Introduction
The East Lampeter Industrial and Commercial Development Authority (ELICDA) is seeking proposals from qualified professionals who have proven experience with branding and signage plan projects. Through this request for proposals (“RFP”) process, a qualified consultant will be selected that will develop a brand identity for the Lincoln Highway corridor in East Lampeter Township; and develop a corridor signage system for the Lincoln Highway corridor from the Strasburg Pike intersection on the west end of the corridor to the Rt. 896 intersection on the east side of the corridor.

Ultimately, the signage program will be incorporated throughout the pedestrian, bicycle, transit and vehicular facilities within the corridor in accordance with the Lincoln Highway Streetscape Plan.

The purpose of this request for proposals (“RFP”) is to provide information to prospective consultants detailing the ELICDA’s desired services and deliverables, the expectations relative to consultant qualifications and the proposal content. This information is intended to enable consultants to develop branding and a corridor signage plan for the Lincoln Highway corridor.

Project Background
In 2015 the Lincoln Highway Streetscape Plan was adopted, which sets forth a vision for improving the Lincoln Highway corridor. Significant efforts have been made to begin implementation of this plan which are continuing and will continue for some time. An important part of this implementation will be to develop the “brand” for the corridor which helps to identify this place as an attractive and desirable location for visitors and the local community. In coordination with this brand, the corridor needs to have a system of signage that will serve to identify the corridor and assist those who are using the corridor with wayfinding. The Lincoln Highway Streetscape Plan provides a rough outline for brand development and signage that is needed within the corridor in order to achieve the desired results recommended by the plan. It is expected that the brand will be used throughout the corridor as well as for additional marketing of the corridor by a Business Improvement District that is to be formed in the future. A coordinated signage plan for identification and wayfinding will then serve as a vital communication tool for those using the corridor.

Geographic Location
Located in the center of Lancaster County, the Lincoln Highway (also known as Rt. 30) corridor is home to numerous attractions, visitor accommodations and services and locally serving businesses all surrounded by Amish farmland and culture. Although the corridor continues to be a vibrant area, there is a strong desire to improve the corridor’s identity as a “place”.

Lancaster County is located within easy traveling distance of the New York metropolitan area, Philadelphia, Baltimore and Washington D.C.

Project Description
The ELICDA is seeking to hire a consultant to develop branding for the Lincoln Highway corridor as a destination with a positive identity and to design a system of corridor signage for identification and wayfinding in accordance with the Lincoln Highway Streetscape Plan. A main focus of this project will be the design of Gateway signage with detailed plans that will be ready for construction / fabrication and installation at both ends of the Lincoln Highway corridor. Meetings with business representatives and others with interests in the
A logo and taglines will be developed, as will marketing materials such as a web site, on line materials and tools. As Lincoln Highway is a PA state highway, this effort will have to be coordinated with the PA Department of Transportation in order to meet all of their permitting regulations and requirements for the placement of the various types of signs to be developed under this program. Additionally, review of the East Lampeter Township Zoning Ordinance requirements for signs will be required. A confirmation of zoning compliance or the preparation of an amendment to provide the changes needed for the project will be required.

An initial audit of the corridor was completed and described within the Lincoln Highway Streetscape plan. This audit information will provide additional background regarding the needs of the corridor. The streetscape plan also adopted a vision to “Make Lincoln Highway an economically vibrant corridor that is safe, efficient, and beautiful for local residents and visitors.” The development of the brand for the corridor and the signage program will need to work toward this vision by complementing all of the other efforts being made to implement the recommendations of the plan. Among the ten planning principles adopted in the plan is the need to “Integrate signage and wayfinding at all scales”. The gateway signage and wayfinding program envisioned by the plan is conceptually described within the plan and should form the basis for implementing these recommendations. Although the development of a full program is included in the effort, the Authority wants to be certain that the major gateway signage elements are completed and ready for construction / installation at the end of this project as the first items of implementation from this project.

The wayfinding signage program should meet the needs of tourists/visitors from out-of-town as well as the local community members who use the corridor on a more regular basis. All transportation modes (vehicular, horse and buggy, bicycle and pedestrian) within the corridor and along major access routes to the corridor should be considered. Street level vitality, legibility, safety, maintenance, aesthetic and replacement costs are all major concerns in creating an informational, user friendly, wayfinding signage program. The primary focus of the program is to increase and direct customer/visitor traffic to the Lincoln Highway corridor.

The Lincoln Highway Streetscape Plan can be found on the East Lampeter Township web site, www.eastlampetertownship.org. A strong familiarity with this plan will be needed in order to successfully develop the brand and signing program.

The wayfinding signage program should consider an array of sign types that are vandal proof, and easy to update as information changes. The design for the program should provide a branded and unified design that can be used for marketing materials for the corridor. The signage program should take into account the following types of signs:

- General directional information and wayfinding for bicyclists and vehicular traffic
- General directional information and wayfinding for pedestrians
- Gateway signage
- Decorative banners for the corridor
- Interpretive signage for historic or special sites
- Public art
- Future destinations

**Project Goals**
The project goals for the Lincoln Highway Branding and Wayfinding Signage Program are as follows:

- Reflect or strengthen a unique corridor identity and sense of place that capitalizes on existing local assets, thereby catalyzing a persuasive vision for enhancing the community;
- Incorporate the arts into a systemic approach to equitable civic development;
Expand residents’ awareness of the Lincoln Highway’s extensive attractions and offerings;
Strengthen the community economically, by developing and promoting the Lincoln Highway corridor;
Raise community and visitor awareness of the Lincoln Highway corridor and its contents and other historic sites and recreational opportunities;
Direct visitors from major transportation arteries including vehicular and bicycle.
Enhance visitors’ and residents’ ability to easily navigate the corridor
Enhance visitors’ ability to find their destination
Increase the success and market potential for retail, dining, conferences, arts and entertainment.
Enhance the user’s experience.
Enhance the public spaces along the corridor
Coordinate wayfinding for the Lincoln Highway corridor with other wayfinding programs and signage in the region

Scope of Work
The project will consist of the design services outlined below, resulting in the completion of construction documents suitable to bid the project for fabrication and installation of Gateway signage. The consultant may, based on previous experience with a similar project or projects, suggest changes or alternatives in their response to this request for proposals. All deliverables submitted for review should be submitted as specified below and must include a digital version of same in a format acceptable to the Authority. Materials submitted for this project become the property of the East Lampeter Industrial and Commercial Development Authority for its use in presentations and/or on its website.

Task 1: To formulate a brand identity for the Lincoln Highway corridor.
Community Meeting
Conduct at least two community meetings to allow residents, businesses and other stakeholders to participate in group sessions that will reveal the ideas, themes, and personality that the Lincoln Highway corridor brand should embody and to reveal of the draft concepts and obtain feedback on them. Additional methods for gathering input from users of the corridor should also be planned and implemented.

Stakeholder group
Assist the Authority in the organization and meetings of a stakeholder group made up of key representatives with interests in the Lincoln Highway corridor. The stakeholder group will be expected to meet periodically to review the project at key points of development and to provide feedback on the work products of the project.

Brand/Identity Design
- Design graphic elements for the Lincoln Highway corridor that will be used in the development of the wayfinding signage program. This should also include recommendations for and incorporation of a tagline or marketing concept based on information gathered at the community meeting.
- Present at least three design concepts for review and consideration.
- The Authority will select one desired design concept. Artwork will be provided to the Authority in common electronic file formats.
- Deliverables: Brand identity presentation and marketing strategy recommendations.

Task 2: To develop a wayfinding signage plan for the Lincoln Highway corridor.
Wayfinding Audit
Conduct a one day site audit of the corridor to document the existing conditions (including boundaries, connections, travel paths, decision points, existing signage, and wayfinding challenges).
Wayfinding Plan
Develop a wayfinding plan that illustrates the recommended sign types, locations and types of messages for the new sign program.

Wayfinding Framework
Develop a project framework. This document presents the project mission and goals, programming and aesthetic philosophies, as well as illustrating information collected from the community meetings and wayfinding audit. This presentation will also focus on the value and potential return on investment for a program of this type.

Deliverables:
Wayfinding Plan: includes travel path study, a sign type hierarchy that describes proposed sign types, their function and usage within the program; proposed sign locations and messages and the creation of a matching complementary online system of wayfinding through a corridor application.

Wayfinding Framework: an outline of the tailored approach to your project (presented with wayfinding plan). This will include providing digital scale backgrounds for coordination with architectural drawings.

Task 3: To develop a wayfinding program design.

Preliminary Sign Family Design
Design and develop preliminary concepts for up to three proposed sign types (from initial sign-type hierarchy) to demonstrate application of chosen identity on potential identification and wayfinding signage. Up to two sign concepts will be presented.
Work with a fabrication consultant during conceptual design to present cost effective solutions and present budget pricing for each concept.

Deliverables:
- Preliminary Sign Family Design presentation.
- Sign Program Design and Documentation
- Develop entire sign program design from selected concept, including a phased implementation plan identifying signing priorities for successful program roll out.
- Present sign program to governing review boards. Up to two formal Authority meetings are included.
- Develop Bid Documentation Package: to solicit bid pricing from qualified sign contractors for fabrication and installation of the proposed Gateway signs only. May include design intent drawings, performance specifications, sign location plans, and sign message schedule.
- Develop a graphic map for use within the Sign Program and other applications (i.e. website, marketing materials, etc.).
- Design Development Presentation: may be used in presenting to government review boards.
- Implementation Plan that presents schedule and budget scenarios for the fabrication and installation of the Gateway Signs only.

Proposal Content and Requirements
Proposals shall be bound (8.5” x 11”), so that they lay flat when opened. One original and seven (7) complete copies of the proposal, as well as a digital version of same in PDF format must be submitted to the East Lampeter Industrial & Commercial Development Authority by the proposal deadline. The following should be addressed as a minimum with sections tabbed with numbers as follows:
1. **Introductory Letter:**
   a. Firm name
   b. Address
   c. Contact person
   d. Telephone number and e-mail address of contact person
   e. A clear and concise response as to why the Authority should select your firm for this work.

2. **Statement of Qualifications:**
   Provide a detailed description of similar projects successfully completed by the firm in the past three to five years, and the results of that work; include the name and telephone number of a contact person for each client who can verify the information provided. Describe your firm’s experience with utilizing a public participation process to design a community wayfinding program and design.

3. **Firm Personnel Experience:**
   a. Name of project manager. Provide resume and experience record of project manager. Identify the wayfinding projects from the Statement of Qualifications that the project manager has worked on, and describe their role with the project.
   b. Organizational chart of team personnel who will actually be assigned to perform substantial amounts of the work on this project and the role of each.
   c. Provide a resume and experience record for each person, including years of experience, education, and anticipated amount of time each will actually work on this project and the location of each person.

4. **Sub-Consultant Personnel Experience:**
   a. Names and addresses of any outside consultants or associates proposed to be involved with this project.
   b. Include each proposed sub-consultant’s experience and qualifications as described above for the firm’s personnel experience.

5. **Project Approach:** A detailed description of how the firm proposes to approach this project.
   a. Provide a fee schedule for supplemental charges that may be charged for additional unforeseen work tasks, if such services should be required via a future contract addendum such as: fees for conducting additional public meetings, additional meetings with Authority staff, additional stakeholder or community meetings, additional iterations or revisions, or additional information related to installation, etc.

6. **Project Timeline:**
   A timeline including the tasks to be performed by the consultant and the expected time to complete each step. While there is no set deadline for completion of this project, the Authority desires to have this work completed no later than September 1, 2021. Earlier completion times will be looked upon favorably.

7. **Authority Resources Expected:**
   A list of the resources, personnel, data or other assistance from the Authority which the proposer expects. Authority personnel resources are limited, thus these should be kept to a minimum.

8. **References:**
   Provide three references from individuals familiar with your work.

9. **Price Proposal:** The price proposal section of the proposal must include the following information:
a. Total Cost. Provide a total not-to-exceed fixed fee for the entire project as you have proposed in your response to the Scope of Work.

b. Cost Breakdown. Provide a cost for each task identified in the Scope of Work. Include an estimate of the hours necessary to complete the work for each phase. You may provide further detail if so desired. All cost assumptions must be clearly documented in this portion of the submittal. Include a budget for direct expenses such as travel.

c. Certification of Price Proposal. The Price Proposal must include a statement signed by an authorized person which includes the total cost of the proposal. The price shall remain in effect for 90 days.

Evaluation of Proposals
The Authority will evaluate the proposals based on the following metrics:

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<th>WEIGHT</th>
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<tr>
<td>Understanding of the work required, quality and responsiveness of the proposal</td>
<td>10%</td>
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<td>Professional qualifications related to the scope of work, including quality of comparable experience</td>
<td>20%</td>
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<td>Proposed methodology for completing the work</td>
<td>20%</td>
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<tr>
<td>Design aesthetic</td>
<td>15%</td>
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<td>References and work sample</td>
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<td>Fee</td>
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<td><strong>TOTAL</strong></td>
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Submission Deadline
One original, seven (7) complete copies and one digital PDF version of the proposal must be received by the East Lampeter Township no later than 1:30 p.m. on September 25, 2020. Late proposals will not be considered. All proposals and documents attached become the property of the East Lampeter Industrial & Commercial Development Authority.

Proposals should be submitted in person or arrive by mail to:
Tara Hitchens, Planning Director
East Lampeter Township
2250 Old Philadelphia Pike
Lancaster, PA  17602

Selection Process and Schedule
The Authority will review all submitted proposals to determine those firms that will be granted an interview. Following the interviews, staff will attempt to negotiate an agreement with the top ranked firm. If no agreement can be reached with the top ranked firm, that firm will be dismissed, and the Committee will proceed with discussions with the second ranked firm. This process may be repeated as many times as necessary until an agreement can be negotiated that is satisfactory to both parties.

The Authority reserves the right to reject any or all bids or proposals, waive technicalities, and to be the sole judge of the suitability of the proposed services for its intended use and further specifically reserves the right to make the award in the best interests of the Authority. The projected schedule for selecting the consultant for this project is as follows:
**Activity Dates:**
Announce RFP: September 9, 2020  
Proposal Deadline: September 25, 2020  
Review of Proposals: September 28, 2020 to October 5, 2020  
Interviews: October 19 – October 20 2020  
Selection of Consultant: On or about November 1, 2020

**Inquiries:**
If the consultant has any questions in regard to this RFP, please contact:

Tara Hitchens, Planning Director  
East Lampeter Township  
2250 Old Philadelphia Pike  
Lancaster, PA  17602  
717-393-1567  
thitchens@eltwp.org

**Right of Rejection:**
The East Lampeter Industrial & Commercial Development Authority reserves the right to reject any or all proposals submitted in response to this RFP. The Authority is not liable for any costs incurred by consultants in preparing proposals in response to this RFP.

**Deliverables:**
All deliverables become the property of the East Lampeter Industrial & Commercial Development Authority.

**Negotiations:**
A request for proposals does not commit the Authority to award a contract, to pay any costs incurred in the preparation of the proposal, or to procure or contract for services and supplies. The Authority reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified source, or to cancel in part or in its entirety this request for proposals, if it is in the best interest of the Authority to do so. The Authority may require the consultant to participate in negotiations and to submit such price, technical or other revisions of the proposal as may result from negotiations.