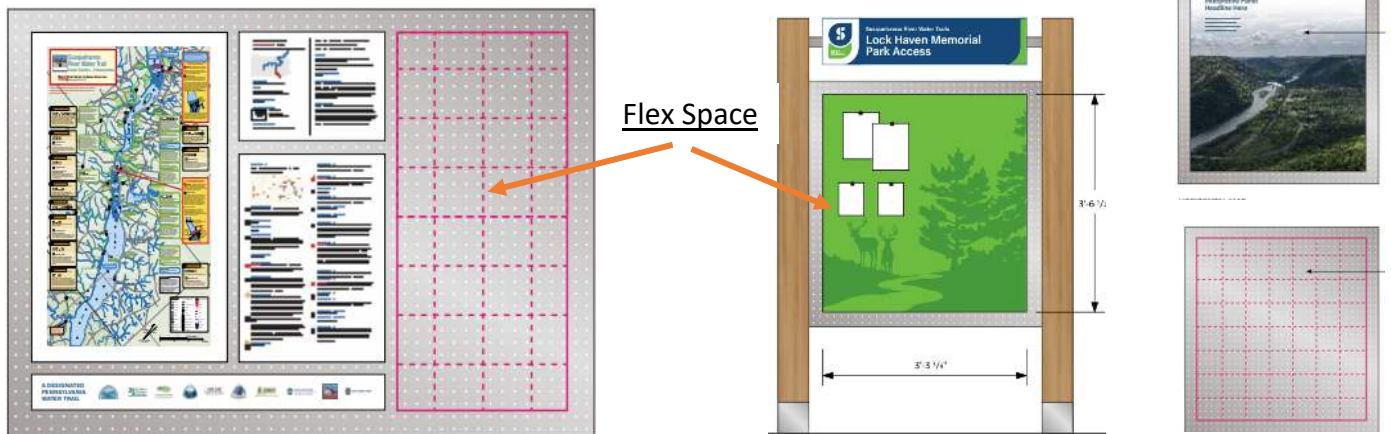
Fixed Elements



Fixed Elements



Kiosk Flex Space



Background on the Location Plans

Consultants will prepare a course of action for visually cataloging and representing wayfinding recommendations inter-access (between access sites) and intra-access (within access sites) to provide a comprehensive picture of wayfinding needs and opportunities along each water trail. Recommendations should be based on Discovery, gathered site data, user needs, and signage type. A set of example location plans were drafted within the Wayfinding Guide to illustrate this concept; a sample of these is located on the next page.

SGP will collaborate with the consultant to determine a course of action for the location plans. Outputs may, or may not, follow the graphic format of those that were included

within the Wayfinding Plan. Alternate means could include GIS representations. Please note within your proposal if you have an alternative plan of action and how you plan to represent that information to stakeholders.

Example Intra-access Location Plans from the Wayfinding Guide

Hand Carry Access
Baker Run

Thumbnail images for all Access and Kiosks sign types are for general sign type reference. The version shown does NOT represent the style recommendation. Messages are generic. Red arrows indicate message side of certain signs.



A. Site Access Sign



B. Kiosk



C. River Wayfinding Sign



D. Pedestrian Wayfinding (opt.)

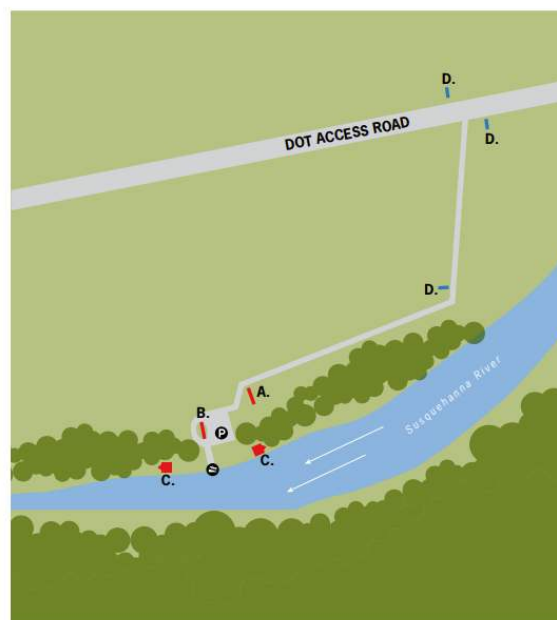


E. Regulation Sign on Tree



Boat Launch
Direct to/from
DOT Road
Test Track

Thumbnail images for all Access and Kiosks sign types are for general sign type reference. The version shown does NOT represent the style recommendation. Messages are generic. Red arrows indicate message side of certain signs.



A. Site Access Sign



B. Kiosk



C. River Wayfinding Sign

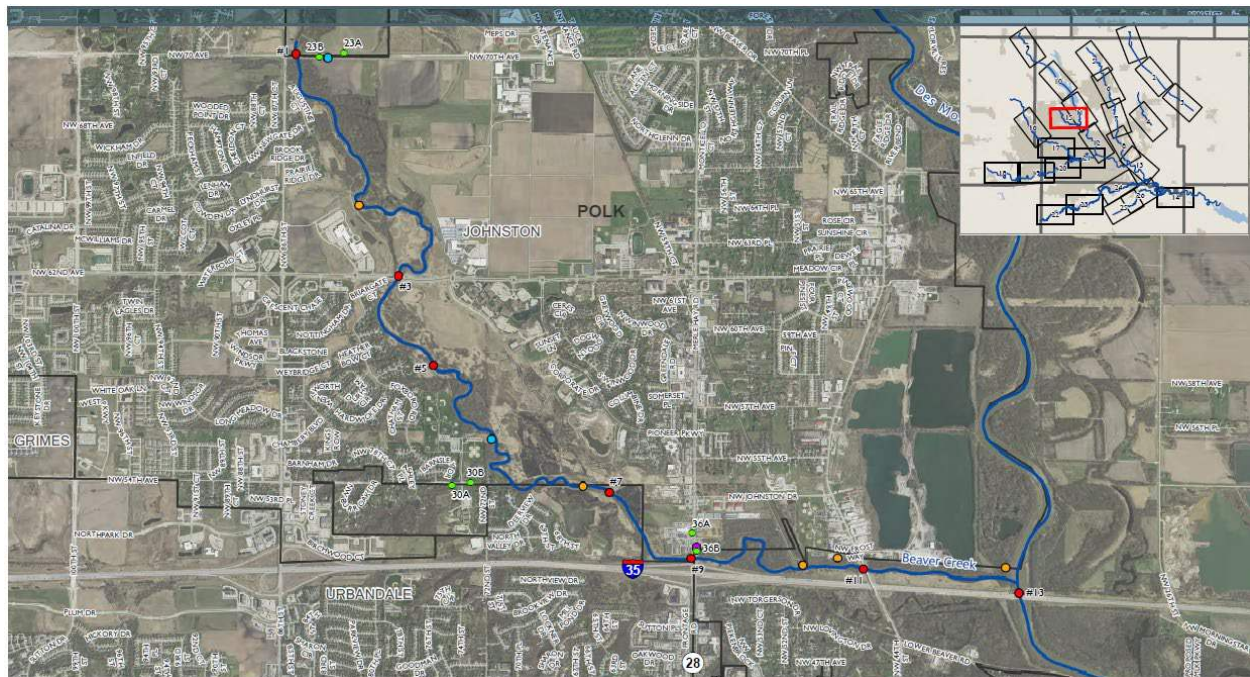
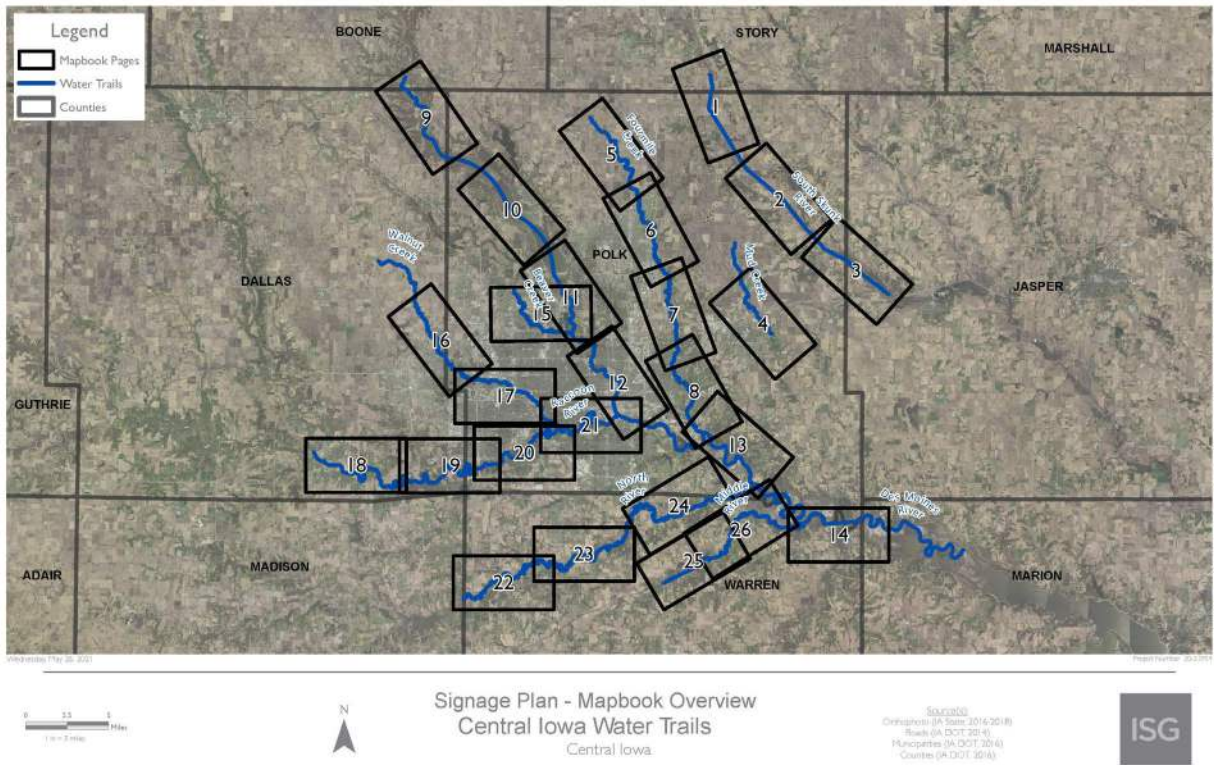


D. TODS Boat Launch Directionals

Requires PENNDOT Approval for signs in DOT right-of-way Approval requested by Managing Entity.



Example of Inter-access Location Plan from Iowa Water Trails



PROPOSAL INFORMATION & INSTRUCTIONS

April 16, 2024

Proposal Package

Complete bidding documents are available at no cost on the SGP's website (susquehannagreenway.org/open-rfps/). Bidders who are working from an RFP package obtained from any other source are encouraged to cross reference the package on the SGP website for updates. SGP assumes no responsibility for a proposal's errors, omissions, or misinterpretations resulting from a Bidder's use of an incomplete RFP package.

Examination of Proposal

Bidders shall carefully examine all documents in the RFP to obtain knowledge of existing conditions, limitations, and requirements. Failure to examine the documents will not relieve the Bidder of responsibility, nor will extra payment or change order requests be considered for conditions which could have been determined by examining the RFP.

Proposals will be considered as conclusive evidence of complete examination and understanding of the terms and conditions of the proposal documents including the specifications and all requirements of the RFP. It is understood that submission of a proposal indicates full acceptance by the parties submitting the proposal. Furthermore, by submitting a proposal the Bidder waives the right to claims for additional time or monetary compensation for all work without limit required to complete the contract which could have been obtained by the Bidder through examination of all documents or raising a question regarding requirements prior to submitting a proposal.

Preparation of Proposal

The SGP shall not be responsible for any costs associated with the preparation or submittal of any proposal. All costs are entirely the responsibility of the Bidder.

Communications

All questions regarding this proposal that require a more detailed or complex reply, require an answer that may affect responses to this RFP, or may be prejudicial to other prospective Bidders, should be submitted via the electronic [question form on the SGP website](#). Answers will be issued via an addendum and will be available on the SGP website (susquehannagreenway.org/open-rfps/). Questions must be received no later than Friday, May 10, 2024, 5:00 P.M. EST.

Addenda/Amendments to Proposal

All changes in connection with this proposal will be issued by the SGP in the form of a written addendum. All addenda will be posted on the SGP website at least seven (7) days prior to the deadline for RFP submissions. It is the Bidder's responsibility to check the website and ensure they have all applicable addenda prior to proposal submission.

Assurance

Bidder assures to identify any contracts within the last five (5) years in which there have been issues, questions or claims regarding performance or payment, and all litigation of any kind in which the Bidder has been involved.

Important Dates

The following lists important events and deadlines regarding the RFP.

Issue Date	April 16 th , 2024
Pre-bid Conference	May 10 th , 2024
Final Date for Written Questions	May 10 th , 2024
Deadline for Submitting Proposals	May 16 th , 2024

Submission of Proposals

Proposals shall be submitted electronically to the info@susquehannagreenway.org email address no later than Thursday, May 16th, 2024, 5:00 P.M. EST. Please name your documents with your firm's name and "Wayfinding Phase II Proposal (example: Good Firm; Wayfinding Phase II Proposal) The Bidder warrants the proposal price(s), terms and conditions stated in his/her proposal shall be firm for a period of 60 days from the date of the proposal submission.

Modifications/Withdrawal of Proposals

Proposals may be modified or withdrawn prior to the submittal deadline. Requests for withdrawals or modifications of proposals received after the proposal submittal deadline will not be considered except as otherwise provided in the following paragraph. Bidders desiring to modify or withdraw their proposal, must submit the purpose for modification or withdrawal in writing to the SGP Executive Director prior to the submittal deadline. Bidders may resubmit proposals provided it is prior to the scheduled submittal deadline.

After proposal opening, the SGP Executive Director may allow a Bidder to modify or withdraw its proposal without prejudice if clear and convincing evidence supports the existence of a material and substantial error, an unintentional arithmetical error, or an unintentional omission of a substantial quantity of work, labor, material, or services made directly in the compilation of the proposal. Requests to modify or withdraw the proposal must be made in writing to the Executive Director via the info@susquehannagreenway.org email within two (2) business days after the proposal deadline.

Evaluation of Proposals

Proposals will be evaluated in accordance with the required scope of work as listed in this RFP. At the SGP's discretion, a proposal may be eliminated from consideration for failure to comply with any required specification, depending on the nature and extent of noncompliance. In addition to meeting mandated specifications, proposals will be evaluated for the ability of the Bidder to provide, in the SGP's opinion, the best overall solution to meet the SGP's objectives.

Accepted proposals will be reviewed by an evaluation team and scored against the stated criteria. This scoring will determine the ranking of proposers based upon their written proposals.

Rejection or Disqualification of Proposals

A proposal that is incomplete, obscure, conditioned, or contains additions not called for or irregularities of any kind, (including alterations or erasures), which are not initialed, may be rejected as non-conforming.

The SGP reserves the right to waive a proposal's minor irregularities if rectified by the Bidder within three (3) business days of the SGP's issuance of a written notice of such irregularities. The SGP reserves the right to disqualify proposals, before or after opening, upon evidence of collusion with intent to defraud or other illegal practices upon the part of the Bidder. Issuance of this RFP in no way constitutes a commitment by SGP to award a contract. SGP reserves the right to accept or reject, in whole or part, all proposals submitted and/or cancel this solicitation if it is determined to be in SGP's best interest.

Award of Proposals

Award of any proposal is contingent upon available grant funds from the Department of Conservation and Natural Resources & the Pennsylvania Fish and Boat Commission.

SGP will award the contract(s) to the most responsible, responsive Bidder who meets all terms, conditions, and specifications of the RFP, within 60 days of the proposal deadline.

Submitted proposals shall remain valid during this 60-day period. SGP reserves the right, in its sole and absolute discretion, to accept or reject any and all proposals or parts thereof, or to accept such proposal as they deem to be in the best interest of the SGP. An official letter of acceptance will be forwarded by the SGP to the successful Bidder after proposal selection and prior to contract award.