

**York County Economic Alliance
144 Roosevelt Avenue
York, PA 17401**

**REQUEST FOR PROPOSALS
Trail Towns Strategic Plan**

Proposals must be received by 4:00 p.m. on January 1, 2020.

The York County Economic Alliance (YCEA) seeks proposals to create a strategic plan for the development of a Trail Towns program including at least 5 communities along the York Heritage Rail Trail in York County. The plan should be the result of engagement with each community, including elected officials, staff, volunteers, and residents; auditing of existing and potential resources in each community; consideration of trail-wide initiatives to support economic development and small business growth; and be based on best practices for the development of trail towns. A steering committee composed of YCEA, York County Rail Trail Authority, Explore York, County of York, and the partner communities will work with the consultant to advise and inform the plan's development.

Project Description

YCEA is requesting proposals to develop a strategic plan for a proposed Trail Towns program:

- The consultant will be familiar with strategic planning for nature-based tourism, marketing to tourists, and compatible economic development. The ideal consultant will have experience working with non-profit organizations and municipalities to development trail town and/or river town plans and programs.
- The consultant will conduct extensive outreach to community stakeholders, including but not limited to elected officials, municipal staff, non-profit organizations, volunteer groups, trail users, business owners, potential investors and funders to gather input for the development of the plan.
- The consultant will assess each community for existing resources, gaps in services, and potential implementation projects.
- The consultant will advise YCEA on communications strategies and content related to the Trail Towns program and trail towns best practices.
- The scope and budget may be adjusted to allow the consultant to support early implementation projects identified in the course of the planning process. Any such changes will be mutually agreed upon with the consultant.
- The final deliverable is a strategic plan for the implementation of a Trail Towns program in at least 5 communities along the York Heritage Rail Trail.

Submittal Requirements

Respondents to this Request for Proposals must prepare their responses to the following information. One PDF submission of the proposal is required.

1. Name of firm, address, telephone number, email address, name and title of contact person, name and officers in the company.
2. Please provide a brief overview of your firm and a listing of your firm's most comparable, completed contracts undertaken in the last five (5) years. Describe your experience with strategic planning for organizations engaged with trail/river towns, outdoor recreation programming, economic development, and/or heritage tourism activities Please list references related to this experience.
3. Describe your firm's proposed approach for this project, including a timeline for project completion. Please include items such as organization of planning process, staffing, communication with YCEA, final product and time schedule.

4. Describe your experience and familiarity with the York County and the York Heritage Rail Trail.
5. Include a fee schedule that includes all work items in the Project Description.
6. Explain any suggested additions to the required scope of work and, if applicable, updated cost estimates for the additional work.

Evaluation Criteria

1. Background and demonstrated experience of the firm serving as consultant and demonstrated performance of the individuals proposed by the firm to perform services.
2. How well the firm/consultant understands the nature of the work and the approach proposed to provide the services required to best serve the YCEA and its agents.
3. The quality of the proposal and work plan.
4. Ability to develop an innovative but implementable strategic plan.

Selection Process

The YCEA reserves the right to reject any or all proposals.

One PDF copy of the proposal and project qualification documents for the project described herein must be delivered to:

Silas Chamberlin
Vice President, Economic & Community Development
York County Economic Alliance
schamberlin@yceapa.org

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After selection of a consultant, YCEA will negotiate a contract with the selected consultant to determine a final scope of services and costs. It is the desire of YCEA to have work completed on or before October 1, 2016.

Questions may be directed to Silas Chamberlin, 717-718-7850 or schamberlin@yceapa.org.