



**REQUEST FOR PROPOSALS**

FOR PLANNING AND DESIGN OF WAYFINDING  
SIGNAGE ALONG TRAILS IN YORK COUNTY, PA

## **Calendar of Events**

February 28, 2023: RFP publicly posted

April 11, 2023, at 4 PM: deadline for proposal submission

April 28, 2023: estimated date of proposal selection

## **Invitation**

The York County Economic Alliance (YCEA) seeks responses to this Request for Proposals (RFP) from qualified urban planning, engineering, wayfinding, trail development, and/or architecture firms interested in completing a plan and designs for signage and maps in the 7-community York County Trail Towns.

As outlined in Section 2, responses to this RFP will be received by the YCEA as a PDF by email to [bsalyards@yceapa.org](mailto:bsalyards@yceapa.org).

## **Section 1: Introduction and Background**

The YCEA oversees a 7-community Trail Towns program (<https://yorkcountytrailtowns.com/>), which includes 5 communities along the York County Heritage Rail Trail, and two communities along other recreation assets.

Each community in the Trail Towns program works through an “action team” of trail users, municipal officials, businesses, and other stakeholders to develop a set of shared goals that will improve the trail user experience in their community.

A reoccurring priority goal for each Trail Town Action Team is establishing signage and improved wayfinding to better connect or inform the recreational users of the communities of the amenities each town features.

The York County Heritage Rail Trail is anchored by the City of York to the north and New Freedom borough, a growing community, to the south. The City of York is the county seat and the most diverse community along the trail, with an established Business Improvement District (see more at <https://www.downtownyorkpa.com/>). New Freedom has seen growth in development, where the borough is becoming a destination for both residents and visitors. Located between the two communities are Seven Valleys, Railroad, and Glen Rock boroughs – with a cumulative population of just under 3,000 – each of them hosting their own charm as attractive destinations along the trail.

In the southwestern part of the county is our second largest community, Hanover Borough, with a population over 15,000 residents. The downtown has a mix of retail, commercial office, restaurants, and residential—centered on a town square. For more about downtown Hanover, visit: <https://mainstreethanover.org/>. Recreational amenities in the Hanover area include Codorus State Park, Longarm Reservoir, and the Hanover Trolley Trail – currently under 2 miles long with the planned development of 16 miles (<https://tinyurl.com/HTTBrochure>).

In eastern York County, along the Susquehanna River sits Wrightsville Borough with a population of over 2,300. The main arteries, Front and Hellam Streets, feature a locally owned grocery store, a bike shop, pizza shops, one of York County’s premier restaurants, and

entertainment venues. Wrightsville is quickly developing into a recreational hub, due to the proximity to the river and subsequent businesses that provide opportunities to engage with the waterway, Samuel S. Lewis and Susquehanna Riverlands state parks, and more amenities across the river in Lancaster County.

In the City of York and Hanover, there are existing wayfinding signage and new designs in development to help drive visitors to town to key destinations while there is a lack of insight on the amenities from the trailheads. This is common throughout the trail network in York County for both county-owned trails and additional systems.

The other 5 boroughs lack clear and consistent wayfinding or trail markers, giving little to no insight to the recreational user on town amenities.

The goal of the proposed plan and design is to evaluate the location of signage, proper recreational mapping, and design of signage on-trail and at trailheads. As such, this plan and design should consider the following:

- Evaluate signage location along the York County Heritage Rail Trail and at select locations within Wrightsville and Hanover boroughs
- Recommend the location of trail markers and type of signage along trail networks to clearly convey amenities in the communities. This includes evaluating aesthetics, recreational user experience, connection to amenities, etc.
- Design recreational mapping for ease of understanding of recreational assets along the Heritage Rail Trail, Hanover, and Wrightsville areas. Intended uses of the maps would be for physical signs at Trail Heads, visitor centers, and online access.
  - A priority for Wrightsville will be encouraged, as to align with a local-wayfinding timeline anticipated to rollout by end of 2023.
- Wayfinding off trail networks, should direct trail and recreational users to community centers and assets. This should consider existing town wayfinding or future signage.
- Provide an actionable plan for the implementation and installation of markers, signage, etc. that is also scalable or able to be implemented in phases dependent on available funding.
- Provide policy language recommendation for postings at signs.
- Estimate the cost of signage and mapping. The evaluation should consider estimated cost, property ownership, and trail user experience as primary considerations.
- Detailed design schematics for fabrication of signage

The study should consider ongoing planning initiatives in the community, including a comprehensive parks and recreation plans; streetscape improvement feasibility studies; master site development plans; parking studies, the individual Trail Town action plans; and applicable capital improvement plans.

The selected firm will work with YCEA as the lead entity, in coordination with its community

partners, including but not limited to York County Parks Department, Main Street Hanover, Downtown Inc, York County Rail Trail Authority, municipal governments, and members of the 7-Trail Town Action Teams.

**Section 2: Submissions:**

YCEA will consider responses proposing various approaches to completing the Wayfinding and Signage Plan, but all proposals should include:

- Explanation of how the firm will approach the plan and design outlined in Section 1.
- Description of experience completing wayfinding and signage plans of a similar nature.
- Engagement strategy for working with YCEA and other stakeholders throughout the planning process.
  - Note: Through previous planning efforts, there has already been extensive public outreach related to this project. The selected firm will not need to undertake a public engagement process as part of this scope of work.
- Estimated timeline for completion of the plan.
- Budget for completion of the plan.

**Interested firms must submit PDF proposals to [bsalyards@yceapa.org](mailto:bsalyards@yceapa.org) by 4 PM on April 11, 2023.**

Only timely received submittals meeting the requirements of this Request for Proposals will be considered. No submittal will be considered or accepted which is submitted by a respondent that is in default under the terms of any existing agreement with YCEA or any other Pennsylvania municipality or non-profit, or which has failed to perform its obligations faithfully under any previous agreement with the YCEA. Submittals shall be signed by an authorized representative of the respondent.

Under no circumstance will YCEA be held responsible for any costs incurred for the submission of this Request for Proposals.

**Section 3: Award**

YCEA will select a competitive proposal based on information provided related to the submission elements outlined in Section 1. Competitive bidders will have a proven record in advancing similar projects and clearly delineate a process for completing the plan in the proposed timeline.

YCEA will give special consideration to firms with demonstrated expertise in Completing similar scopes of work that led to the successful implementation of trail-related signage systems.

YCEA reserves the right to not select any of the submitted proposals and rebid the opportunity if the submissions do not adequately address YCEA’s needs.

The estimated timeline for selecting a proposal and awarding a contract is April 28, 2023. However, YCEA reserves the right to review and select a proposal sooner or later than the estimate.

Questions related to the RFP may be submitted to David Gonzalez, Director of Economic Initiatives, York County Economic Alliance, preferably in writing by email at [dgonzalez@yceapa.org](mailto:dgonzalez@yceapa.org).