

AGENDA
EAST GOSHEN TOWNSHIP
BOARD OF SUPERVISORS

Tuesday, May 1, 2018
7:00 PM

6:00 PM Executive Session – Personnel Matter

1. Call to Order
2. Pledge of Allegiance
3. Moment of Silence – Supervisor Carmen Battavio
4. Ask if anyone is recording the meeting
5. Chairman’s Report
 - a. The Board met in Executive Session prior to tonight’s meeting to discuss a personnel matter.
 - b. Announce Board meeting dates for May.
6. Public Hearing - none
7. Emergency Services Reports
 - a. WEGO – none
 - b. Goshen Fire Co – none
 - c. Malvern Fire Co – none
 - d. Good Fellowship – none
 - e. Fire Marshal - none
8. Financial Report – none
9. Old Business - none
10. New Business
 - a. Consider livestreaming Board of Supervisors Meetings
 - b. Consider thank you letter to Senator Killian for supporting pipeline legislation.
 - c. Consider Branding Proposal
 - d. Consider Hershey Mill Dam Park Grant Application
 - e. Consider Ball Field Tractor replacement
 - f. Consider Tree Pruning and Tree Removal Bids
 - g. Consider escrow release for 1420 East Strasburg Road
 - h. Consider amendment to Shooting Ordinance
11. Any Other Matter
12. Approval of Minutes
 - a. April 17, 2018
13. Treasurer’s Report – April 26, 2018
14. Liaison Reports - none
15. Correspondence, Reports of Interest
 - a. April 18, 2018 Notification of Intent to Decommission the Hershey’s Mill Dam
16. Public Comment
17. Adjournment

Meetings & Dates of Importance

May 02, 2018	Planning Commission	07:00pm
May 03, 2018	Park and Rec Commission	07:00pm
May 08, 2018	Pension Committee	10:00am
May 09, 2018	Conservancy Board	07:00pm
May 10, 2018	Farmers Market Opens	03:00pm
May 10, 2018	Historical Commission	07:00pm
May 14, 2018	Municipal Authority	07:00pm
May 14, 2018	Zoning Hearing Board (Malvern Inst)	07:00pm
May 15, 2018	Election Day (no BOS mtg)	-----
May 21, 2018	Futurist Committee	07:00pm
May 22, 2018	Board of Supervisors	07:00pm
May 23, 2018	Planning Commission Workshop	07:00pm
May 28, 2018	Memorial Day, office closed	-----

Newsletter Deadlines for Summer of 2018: May 1st

The Chairperson, in his or her sole discretion, shall have the authority to rearrange the agenda accommodate the needs of other board members, the public or an applicant.

Public Comment – Pursuant to Section 710.1 of the Sunshine Act the Township is required to include an opportunity for public comment agenda which is intended to allow residents and/or taxpayers to comment on matters of concern, official action or deliberation which are or may be before the Board of Supervisors. Matters of concern which merit additional research will be placed on the agenda for the next meeting.

Constant Contact - Want more information about the latest news in the Township and surrounding area? East Goshen Township and Chester County offer two valuable resources to stay informed about important local issues. East Goshen communicates information by email about all Township news through Constant Contact. To sign up, go to www.eastgoshen.org, and click the “E-notification & Emergency Alert” button on the left side of the homepage. Chester County offers an emergency notification system called ReadyChesco, which notifies residents about public safety emergencies in the area via text, email and cell phone call. Signing up is a great way to keep you and your loved ones safe when disaster strikes. Visit www.readychesco.org to sign up today!

Smart 911 - Smart911 is a new service in Chester County that allows you to create a Safety Profile at www.smart911.com that includes details you want the 9-1-1 center and public safety response teams to know about your household in an emergency. When you dial 9-1-1, from a phone associated with your Safety Profile that information automatically displays to the 9-1-1 call taker allowing them to send responders based on up-to-date location and emergency information. With your Safety Profile, responders can arrive aware of many details they would not otherwise know. Fire crews can arrive knowing exactly how many people live in your home and where the bedrooms are located. EMS personnel can know family members’ allergies or

specific medical conditions. And police can access a photo of a missing family member in seconds rather than minutes or hours, helping the search start faster.

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Memo

To: Board of Supervisors
From: Jon Altshul
Re: Consider livestreaming BOS meetings
Date: April 25, 2018

A question was raised about livestreaming BOS meetings. This can be done very easily and for free via YouTube's livestreaming platform. Jason already has a tripod, microphone and a dedicated iPad on which he films YouTube videos, so there would be no additional hardware costs anticipated. At the conclusion of the livestreamed meeting, the video could be instantly posted to our YouTube page, which would allow residents to watch or rewatch a meeting later.

Under the Americans with Disabilities Act, a livestreamed public meeting would need to be closed captioned for the hearing impaired. According to YouTube's online live streaming guide, there are four vendors that provide close-captioning technology for YouTube videos, with licensing costs between about \$1,600 and \$1,700. There may be additional ADA-compliance steps that we need to take as well.

Memo

East Goshen Township

Date: April 20, 2018
To: Board of Supervisors
From: Rick Smith, Township Manager
Re: Pipeline Resolution 2017-173

On November 21, 2017 the Board adopted resolution 2017-173 expressing support for eight Senate Bills regarding pipeline that had been introduced by a bipartisan group of legislators.

We sent a copy of this resolution to Senator Thomas Killian, Representative Carolyn Comitta and Governor Tom Wolfe.

On April 24, 2018 the Consumer Protection and Professional Committee approved Senate Bills 835, 930 and 931. Senator Thomas Killian is a member of this Committee and he voted in favor of the three bills.

I would suggest that the Board authorize the Chairman to send him a letter thanking him for his support on behalf of the residents of East Goshen Township.

**EAST GOSHEN TOWNSHIP
CHESTER COUNTY, PENNSYLVANIA**

RESOLUTION NO. 2017 - 173

**A RESOLUTION OF THE BOARD OF SUPERVISORS OF EAST GOSHEN TOWNSHIP,
CHESTER COUNTY, PENNSYLVANIA**

TO

**THE GOVERNOR OF THE COMMONWEALTH OF PENNSYLVANIA,
THE PENNSYLVANIA SENATE**

AND

THE PENNSYLVANIA HOUSE OF REPRESENTATIVES

**REGARDING THE NEED AND REQUEST FOR BIPARTISAN ACTION TO ADVANCE AND
APPROVE AND ENACT PENDING LEGISLATION FOR THE REGULATION OF INTERSTATE
AND INTRASTATE PIPELINE TRANSMISSION INFRASTRUCTURE
IN THE INTERESTS OF HEALTH, SAFETY AND WELFARE
OF ALL THE CITIZENS OF THIS COMMONWEALTH**

WHEREAS on October 03, 2017, the BOARD OF SUPERVISORS OF EAST GOSHEN
TOWNSHIP, CHESTER COUNTY, PENNSYLVANIA adopted Township Resolution 2017-170 - A
RESOLUTION OF THE BOARD OF SUPERVISORS OF EAST GOSHEN TOWNSHIP, CHESTER
COUNTY, PENNSYLVANIA TO
THE GOVERNOR OF THE COMMONWEALTH OF PENNSYLVANIA, THE
PENNSYLVANIA SENATE
AND
THE PENNSYLVANIA HOUSE OF REPRESENTATIVES
*"REGARDING THE NEED FOR POLICY CHANGE IN LAW AND REGULATION OF INTERSTATE AND
INTRASTATE PIPELINE TRANSMISSION INFRASTRUCTURE
TOWARD MITIGATING THE IMPACTS ON LOCAL GOVERNMENT AND ITS CITIZENS"*

AND WHEREAS Township Resolution 2017-170 requested the Governor, Pennsylvania Senate and Pennsylvania House of Representatives of this Commonwealth to develop policy for siting pipeline infrastructure, reevaluate the legal framework for pipeline infrastructure location, construction and safety, provide funding resources for pipeline host municipalities and establish a distinct Pennsylvania agency for the regulation and oversight of pipeline infrastructure;

AND WHEREAS, on October 05, 2017, East Goshen Township dispatched a letter to the Honorable Governor Thomas Wolf requesting careful consideration to the above referenced Township Resolution 2017-170 to spirit and initiate discussion with the state legislature about "how the financial interests of those in the natural gas-rich regions of the Commonwealth can be married with the profound quality of life issues faced in regions through which that same gas is being conveyed";

AND WHEREAS on Tuesday, October 17, 2017 at the State Capital Media Center, a bipartisan cohort of State Senators including the Honorable Senators Dinniman, Rafferty and Leach announced and presented a multiple-bill legislative package – "Pipeline Legislation in the Pennsylvania Senate";

AND WHEREAS the following Senate Bills were announced at the October 17, 2017 legislative briefing including:

Senate Bill 928, Pipeline Siting Review;
Senate Bill 929, Pipeline Emergency Response Fund;
Senate Bill 931, Pipeline Safety Valves;
Senate Bill 930, Emergency Notification
Senate Bill 574, Local Taxation of Pipelines;
Senate Bill 835, Regulation of Land Agents;
Senate Bill 605, Pipeline Impact Fees; and,
Senate Bill 604, Pipeline Safety Inspection

NOW THEREFORE East Goshen Township Board of Supervisors, and on behalf of our 18,026 residents; commends the leadership of the Sponsors and bipartisan initiatives contained in the herein referenced Senate Bills AND requests and petitions the Governor of Pennsylvania, the Pennsylvania Senate and the Pennsylvania House of Representatives of this Commonwealth to:

1. Invest in this legislation, commencing with the respective Committees, to effectively and timely review these Bills and continue to work in a cooperative and bipartisan manner,
2. Encourage and advance these progressive and necessary legislative initiatives to the floors of the Senate and House for full discussion, and debate, and discernment, and approval; and,
3. In due course Honorable Governor Wolf, we request respectfully, sign into law these necessary regulations for the public health, safety and welfare and to the benefit of all the Citizens of the Commonwealth of Pennsylvania.

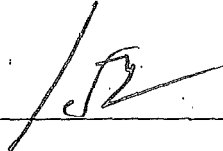
This Resolution is effective immediately.

“The government closest to the people serves the people best.” Thomas Jefferson

(Signatures on next page)


RESOLVED and ADOPTED at a duly advertised public meeting on this 21ST day of NOVEMBER 2017.

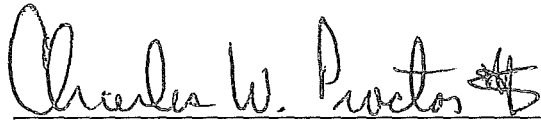
BOARD OF SUPERVISORS
EAST GOSHEN TOWNSHIP

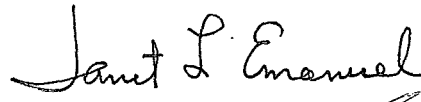


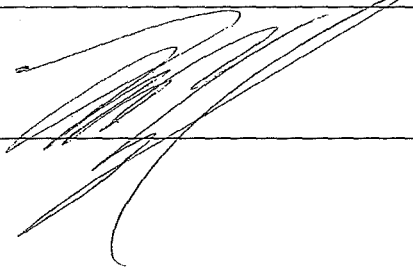
Attest











610-692-7171

www.eastgoshen.org

BOARD OF SUPERVISORS
EAST GOSHEN TOWNSHIP

CHESTER COUNTY
1580 PAOLI PIKE, WEST CHESTER, PA 19380-6199

May 1, 2018

Senator Thomas Killion
Senate Box 203009
Harrisburg, PA 17120-3009

Dear Senator Killion:

On November 21, 2017, the East Goshen Township Board of Supervisors approved Resolution 2017-173 supporting the need for bipartisan action to advance, approve, and enact pending legislation for the regulation of interstate and intrastate pipeline transmission infrastructure in the Commonwealth of Pennsylvania.

This resolution was adopted in response to the introduction by a bipartisan group of legislators of several bills related to pipeline policies. A copy of this resolution was transmitted to your office on December 7, 2017, and the Board was pleased to find out that on April 24, 2018, the Consumer Protection and Professional Licensure Committee, on which you sit, overwhelmingly approved Senate Bills 835, 930, and 931.

On behalf of the residents of East Goshen Township, the Board of Supervisors thanks you for your support of these bills and looks forward to your support as we move forward through the legislative process.

Thank you for your ongoing commitment to the public health, safety, and welfare of East Goshen Township.

Sincerely,

E. Martian Shane
Chairman

THE GENERAL ASSEMBLY OF PENNSYLVANIA

SENATE BILL

No. 835 Session of
2017

INTRODUCED BY DINNIMAN, FOLMER AND RAFFERTY, AUGUST 29, 2017

REFERRED TO CONSUMER PROTECTION AND PROFESSIONAL LICENSURE,
AUGUST 29, 2017

AN ACT

1 Amending the act of February 19, 1980 (P.L.15, No.9), entitled
2 "An act establishing the State Real Estate Commission and
3 providing for the licensing of real estate brokers and
4 salesmen," in definitions, further providing for definitions;
5 in application of act and penalties, further providing for
6 unlawful to conduct business without license or registration
7 certificate, for criminal penalties and for exclusions; in
8 powers and duties of the State Real Estate Commission in
9 general, further providing for administration and
10 enforcement; adding provisions relating to land agent
11 registration certificates; and, in duties of licensees,
12 further providing for prohibited acts.

13 The General Assembly of the Commonwealth of Pennsylvania
14 hereby enacts as follows:

15 Section 1. The definition of "broker" in section 201 of the
16 act of February 19, 1980 (P.L.15, No.9), known as the Real
17 Estate Licensing and Registration Act, is amended and the
18 section is amended by adding a definition to read:

19 Section 201. Definitions.

20 The following words and phrases when used in this act shall
21 have, unless the context clearly indicates otherwise, the
22 meanings given to them in this section:

23 * * *

1 "Broker." Any person who, for another and for a fee,
2 commission or other valuable consideration:

3 (1) negotiates with or aids any person in locating or
4 obtaining for purchase, lease or an acquisition of interest
5 in any real estate;

6 (2) negotiates the listing, sale, purchase, exchange,
7 lease, time share and similarly designated interests,
8 financing or option for any real estate;

9 (3) manages any real estate;

10 (4) represents himself to be a real estate consultant,
11 counsellor, agent or finder;

12 (5) undertakes to promote the sale, exchange, purchase
13 or rental of real estate: Provided, however, That this
14 provision shall not include any person whose main business is
15 that of advertising, promotion or public relations;

16 (5.1) undertakes to perform a comparative market
17 analysis; or

18 (6) attempts to perform any of the above acts.

19 The term "broker" shall not include a land agent.

20 * * *

21 "Land agent." A person who, in the course and scope of the
22 person's business in this Commonwealth and on acting on the
23 person's own behalf or on behalf of a prospective lessee or
24 buyer, has been engaged primarily in:

25 (1) negotiating the acquisition or divestiture of oil,
26 gas or mineral rights, including the acquisition or
27 divestiture of land or oil, gas or mineral rights for a
28 pipeline;

29 (2) negotiating business agreements that provide for the
30 exploration for or development of oil, gas or minerals;

1 (3) determining ownership of oil, gas or minerals
2 through research of public and private records;

3 (4) reviewing the status of title, curing title defects,
4 and otherwise reducing title risk associated with ownership
5 of oil, gas or minerals;

6 (5) managing rights or obligations derived from
7 ownership of interests and oil, gas or minerals; or

8 (6) activities to secure the unitization or pooling of
9 interests in oil, gas or minerals.

10 * * *

11 Section 2. Sections 301, 303 and 304(3) of the act are
12 amended to read:

13 Section 301. Unlawful to conduct business without license or
14 registration certificate.

15 It shall be unlawful for any person, directly or indirectly,
16 to engage in or conduct, or to advertise or hold himself out as
17 engaging in or conducting the business, or acting in the
18 capacity of a broker or salesperson, cemetery broker, cemetery
19 salesperson, campground membership salesperson, time-share
20 salesperson, builder-owner salesperson, rental listing referral
21 agent [or], cemetery company or land agent within this
22 Commonwealth without first being licensed or registered as
23 provided in this act, unless he is exempted from obtaining a
24 license or registration certificate under the provisions of
25 section 304.

26 Section 303. Criminal penalties.

27 Any person who shall engage in or carry on the business, or
28 act in the capacity of a broker, salesperson, cemetery broker,
29 cemetery salesperson, campground membership salesperson, time-
30 share salesperson, builder-owner salesperson, rental listing

1 referral agent [or], cemetery company or land agent, within this
2 Commonwealth, without a license or registration certificate, or
3 shall carry on or continue business after the suspension or
4 revocation of any such license or registration certificate
5 issued to him, or shall employ any person as a salesperson or
6 cemetery salesperson to whom a license has not been issued, or
7 whose license or registration certificate as such shall have
8 been revoked or suspended, shall be guilty of a summary offense
9 and upon conviction thereof for a first offense shall be
10 sentenced to pay a fine not exceeding \$500 or suffer
11 imprisonment, not exceeding three months, or both and for a
12 second or subsequent offense shall be guilty of a felony of the
13 third degree and upon conviction thereof, shall be sentenced to
14 pay a fine of not less than \$2,000 but not more than \$5,000 or
15 to imprisonment for not less than one year but not more than two
16 years, or both.

17 Section 304. Exclusions.

18 Except as otherwise provided in this act, the provisions of
19 this act shall not apply to the following:

20 * * *

21 (3) The officers or employees of a partnership or
22 corporation whose principal business is the discovery,
23 extraction, distribution or transmission of energy or mineral
24 resources, provided that the purchase, sale or lease of real
25 estate is a common and necessary transaction in the conduct
26 of such principal business, unless otherwise provided under
27 Subchapter K of Chapter 5.

28 * * *

29 Section 3. Section 406 of the act is amended by adding a
30 paragraph to read:

1 Section 406. Administration and enforcement.

2 The commission shall have the power and its duty shall be to
3 administer and enforce the laws of the Commonwealth relating to:

4 * * *

5 (4) Those activities involving land agents for which
6 registration is required under this act to instruct and
7 require its agents to bring prosecutions for unauthorized and
8 unlawful practice.

9 Section 4. Chapter 5 of the act is amended by adding a
10 subchapter to read:

11 SUBCHAPTER K

12 LAND AGENT REGISTRATION CERTIFICATE

13 Section 596.1. Requirements for registration certificate.

14 Each applicant shall as a condition precedent to obtaining a
15 land agent registration certificate:

16 (1) Be at least 18 years of age.

17 (2) Submit to the commission the following information:

18 (i) In accordance with 18 Pa.C.S. Ch. 91 (relating
19 to criminal history record information), a report of
20 criminal history record information from the Pennsylvania
21 State Police or a statement from the Pennsylvania State
22 Police that the State Police central repository contains
23 no such information relating to the applicant. The report
24 of criminal history record information shall be no more
25 than one year old.

26 (ii) If the applicant has not been a resident of
27 this Commonwealth for the two years immediately preceding
28 the date of application, the applicant shall submit a
29 report of Federal criminal history record information
30 obtained pursuant to 28 CFR Pt. 16, Subpt. C (relating to

1 production of FBI identification records in response to
2 written requests by subjects thereof).

3 Section 596.2. Application and fee for registration
4 certificate.

5 (a) Each applicant for a land agent registration certificate
6 shall submit an application for a registration certificate, in
7 writing to the department, upon a form provided for the purpose
8 by the department, and shall include such information as to the
9 applicant as the commission shall require, including, at a
10 minimum, all of the following information:

11 (1) The name of the applicant or, if the applicant is
12 not an individual, the names and addresses of all principals
13 of the applicant.

14 (2) The business address, telephone number and
15 electronic mail address of the applicant.

16 (3) The Social Security number of the applicant or, if
17 the applicant is not an individual, the Federal employer
18 identification number of the applicant.

19 (4) A list of any other state or other jurisdiction in
20 which the applicant holds or has held a similar registration
21 or license.

22 (5) A list of any other state or other jurisdiction in
23 which the applicant has had a similar registration or license
24 suspended or revoked.

25 (6) A statement whether a pending judgment or tax lien
26 exists against the applicant.

27 (b) A registration certificate shall be renewed biennially.

28 (c) The commission shall establish an initial application
29 fee and a biennial renewal fee by regulation.

30 Section 596.3. Establishment of registry.

1 The commission shall establish and maintain a registry of
2 land agents with registration certificates operating in this
3 Commonwealth. The registry shall:

4 (1) Be available for public inspection on the
5 commission's publicly accessible Internet website.

6 (2) Display the land agent's name, business address and
7 registration certificate.

8 Section 596.4. Proof of registration certificate prior to
9 obtaining any mineral rights.

10 Upon first contact with a property owner, a land agent shall
11 provide to the property owner proof that the land agent is
12 registered under this act.

13 Section 5. Section 604(a)(30) of the act is amended to read:
14 Section 604. Prohibited acts.

15 (a) The commission may upon its own motion, and shall
16 promptly upon the verified complaint in writing of any person
17 setting forth a complaint under this section, ascertain the
18 facts and, if warranted, hold a hearing for the suspension or
19 revocation of a license or registration certificate or for the
20 imposition of fines not exceeding \$1,000, or both. The
21 commission shall have power to refuse a license or registration
22 certificate for cause or to suspend or revoke a license or
23 registration certificate or to levy fines up to \$1,000, or both,
24 where the said license has been obtained by false
25 representation, or by fraudulent act or conduct, or where a
26 licensee or registrant, in performing or attempting to perform
27 any of the acts mentioned herein, is found guilty of:

28 * * *

29 (30) Having been disciplined under a real estate
30 licensing law of another jurisdiction or, in the case of a

THE GENERAL ASSEMBLY OF PENNSYLVANIA

SENATE BILL

No. 930 Session of
2017

INTRODUCED BY DINNIMAN, YUDICHAK, RAFFERTY, BROWNE, FOLMER AND
MENSCH, NOVEMBER 1, 2017

REFERRED TO CONSUMER PROTECTION AND PROFESSIONAL LICENSURE,
NOVEMBER 1, 2017

AN ACT

1 Amending Title 66 (Public Utilities) of the Pennsylvania
2 Consolidated Statutes, in service and facilities, providing
3 for pipeline emergency management information.

4 The General Assembly of the Commonwealth of Pennsylvania
5 hereby enacts as follows:

6 Section 1. Chapter 15 of Title 66 of the Pennsylvania
7 Consolidated Statutes is amended by adding a subchapter to read:

8 SUBCHAPTER C

9 PIPELINE EMERGENCY MANAGEMENT INFORMATION

10 Sec.

11 1541. Definitions.

12 1542. Pipeline emergency management information.

13 1543. Penalties.

14 § 1541. Definitions.

15 The following words and phrases when used in this subchapter
16 shall have the meanings given to them in this section unless the
17 context clearly indicates otherwise:

18 "Gas." As defined in 49 CFR 192.3 (relating to definitions).

1 "Gas high consequence area." A "high consequence area" as
2 defined in 49 CFR 192.903 (relating to what definitions apply to
3 this subpart?).

4 "Hazardous liquid." As defined in 49 CFR 195.2 (relating to
5 definitions).

6 "Hazardous liquid high consequence area." Any of the
7 following:

8 (1) A commercially navigable waterway where a
9 substantial likelihood of commercial navigation exists.

10 (2) A high-population area or urbanized area, defined
11 and delineated by the United States Census Bureau, that
12 contains 50,000 or more people and has a population density
13 of at least 1,000 people per square mile.

14 (3) Another populated area, defined and delineated by
15 the United States Census Bureau, containing a concentrated
16 population, such as an incorporated or unincorporated city,
17 town, village or other designated residential or commercial
18 area.

19 (4) An Unusually Sensitive Area as defined in 49 CFR
20 195.6 (relating to Unusually Sensitive Areas (USAs)),
21 including a Class 1b aquifer, a lithology of which includes
22 limestone, dolomite and locally evaporitic units that contain
23 documented karst features or solution channels, regardless of
24 size.

25 "Potential impact radius." The radius of a circle within
26 which the potential failure of a pipeline could have significant
27 impact on people or property.

28 "Transmission." The transportation, other than gathering, of
29 gas through a transmission line as that term is defined in 49
30 CFR 192.3 (relating to definitions) or of hazardous liquids

1 through a pipeline as that term is defined in 49 CFR 195.2
2 (relating to definitions).

3 § 1542. Pipeline emergency management information.

4 (a) Local organization notice.--At least twice each calendar
5 year, a public utility operating facilities for the transmission
6 of gas or hazardous liquids shall meet with each local emergency
7 management organization in the area in which the facilities are
8 located. The public utility shall provide to each local
9 emergency management organization the following information at a
10 minimum:

11 (1) Identification of any gas high consequence area or
12 hazardous liquid high consequence area and potential impact
13 radius located within the jurisdictional limits of the local
14 emergency management organization.

15 (2) The public utility's current emergency operating
16 procedures.

17 (b) Local coordinator responsibilities.--The local emergency
18 management organization coordinator shall consider the
19 information received under subsection (a), as appropriate, when
20 planning, administering and operating the local organization
21 under 35 Pa.C.S. Ch. 75 (relating to local organizations and
22 services).

23 § 1543. Penalties.

24 The commission may, after notice and opportunity to be heard,
25 impose civil penalties under section 3301 (relating to civil
26 penalties for violations) and other appropriate remedies for
27 violations of this subchapter and the regulations and orders of
28 the commission.

29 Section 2. This act shall take effect in 60 days.

THE GENERAL ASSEMBLY OF PENNSYLVANIA

SENATE BILL

No. 931 Session of
2017

INTRODUCED BY DINNIMAN, COSTA, RAFFERTY, FOLMER AND MENSCH,
NOVEMBER 1, 2017

REFERRED TO CONSUMER PROTECTION AND PROFESSIONAL LICENSURE,
NOVEMBER 1, 2017

AN ACT

1 Amending Title 66 (Public Utilities) of the Pennsylvania
2 Consolidated Statutes, in service and facilities, providing
3 for pipeline safety valves.

4 The General Assembly of the Commonwealth of Pennsylvania
5 hereby enacts as follows:

6 Section 1. Chapter 15 of Title 66 of the Pennsylvania
7 Consolidated Statutes is amended by adding a subchapter to read:

8 SUBCHAPTER C

9 PIPELINE SAFETY VALVES

10 Sec.

11 1541. Definitions.

12 1542. Automatic or remote controlled shutoff valves for gas
13 transmission pipelines.

14 1543. Automatic or remote controlled shutoff valves for
15 hazardous liquids transmission pipelines.

16 1544. Penalties.

17 § 1541. Definitions.

18 The following words and phrases when used in this subchapter

1 shall have the meanings given to them in this section unless the
2 context clearly indicates otherwise:

3 "Gas." As defined in 49 CFR 192.3 (relating to definitions).

4 "Gas high consequence area." A "high consequence area" as
5 defined in 49 CFR 192.903 (relating to what definitions apply to
6 this subpart?).

7 "Hazardous liquid." As defined in 49 CFR 195.2 (relating to
8 definitions).

9 "Hazardous liquid high consequence area." Any of the
10 following:

11 (1) A commercially navigable waterway where a
12 substantial likelihood of commercial navigation exists.

13 (2) A high population area defined and delineated by the
14 United States Census Bureau, as containing 50,000 or more
15 people and has a population density of at least 1,000 people
16 per square mile.

17 (3) An other populated area defined and delineated by
18 the United States Census Bureau, as containing a concentrated
19 population, including, but not limited to, an incorporated or
20 unincorporated city, town, village or other designated
21 residential or commercial area.

22 (4) An unusually sensitive area as defined in 49 CFR
23 195.6 (relating to Unusually Sensitive Areas (USAs)),
24 including a Class 1b aquifer, a lithology of which includes
25 limestone, dolomite and locally evaporitic units that contain
26 documented karst features or solution channels regardless of
27 size.

28 "Shutoff valve." A mechanical device used to control the
29 flow of gas or liquid that may be used solely for fully open or
30 closed applications, to control the direction of flow or to

1 throttle flow or regulate pressure. The term includes a plug
2 valve, ball valve, globe valve and gate valve.

3 "Transmission." The transportation, other than gathering, of
4 gas through a transmission line as that term is defined in 49
5 CFR 192.3 (relating to definitions) or of hazardous liquids
6 through a pipeline as that term is defined in 49 CFR 195.2
7 (relating to definitions).

8 § 1542. Automatic or remote controlled shutoff valves for gas
9 transmission pipelines.

10 (a) General rule.--All facilities of a public utility
11 engaged in the transmission of gas placed into service after the
12 effective date of this section shall have automatic or remote
13 controlled shutoff valves installed as provided in this section.

14 (b) Installation.--In addition to any other valves installed
15 by the public utility, the public utility shall install at least
16 one automatic or remote controlled shutoff valve at each of the
17 following locations and at such other locations as the
18 commission may direct by regulation:

19 (1) within 100 feet of each municipal boundary crossed
20 by the facility; and

21 (2) within 100 feet of the facility's entry and exit of
22 a gas high consequence area.

23 (c) Testing frequency.--The public utility shall test each
24 automatic and remote controlled shutoff valve on an annual
25 basis. Records of the testing shall be provided annually to each
26 municipality in which the automatic or remote controlled shutoff
27 valve is tested.

28 (d) Replacement.--If an automatic or remote controlled
29 shutoff valve does not operate properly when tested, the public
30 utility shall:

- 1 (1) repair or replace the valve within 72 hours; or
2 (2) if the valve cannot be repaired or replaced within
3 72 hours, place the facility out of service until the valve
4 is repaired or replaced.

5 § 1543. Automatic or remote controlled shutoff valves for
6 hazardous liquids transmission pipelines.

7 (a) General rule.--All facilities of a public utility
8 engaged in the transmission of hazardous liquids placed into
9 service after the effective date of this section shall have
10 automatic or remote controlled shutoff valves installed as
11 provided in this section.

12 (b) Installation.--In addition to any other valves installed
13 by the public utility, the public utility shall install at least
14 one automatic or remote controlled shutoff valve at each of the
15 following locations and at such other locations as the
16 commission may direct by regulation:

17 (1) within 100 feet of each municipal boundary crossed
18 by the facility; and

19 (2) within 100 feet of the facility's entry and exit of
20 a hazardous liquid high consequence area.

21 (c) Testing frequency.--The public utility shall test each
22 automatic and remote controlled shutoff valve on an annual
23 basis. Records of the testing shall be provided annually to each
24 municipality in which the automatic or remote controlled shutoff
25 valve is tested.

26 (d) Replacement.--If an automatic or remote controlled
27 shutoff valve does not operate properly when tested, the public
28 utility shall:

29 (1) repair or replace the valve within 72 hours; or

30 (2) if the valve cannot be repaired or replaced within

1 land agent, under a similar registration or licensing law of
2 another jurisdiction, including, but not limited to, having a
3 license or registration certificate suspended or revoked, a
4 fine or penalty imposed or being censured or reprimanded
5 publicly or privately, except that the commission shall not
6 have the authority to levy a fine solely on the basis of this
7 paragraph.

8 * * *

9 Section 6. This act shall take effect in 60 days.

1 72 hours, place the facility out of service until the valve
2 is repaired or replaced.

3 § 1544. Penalties.

4 The commission may, after notice and opportunity to be heard,
5 impose civil penalties under section 3301 (relating to civil
6 penalties for violations) and other appropriate remedies for
7 violations of this subchapter and the regulations and orders of
8 the commission.

9 Section 2. This act shall take effect in 60 days.

Memo

To: Board of Supervisors
From: Jon Altshul
Re: Consider Responses to Branding RFP
Date: April 25, 2018

The Township received five responses to its RFP for Branding Services, as summarized in the table below. This RFP was precipitated by a Tier I recommendation from the Paoli Pike Corridor Master Plan, with an eye towards establishing East Goshen's "sense of place" in both the greater West Chester region and Southeast Pennsylvania more generally.

Vendor	Location	Price	Timeframe
Simone Collins	Norristown	\$45,975 (see note below)	8 months
Brandywine Consulting	Malvern	\$40,000	11 weeks
Navitas*	Trooper	\$2,500 (see note below)	15 days
Mungo Creative	New York/Milwaukee	\$29,925	7 months
Finch Brands	Philadelphia	\$24,500	12 weeks

Copies of the proposals are included in the agenda.

I emailed with Navitas to confirm that this price point would be sufficient to meet the requirements of the RFP. Navitas's reply indicated that there may be additional costs to tailor the branding design to different media (e.g. road signs versus business cards versus wayfinding signs, etc) and that without knowing what the final design would look like now, Navitas couldn't provide firm price quotes to tweak the design for every different format. However, it did quote the additional cost for a stationery package (letterhead and envelopes) at \$250 and Powerpoint templates at \$450. Therefore, even with these likely additional costs, I would still expect Navitas's final costs to be substantially less than those of other vendors and under the project budget of \$10,000.

In addition, please note that Simone Collins's proposal includes costs for the development of a wayfinding system in the Township. Because this was beyond the scope of the project, the Futurist Committee asked Simone Collins to provide a revised price quote with this element omitted. That figure came back at \$27,575.

Staff Recommendations

Township staff (specifically Rick, Jason, Mark Gordon and I) recommends that the contract be awarded to Navitas, based on a scoring matrix that included the required components listed in the RFP (cost, past branding work, biographies of staff, narrative response to a question about East Goshen and timeline). In particular, we observed that Navitas was the only respondent to offer a cost under the adopted budget for this project of \$10,000.

With that said, we were unanimous that Finch Brand's proposal was the second best of the five responses. In particular, staff liked the clean and simplistic designs that Finch did for Wildwood Crest, New Jersey and Schuylkill Banks (see pp23-36 of Finch's proposal).

Futurist Committee Recommendation

The Futurists recommend that the contract be awarded to Finch Brands. I have attached a copy of two recent emails from the Futurists on this matter, outlining their rationale.

References

Navitas received a very positive reference from West Whiteland Township (Navitas redesigned West Whiteland’s logo two years ago). Finch received a very positive reference from the Mayor of Wildwood Crest, NJ for Finch’s redesign of that municipality’s logo.

Next steps

As discussed in February, after the contract is awarded, Township staff and the Futurists will work with the winning design firm to develop three brands that best represent East Goshen. Those three designs will then be put to a popular vote among Township residents to gain community buy-in for our brand. The winning design will be announced at a public event in the Park in mid-to-late summer. Once a design is selected, the Township will need to develop specifications for the various types of signs and develop a budget and schedule for replacing existing signage and/or adding new signage over the next few years.

Recommended motion(s):

Mr. Chairman, I move that the contract for East Goshen’s Rebranding Plan be awarded to Navitas. (Staff recommendation)

OR

Mr. Chairman, I move that the contract for East Goshen’s Rebranding Plan be awarded to Finch (Futurist Committee recommendation)

File Message

Ignore X Reply Reply All Forward More Meeting Junk E-mail To Manager Team E-mail Move Actions Follow Up Categorize Mark Unread Translate Zoom

Delete Respond Quick Steps Move Tags Editing Zoom

You replied to this message on 4/26/2018 5:14 PM.

rom: Tom Kilburn <[REDACTED]> Sent: Thu 4/26/2018 5:01 PM

o: Jon Altshul

c: Brad Giresi; Rogers Vaughn; lpetrellis [REDACTED]

ubject: Fwd: Branding Proposals

Jon,

The Futurist Committee discussed via conference call this afternoon, the attached excellent summary by Brad Giresi regarding the proposals for image/branding for East Goshen. On behalf of the committee, Brad spoke with principals from each of the three companies that made the initial cut.

After some discussion we feel that Navitas does not have the experience or process to deliver thoughtful brand proposals that will be so important in establishing East Goshen as a premier community. Finch has the strongest record in helping communities define and build on their strengths. Simone Collins is a strong second to Finch with knowledge of East Goshen but without the same branding experience.

Please let us know when the Supervisors will be considering the proposals.

Tom Kilburn
Futurist Committee

Friday, April 27, 2018 10:18:09 AM

From: Brad Giresi <[REDACTED]>
To: Tom Kilburn; Rogers Vaughn; Luann Petrellis
Cc: Jon Altshul; mshane@eastgoshen.org
Subject: Branding Proposals

Sent: Thu 4/26/2018 11:45 AM

All,

Since our last meeting, I have had the opportunity to review the Proposals a little more in-depth, as well as speak with three of the firms that submitted Proposals. Based on the information provided, and my conversations, I would offer the following ranking of firms (and some comments):

- In general, I believe we are all on the same page regarding how important we feel this Branding exercise is, as it will establish EGT's sense of place in the context of the greater WC area (hopefully setting it apart) and is the expressive foundation upon which all of the Township's future communications and public image will be based for years to come!
- 1. **Finch Brands** - I spoke with their President, Bill Gullan, and I was equally as impressed with his thought process as I was with their Proposal and prior work. He spoke very intelligently with regards to the research process to ascertain the essence of East Goshen past, present and future. I also liked how he was upfront about the follow-up design work (i.e. website, letterhead, signage, wayfinding, etc.), and how he would appreciate the business but understands as a municipality, EGT may be able to find more economical companies to provide those designs (with their assistance as needed). I would feel confident that they can help East Goshen in developing its Branding.
- 2. **Simone Collins** - although I initially wrote them off because of price and their background as a Landscape Architecture firm, it was mentioned that the Township has been very happy with their work on the Dam projects. So, I revisited their Proposal and spoke with Peter Simone. He had some very insightful comments and they have done some very nice work on signage and wayfinding. However, even with revised pricing to just provide the Branding scope of work, they are coming in at \$27,575. With some hesitancy about their Branding abilities, and the slightly higher price, I would put them behind Finch Brands.
- 3. **Navitas** - in speaking with their President, Kevin Homer, he basically confirmed my initial feelings that they are the cheapest option for a reason - what they are offering is to simply provide a Logo. In general, I found their logos, websites, and other print media to be very cluttered and lacking. They mention in their Proposal about how they started as a printing company, then transitioned to being a marketing company - from what I know of the advertising industry, there are many companies which followed this path. As print media became more and more obsolete, these companies needed to stay alive and evolved to offer the services that a true marketing design firm would, at a much cheaper rate. The only thing appealing about them is their price.

I welcome any other thoughts or comments. Hopefully, we can provide Jon with the Futurist Committee's recommendation to the Supervisors this week.

Thanks,
Brad

Friday, April 27, 2018 10:20:24 AM



Branding & Logo Design Proposal

Prepared For:



April 6, 2018

April 6, 2018

Jon Altshul
Director of Finance & Assistant Township Manager
East Goshen Township
1580 Paoli Pike
West Chester, PA 19380-6199

RE: Township Rebranding Plan

Dear Mr. Altshul:

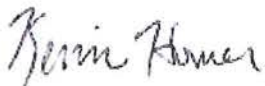
Thank you for allowing Navitas Marketing the opportunity to submit this proposal for the design of a new logo for East Goshen Township and the branding elements that complement it. I appreciate the time taken to review the information within.

Navitas Marketing is an award-winning creative marketing and digital media agency with headquarters in the Greater Philadelphia area. We have over 30 years of experience in marketing strategy, branding, and graphic design. We always strive to be at the forefront of the online marketing landscape, having been developing websites for 20+ years and managing online marketing campaigns for roughly 10 years. Previously, these services were provided by The Homer Group, our sister company. Navitas Marketing was formally established in 2014 and has won numerous awards, including recognition as one of the 50 Fastest-Growing Digital Ad Agencies in Philadelphia and as a Top Marketing Consultant in Philadelphia.

The Homer Group and Navitas Marketing have been providing branding, graphic design, website design, and printing services to local government entities, school districts, and business development organizations for over 50 years. I believe that these experiences will positively impact our ability to meet and exceed your expectations in your township rebrand.

I am pleased to present to you the attached proposal. Developing a logo for any organization is a critical step in establishing a recognizable brand that will be deeply rooted within the residential and business community. Please let me know if you have any questions, and I hope to work with you!

Sincerely,



Kevin Homer | President
Navitas Marketing
2605 Egypt Road, Suite 206
Trooper, PA 19403
610-539-8401 x221 | khomer@navitasmarketing.com

Navitas Marketing is a creative marketing and digital agency with headquarters in Trooper, PA. Our business model consists of two key components: *energy* and *value*.

For every client, we work hard to learn their business, research their competition, and develop a unique, modern approach that will generate the desired results. We find ways to increase the value of a marketing strategy to maximize revenue and return on investment.

Navitas Marketing is the sister company of The Homer Group, which has been serving the Greater Philadelphia area for 55 years. Whether we're developing and managing a client's brand or supporting a marketing team or graphic designer, The Homer Group and Navitas Marketing provide significant value to their clients.



Navitas Marketing is recognized as a Google Partner, which reflects the volume of advertising spend and level of success achieved with various online marketing campaigns. We have received multiple awards for our marketing strategy, graphic design, and website design services.

Marketing Strategy

- Branding development & emersion
- Product launch consulting
- Public relations and awareness
- Acquisition and retention
- Graphic and web design
- Content marketing strategy
- Direct mail marketing
- Trade show marketing
- Social networking strategy
- Traditional media placement
- Search engine optimization (SEO)
- PPC, PPI, display advertising through Google AdWords, Bing Ads, etc.
- Online reputation management
- Targeted email marketing
- Google Analytics & campaign rollups

Digital Media

- Responsive website development
- Web application development & hosting
- User experience design
- Site audit, flows and navigation maps, wire frames, prototypes, graphical comps
- Database deployment
- Mobile platform solutions
- WAP, SMS campaigns, mobile application development
- Graphic & web design
- HTML5 / AJAX / Flash / Flex development
- 3D animation / motion graphics
- Digital photography and videography
- 3rd party revenue share and sponsorships

Printing and mailing services are available through our sister company:

The Homer Group



Kevin Homer

President

Kevin is a marketing and business development executive who infuses results-driven solutions into businesses to stimulate growth through strategic planning and targeting, branding development, and promotional outreach. His passion for marketing, business development, and utilizing technology and social networking strategies is what drives him to help develop and evolve marketing strategies that deliver results.



Kevin is also the Co-Founder of Fans With Benefits, an internationally-used Facebook sweepstakes application. He regularly conducts marketing seminars and has been recognized as one of Philadelphia's "People On The Move" by Philadelphia Business Journal and Montgomery County's "Rising Star" by Montgomery County Chamber of Commerce.

Donna Blase

Director of Creative Design

Donna works closely with our clients to learn their businesses, understand their needs, and develop strategies and solutions that will appeal to their target audience and deliver results. She has 30 years of experience working for advertising/marketing agencies and design studios in Philadelphia and surrounding areas. Her strengths include brand development and an ability to adapt her design style to meet the individual needs of each client, allowing her to create high-impact marketing materials that reflect her passion for color and typography.

Lauren Carhart

Creative Design Specialist

Lauren is vastly experienced in designing multiple types of print and online media, which is especially helpful in developing brands that consistently translate across multiple channels. She appreciates the importance of the psychology and strategy that factor into the development of her designs, focusing on the purpose, industry, and target audience. In addition to exceptional creativity, she offers our clients excellent project management and communication skills that allows for a smooth and timely process, whether she is working on a complete branding campaign or designing a single component.

Navitas Marketing has provided a variety of brand identity, graphic and web design, and content marketing strategies for many different business types and targeting many different audiences. While we develop and maintain many for-profit brands, we are providing examples of projects that are relevant to this township rebranding project.

Municipality of Norristown

Responsive Website, Marketing Consulting, Search Engine Optimization, Commercial Printing
www.norristown.org | www.norristownnow.org

We developed the Municipality of Norristown's new website, which launched in December 2014. Staff and community feedback indicated that the prior website was difficult to maintain and was organized in a way that made it difficult to navigate and find important information. Our goals for the new site were to develop a responsive website that would be functional across all platforms, develop a layout and organization strategy that would make it easy to navigate, and make the site highly interactive, which would provide additional incentive to visit the site.

We hosted a meeting with department heads prior to the project and provided in-person training to use the content management system after launch. We developed the strategy for organizing content and implemented basic SEO services.

We developed a microsite that promotes business development opportunities and resources for existing businesses within the Municipality.

Additionally, we were asked to take their existing logo and develop a logo for their newly-established New Horizons initiative. It was important that we find the appropriate balance of establishing its own recognizable look, while still complementing the existing township brand. The Municipality of Norristown was very pleased with the balance we were able to achieve.



The Municipality of Norristown website was awarded 2nd place out of 957 boroughs in Pennsylvania by the PA State Association of Boroughs.

Handwritten mark

West Whiteland Township Branding, Marketing Consulting, Graphic Design

West Whiteland Township was interested in developing a new logo to use on their website, printed materials, social media, and other communications. The Township had not consistently utilized a designated logo in the past and was looking for a warm graphic that both residents and businesses could relate to, and that would incorporate the Township's values, goals, and character.

Their logo included the concept of "crossroads" which represented many different themes that we established for them. We also created custom icons that utilize actual landmarks throughout the Township. They were extremely pleased with how we represented so many important qualities, with some more obvious and some more subtle.

We have since provided consulting services for their new website, and we continue to design various print media for them and produce their township newsletter.



Upper Merion Township Branding, Graphic Design, Commercial Printing & Distribution

Roughly 20 years ago, we designed the very first website for Upper Merion Township. Today, we are still providing them with graphic design and printing services, such as the design, printing, and distribution of their township newsletter, printing and distribution of their Parks & Rec Guide, and the marketing materials and direct mail collateral for their Upper Merion Community Center.

When the Upper Merion Community Center was opened, we were asked to develop a new brand, and multiple logo concepts were provided. The concepts provided had varying design styles and ways of portraying the message of community and health. They loved our options, but unable to reach a consensus, they ultimately decided to maintain the branding of the Upper Merion Parks & Recreation department instead of branding the Community Center on its own.



East Norriton Township

Graphic Design, Commercial Printing & Distribution, Marketing Consulting

For many years, The Homer Group and Navitas Marketing have designed, printed, and distributed the township newsletter for East Norriton Township. They have been very pleased with our strategic meetings, the evolution of the newsletter over the years, and timely delivery of their projects.

We have recently begun working with them on developing a marketing and PR campaign, which will allow them to promote their success stories and latest news to their local and regional community.



Kistler-Tiffany Foundation

Brand Development, Responsive Website, Marketing Consulting, Search Engine Optimization, Direct Mail Marketing

The Kistler-Tiffany Foundation is a nonprofit organization that raises money for mentally and physically challenged and other underprivileged individuals. Navitas Marketing developed their branding elements that have been consistently used across the traditional and online marketing media that we've established for them, including their responsive website, overview brochure, and many event invitation and solicitation mailers.



Other Notable Clients

Marketing strategy, website development, online marketing, graphic design, and printing services

Local Government & Education

- Abington School District
- Abington Township
- Colonial School District
- DeSales University
- East Norriton Township
- Eastern University
- MCATO
- Methacton School District
- Montgomery County
- Montgomery County Intermediate Unit
- Montgomery Township
- Municipality of Norristown
- Perkiomen Township
- Springfield Township
- Upper Merion Township
- West Chester University
- West Whiteland Township
- Wissahickon School District

Non-Profit Organizations

- Alpha Pi Lambda Fraternity
- American Baptist Women's Ministries
- American Lung Association
- Cley Center for Security on Campus
- Greater Norristown Corporation
- Healthy NewsWorks
- Kistler-Tiffany Foundation
- Legacy Foundation
- Montgomery County Chamber of Commerce
- Montgomery County -Norristown Public Library
- Montgomery County Foundation
- Montgomery County Housing Authority
- Norristown Arts Council
- Shriners Hospitals for Children of Philadelphia

East Goshen Township is undertaking a rebranding effort across all Township-owned media, a need that was recently recognized in the Paoli Pike Corridor Master Plan. East Goshen takes great pride in being a premier place to live, work, and play in Chester County, with a number of natural features and historic structures that the general public associates with East Goshen, and it is important that these qualities be reflected in the new brand.

As part of this rebranding process, it is important to consider the question “*What do people think when they think of East Goshen Township?*” We posed this question to many members of our team. Currently, most knew that East Goshen Township is located between Exton and West Chester, two towns with strong brands and recognition. However, little was known about East Goshen specifically. It will be important during this rebrand to ensure the East Goshen story is told, both through design elements and messaging. East Goshen has a rich history and an interesting story, and we want to make sure that it is told.

Scope of Work

Navitas Marketing will work with representatives from East Goshen Township to help further conceptualize and develop the new brand. In addition to designing the new logo and brand elements, we would be happy to provide pricing for other Township-owned media, such as road signs, website, newsletter, stationery, wayfinding signs, and other needs that may arise.

Logo Design

Designing a new logo requires a strategic balance of portraying a message to the organization’s audience, with a design and style that will also be attractive and simple. Simplicity, when trying to achieve these goals, is difficult to accomplish, but important so that it can be easily used across multiple types of media.

Following a meeting with representatives from East Goshen Township, we would provide three logo concepts that each offer varying approaches and styles. At this time, our three concepts are as follows:

1. A modern, simple, and clean logo that includes three icons representing parks, history, and pedestrian/bike paths.
2. A typography logo with a single abstract icon that represents the theme of East Goshen Township.
3. A logo with an abstract illustration that represents the theme of East Goshen Township.

Timeline: 7-10 business days for the first logo version

Additional Brand Elements

Upon selection of the new logo, we will provide various file types and full color vs. grayscale versions. We will also provide primary and secondary fonts and color palette to be used with the logo.

Timeline: 3-5 business days following the approval of new logo

Should you be interested, we are also able to further develop and strengthen this new brand through services such as website development, print and email newsletter design, stationery design, signage, and more. We are also available to any 3rd-party vendors who may need our assistance.

cost breakdown

The budget below includes the cost breakdown of the various deliverables for this rebrand, as well as the services included.

Branding & Graphic Design Budget

New logo

Client conference for logo review, 3 versions of new logo concepts, and up to 3 hours of revisions \$2,500

Additional Brand Elements

Design of the alternative versions of the logo and brand fonts and color palette. Incl.

Total Estimated Fees

\$2,500

Thank you for the opportunity to respond to the RFP for the design of your new logo. We would be happy to answer any additional questions you may have regarding other design and branding options. We are highly experienced with developing and maintaining brands and provide significant experience working with local and county government, as well as many school districts, colleges, and nonprofit organizations. We believe in our ability to meet and exceed your expectations, and we look forward to your feedback!

EAST GOSHEN TOWNSHIP

BRANDING



SUBMITTED BY:

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1. Cover letter



April 6, 2018

To the East Goshen Township Board of Supervisors

Carmen Battavio
Michael Lynch
Marty Shane
David Shuey
Janet Emanuel

Simone Collins Landscape Architecture (SC) is pleased to present our proposal for the development of a Township Rebranding Plan in accordance with the Request for Proposals.

You know SC from our work for Milltown Reservoir Park and Hershey's Mill Reservoir Park, our grants assistance for these projects and our current development of construction documents for both parks. You may also recall that we competed for the Paoli Pike Corridor Trail Project and the redesign for Township Park, since our firm does a tremendous amount of work on both trails and parks.

You probably do not know that SC also offers professional services for signage and logo design. SC has developed highly successful logo designs and signage for many area and regional clients.

A few of these clients and projects include:

Delaware County Parks Department: SC has successfully worked with Delaware County staff and the County Council to develop a distinctive logo and signage program for all of the County's parks.

Lincoln University: SC successfully completed a campus wide site and building identification program for this 150 acre Chester County campus. The signage plan was a part of a \$24 million campus improvements plan where SC served as prime consultant.

Borough of Camp Hill, PA: SC just completed the draft design for a new logo for this central PA borough as part of a streetscape master plan on its primary commercial corridor. Known for its intimate scale, SC also coined the Borough's new tag line: *"Come Walk With Us"*.

Keystone Development Group: SC developed new signage design for the rebranding of two renovated office complexes one in Delaware County and one in Chester County.

Squire Cheyney Park, Thornbury Township, Chester County: SC worked closely with the Township historical society to create iconic signage at the park that memorializes Pennsylvania's "Paul Revere". The highly successful signage program includes park identification, regulatory and interpretive signage.

1. Cover letter

We have also completed signage master plans for regional trail systems including the 120 mile Schuylkill River Trail system and for 200 miles of the Delaware River water and land trails that span three states.

Every project that we complete, whether of not specifically a logo design or a project that is a graphic design project, has a strong illustrative component to it. Graphic design is an integral component to all of our work since it is essential to how we communicate our ideas and convince our clients that their investment in a project is worth the cost.

In contrast to graphic design or signage design only firms, we understand wayfinding, physical design and placemaking like only a firm can who creates places in the out-of-doors can. As a result, our proposal exceeds your requested scope of services in that we will create an overall township wayfinding map (sign type and location). You will be able to use this map over a period of years as the system expands and you will be able to use it to track sign maintenance since we can make it GIS based.

Also, having had the pleasure of previously working with East Goshen, we appreciate that the Township works ONLY in a totally transparent manner. We understand how the Board of Supervisors does business – and we have suggestions about the design process that we believe will make the public process seamless and highly iterative, ensuring that the selected logo has been carefully evaluated and considered by all stakeholders.

We are excited about the prospect of working with you on this project and we would welcome the opportunity to know more about your ideas and to share our experience with you at an interview. Aside from myself, you would be working with SC staff you have not yet met – Geoff Creary and Ethan Mintzer – and I am sure that you will want to meet and speak with them as you consider our firm and our proposal.

Thanks very much for your consideration.

Sincerely,

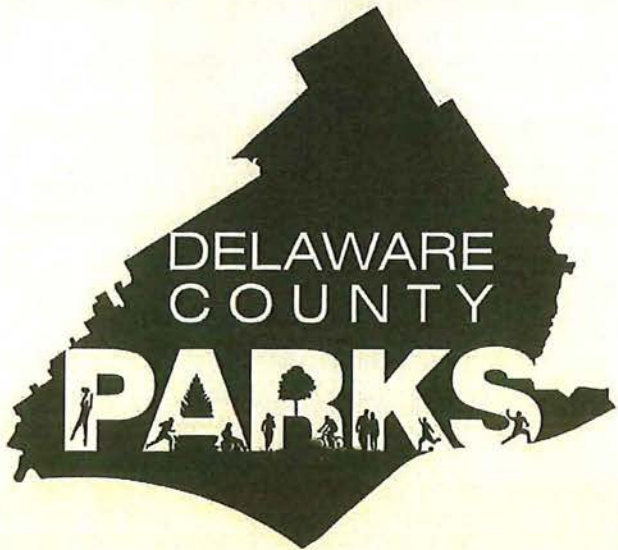
Simone Collins
Landscape Architecture

A handwritten signature in black ink, appearing to read 'Peter M. Simone', written in a cursive style.

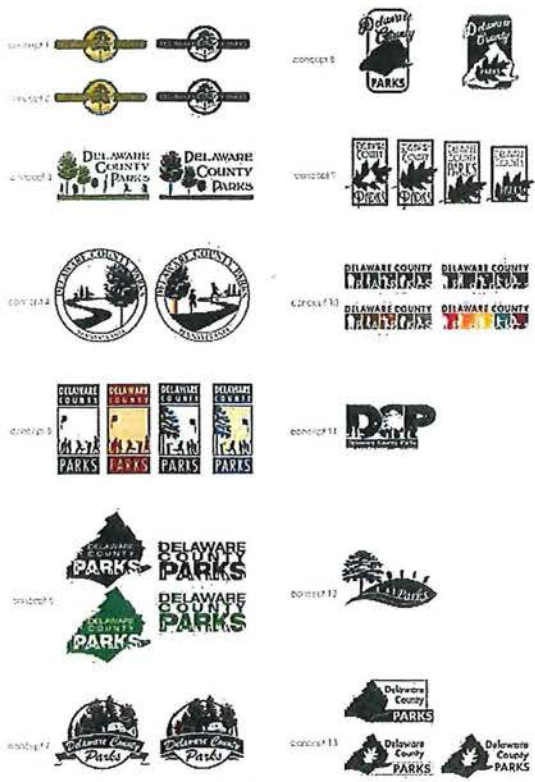
Peter M. Simone, RLA, FASLA
President

2

Firm Profile / References



SC's logo for Delaware County Parks (above) was chosen from 12 options by SC.



Simone Collins Landscape Architecture (SC) has a portfolio of visionary and award-winning projects in the areas of land use and zoning, transportation, parks, trails / greenways, streetscapes, heritage, bridge design, and **graphic and signage design**. SC specializes in developing partnership funding strategies and public involvement programs for community projects. SC offers a full range of planning and landscape architecture services *“from conception through construction.”*

Over the years, SC has also developed expertise and experience in wayfinding and signage design. Our multi-faceted design expertise informs our signage, graphics, logo and wayfinding work. As compared to firms that are “graphics only,” SC understands and considers the wider implications of signage design as an integral feature of our culture landscape.

Our extensive work in transportation planning that includes: mass transit, roadway planning as well as trail planning, pedestrian connectivity and complete streets and streetscape design - informs our work in signage design and enriches our wayfinding works.

SC is well known across the state for its innovative planning and zoning work along with its excellent service delivery. SC has worked in many municipalities including Newtown Township, Radnor Township, Thornbury Township - just to name a few nearby municipalities.

SC also has an extensive background with the planning and development of community facilities such as parks and open space and the planning for and preservation of historic resources. SC has also been very successful in procuring funding for our clients having secured over \$20 million in funding for our clients, from a broad variety of sources.

SC will use all our experience to help East Goshen Township to create a “landmark brand,” an intuitive and smart information delivery package, and an unforgettable and cohesive graphic identity for all things “signage” within the East Goshen community.



2

Firm Profile / References

Peter M. Simone RLA, FASLA will serve as SC principal in charge for East Goshen Township Rebranding Project. Pete has over 40 years of professional practice and public service. Pete will work closely with Geoff Creary and Ethan Mintzer to develop striking graphic brands that deliver a “thousand words” of information in a single distilled image. Pete’s main responsibility will be to orchestrate the public process in working with the Futurist Committee, writing survey questions and running the public meetings. While Geoff Creary is the graphic mastermind at SC, Pete will provide critical analysis of Geoff concepts. This has proven to be a winning collaboration on past projects. Two great logo examples are above, one for SC and one for SC’s non-profit client Delaware Canal for the 21st Century.

Geoffrey Creary, Director of Graphic Design, Landscape Architect will serve as project designer for the East Goshen Township Rebranding Project. Geoff is responsible for the signature SC graphics reputation. Geoff directs all SC graphic design and signage projects, and his design work is integral to almost every SC project. Both Pete and Geoff approach each graphic design as a fresh challenge with skills honed by years of practice and design intuition. SC creates effective brands that work on multiple visual and psychological levels. Only a seasoned design team like SC will be able to create an iconic image for East Goshen Township that will become recognizable and stand a test over a long period or time.

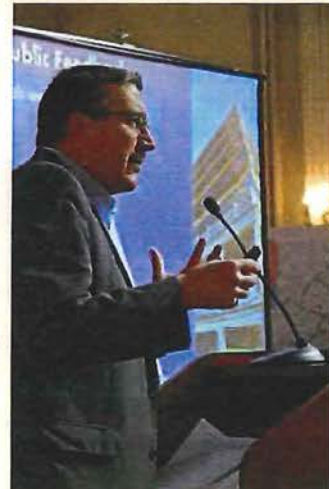
Geoff’s landmark signage designs include:

- Lincoln University Campus Wayfinding & Signage
- Delaware County Parks Signage Master Plan
- Camp Hill Borough Logo and Streetscape Signage
- Mercy Suburban Hospital Signage Master Plan
- Delaware River Signage Master Plan (220 Miles)
- Schuylkill River Water & Land Trail Master Plan (5 counties)
- Keystone Properties Signage (Rose Tree & Westlakes)

Geoff develops the graphic design of almost every SC project, and regularly creates logos and branding graphics for various SC projects. Geoff’s designs help create project identities and are instrumental to our client fundraising and grant writing efforts. Geoff has 20 years experience, including 16 years with SC.

Ethan Mintzer, Landscape Architect will serve as staff landscape architect and work directly with Geoff to produce the graphic designs for East Goshen. Ethan is a graduate of Temple University with a finely developed graphic sensibility and technical graphic capability of his own.

These capsule resumes have been provided to ease your review. Full length resumes are in section 5 of this proposal.



2

Firm Profile / References

What is Wayfinding?

Wayfinding is a term that is thrown around frequently during studies like these. What is Wayfinding?

Wayfinding encompasses all of the ways in which people orient themselves in space and navigate from place to place.

The basic process of wayfinding involves four stages:

1. Orientation is the attempt to determine one's location, in relation to objects that may be nearby and the desired destination. **Where am I now?**
2. Route decision is the selection of a course of direction to the destination. **How do I get to where I want to go?**
3. Route monitoring is checking to make sure that the selected route is heading towards to the destination. **Am I on the correct route and am I getting close?**
4. Destination recognition is when the destination is recognized. **There it is! Great!**

Below - SC's sign "family" of sign types for the Delaware County Park system. SC was selected for its graphic excellence and its knowledge of planning and designing for public spaces, parks and trails.



Simone Collins Signage, Wayfinding & Graphic Design References.

**Karen Holm, Director of Parks & Recreation
Delaware County Planning Dept.**
Signage Master Plan for Delaware County Parks
610-891-4000

**Pat Dennis, Manager
Camp Hill Borough**
Camp Hill Borough Logo & Wayfinding
717-737-3456

**Dennis Carney, Manager
Rain Garden Interpretive Sign**
Solebury Township
215 297 5656 x 137

**Kathy Comisak, Director of Planning
Lincoln University**
Campus Wayfinding and Signage
484 365 8000

**John Granger, Manager - Exeter Township
Towamencin Township Parks & Trails Signage
Aston Township Signage Concepts**
610 779 5660

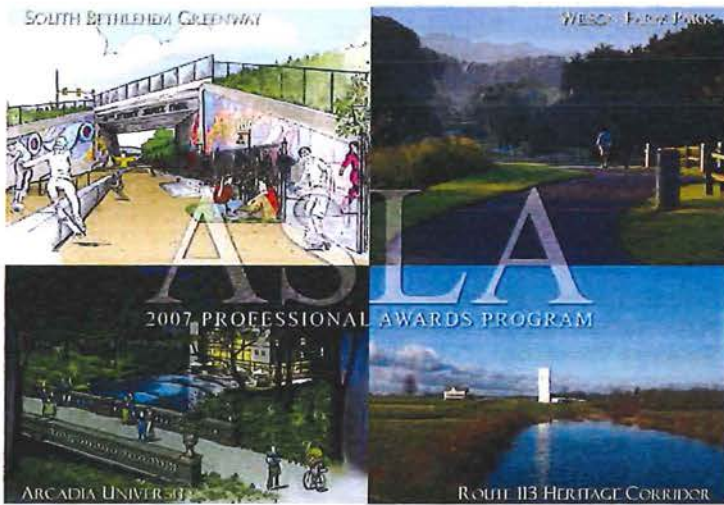
**Sheila Fleming, RLA, Senior Project Manager
Brandywine Conservancy**
Chadds Ford Village Master Plan (Graphics)
610 388 8396

**Steve Norcini, Township Engineer
Radnor Township**
Radnor Township Greenway & Open Space Master Plan
Veteran's Park (Graphics)
610 688 5600

**Kathryn Eiseman, AICP, Partner
Nelson, Pope & Voorhis, LLC**
Manhasset Bay Water Trail and Theodore Roosevelt Water
Trail - signage & mapping
631 427 5665

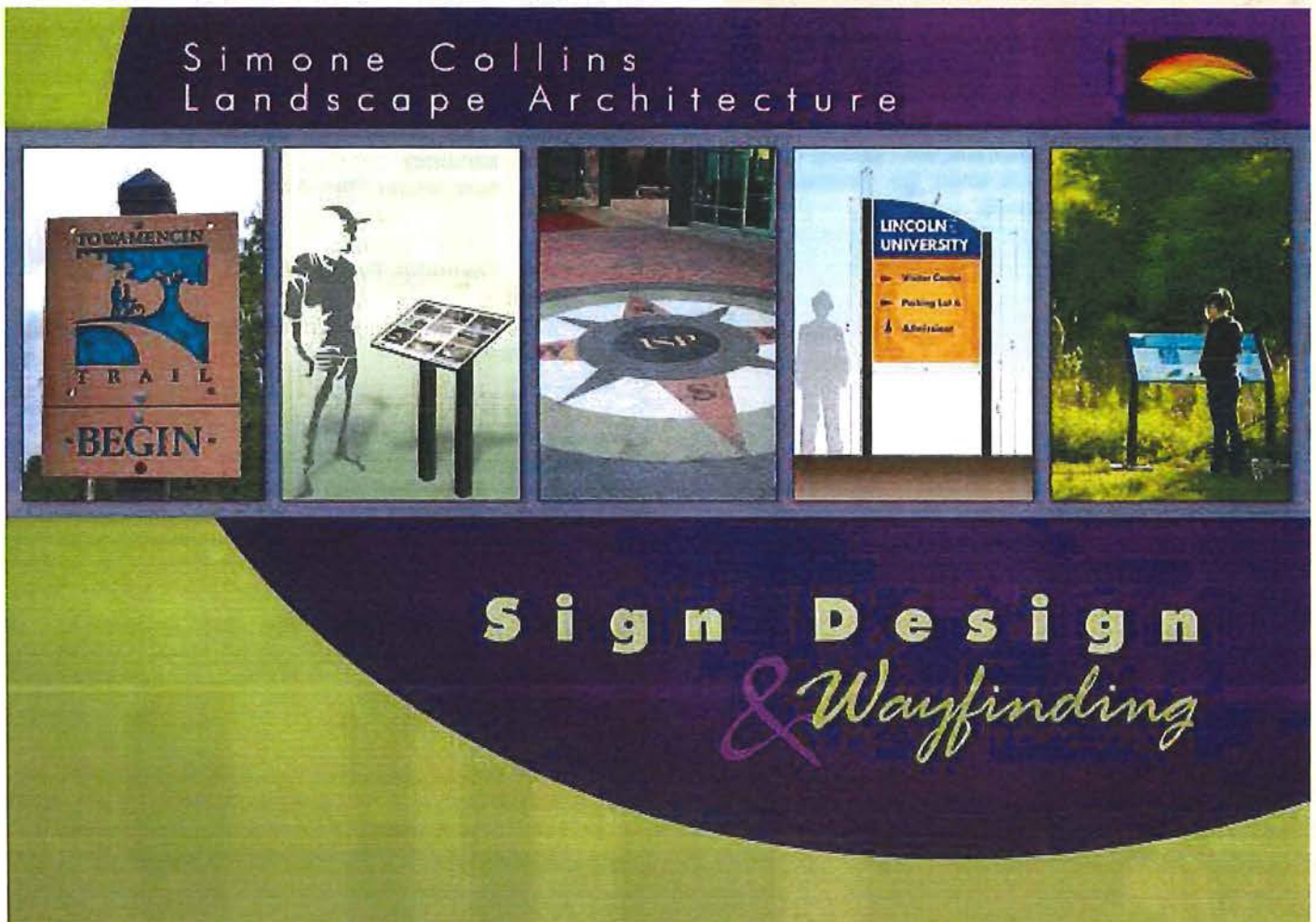
2

Firm Profile / References



Everything that Simone Collins does involves graphic design of one type or another, including our own promotion.

Two SC promo postcards



3

Project Understanding / Scope / Schedule



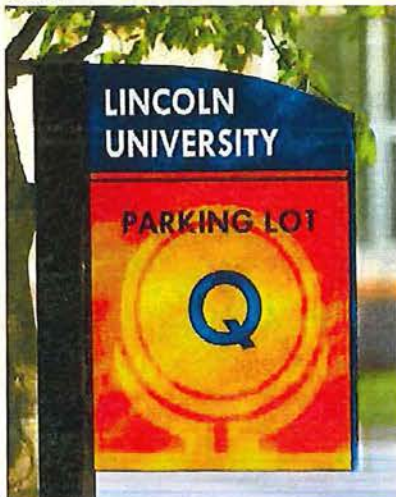
Plainfield Twp. Logo - busy, confusing, forgettable.



You know what the swoosh means even without the word "NIKE".



The University logo (left) was simplified and used as a common element by SC when the firm designed the campus signage system.



Project Understanding

As East Goshen considers the development of a brand and logo, there are some essential elements of a logo that we all should be aware of. We summarize these characteristics as follows.

A logo:

Creates identity – This does not have to be a literal translation of anything. If you examine most municipal logos they are a mish-mash of confusing images where the “designer” has tried to include everything possible. The logo from Plainfield Township, Northampton County (left) is a good example of a bad logo. What identity does this create?

Emphasizes important information – What is the important information about East Goshen that will create a memorable logo? And, does it even need to be information about East Goshen? Think of the Nike logo. This is based on a wing and movement. The swoosh is meant to convey speed. It works.

Should be Artful and an intelligent combination of colors, shapes, and fonts. It should work in color or in black and white.

Should be Memorable. The logo should be easy to remember. It should stick in your brain. It should be hard to get out of your head, like that memorable song you just heard on Spotify or Pandora that just keeps playing over and over in your mind’s ear.

Should be Simple. A major flaw of many logos is that there are much too complex. Like a finely composed poem, a logo should be clean, sparse and succinct. When SC created the signage and wayfinding system of Lincoln University, we adapted the university logo of two hands holding the university “globe” to create a simple, memorable, graphic image. We think it works.

Scope of Work

The RFP asks the question: *What should people think when they think of East Goshen Township?*

Respectfully, we have no idea.

The answer to this question must be answered by the East Goshen Community. Of course, there will be many answers to this question. This is good. The more opinions the better.

It will then be the task of your selected designer to distill those opinions into a logo or brand that meets the criteria for a great logo.

How will we do this?

SC suggests that we follow the scope of work and schedule as laid out in our proposal.

Township-wide web survey. As a starting point, SC will create and administer a web based survey to try and have residents answer this question. (You may recall this was a useful tool for both the Milltown and Hershey Mill Park Master Plan). However, like any well prepared survey, we need to ask the basic question in a number of ways. SC will prepare a draft survey for the first meeting with the Futurist Committee for review and finalization by them. We suggest the first survey run for one month.

A few possible survey questions (without the multiple choice answers) include:

- What image pops into your mind when you think of East Goshen Township?
- What are the three primary reasons you like in East Goshen Township?
- What are three iconic buildings in East Goshen Township?
- What are your three favorite outdoor places in the Township?
- What is the one word you would use to characterize township government?
- What is your most cherished memory of your life in the Township?

We will repeat the survey again when we have three preliminary logos for consideration. However, we caution the township not to select the final logo solely based on

3

Project Understanding / Scope / Schedule



SC often creates memorable logos as an ancillary service of the primary assignment.



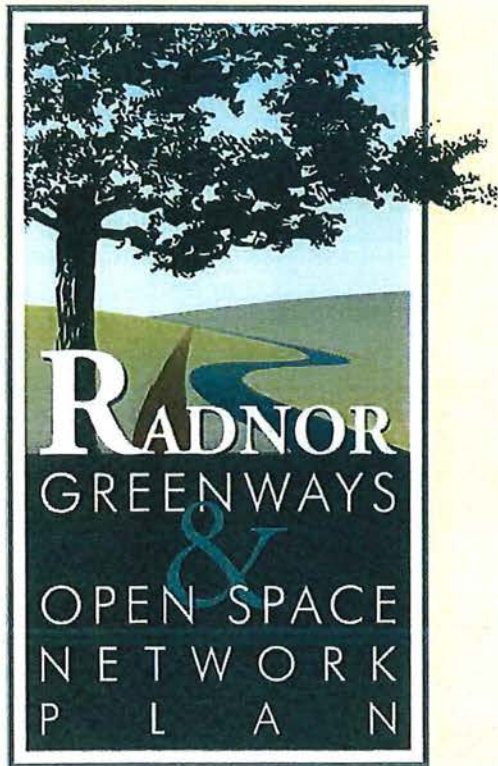
3

Project Understanding / Scope / Schedule



Above: Residential community logo

Below: Radnor report logo



the most popular logo – based on survey responses. In addition to asking about survey respondents favorite logo, we will ask questions such as:

For your most favorite logo, why do you like it the best?

- Clean lines
- Graphic image
- The Words convey the right message
- I like the colors
- It creates a positive message
- It conveys the essence of what East Goshen is.
- It is recognizable

For your most favorite logo, how would you improve it?

For your least favorite logo, why is this your least favorite?

In this manner, we will get valuable feedback from the community of what they like and why. This will help us to make further refinements in the logo.

We might consider asking survey respondents to pick their two favorite logos.

We suggest that the Board of Supervisors retain some discretion in selected the final logo, after refinements are made (if needed) and in case there are two approaches that a similarly popular.

Public Meeting #1 with Futurist Committee.

As per the RFP, we are suggesting working with the Futurist Committee, although we would be pleased to work with any committee that the Township so designates. We suggest that these meetings be open to the public so that there is as much participation as possible. It may be difficult to encourage residents to attend meeting on this subject, but the Township's meeting notification system is excellent



SC's logo for the Teddy Roosevelt Blueway Trail that is being developed in Oyster Bay, Long Island, NY.

Project Understanding / Scope / Schedule

Develop Preliminary Logo and Wayfinding Designs.

SC will proceed to develop logo concepts, sign type options, an overall Township wayfinding map, and start to assemble cost information for pricing sign type options. Most of this work will occur over the summer months. Please see the proposed project schedule .

Public Meeting #2 with Futurist Committee.

This meeting is suggested for mid September and will feature a review of three options for the logo and branding. We will also present the preliminary designs for signage types that will include:

- Vehicular wayfinding
- Pedestrian wayfinding
- Public Site identification (parks, township bldg., etc.)
- Trail signage
- Interpretive signage

We will also present the preliminary sign locations map and preliminary cost information. We will look for feedback on these items as well.

Based on feedback from the committee and the public, we will complete any refinements on the three logos (as needed) and then get these designs posted and issue the second web survey on these design options. We suggest that this survey run for 45 days.

Public Meeting #3 with Futurist Committee.

When we reconvene with the committee, we will evaluate the survey responses with them and if necessary, refine one or more logo designs based on the comments and feedback received. We will also have final information on signage types and costs. This meeting is suggested for mid November.

Meeting with Board of Supervisors

We will meeting with the BOS (suggested for early December) to present an overview of the design process and if the BOS is ready to do so, they would selected the preferred logo. Any additional work necessary to complete the scope of work will be finished in December and early January.

Township Staff Meetings

Any meetings with Township staff will be held on an as-needed basis over the course of the project.



SC design for the Lincoln University campus signage and wayfinding system was bright, bold, clear and utilized school colors and existing yet simplified logo. The signage system cost \$220,000. Branding, wayfinding and vehicular and pedestrian. Follow up work included new building signage.



SC collaborated with PennDOT District 6-0 to design and install permanent banner signs that were intended to warn motorists of activity and slow traffic along the campus' busy road - Baltimore Pike.

Below - Not all signs must be on a post

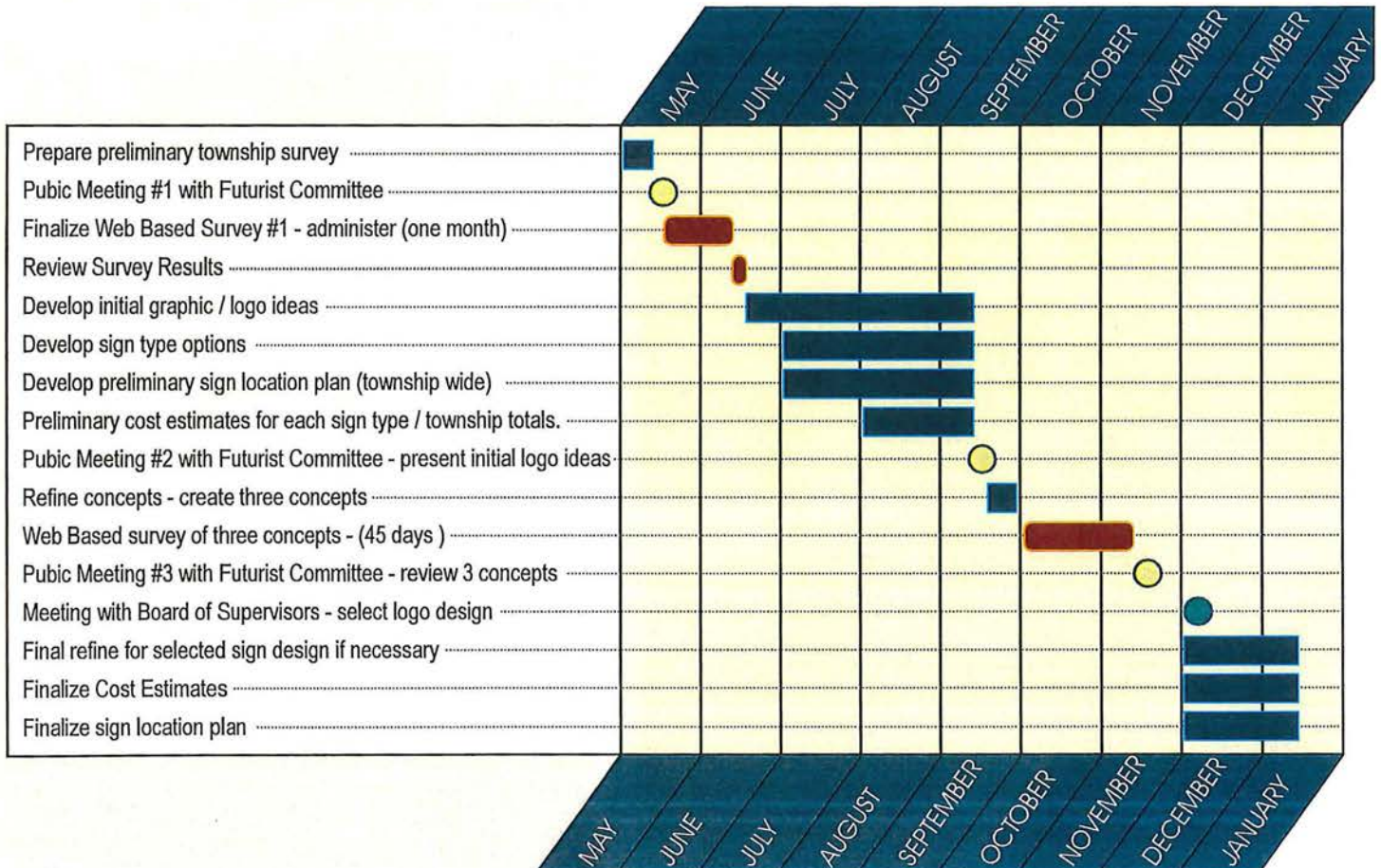


3

Project Understanding / Scope / Schedule

Project Schedule

SC proposes a project schedule of 9 months. This includes a 45-day review period for the three logo options. We understand that this duration is probably longer than what was envisioned by the Township. However, our experience with these types of projects has taught us not to rush through a design that will be part of the Township for many years. The start time of May 1 is also not optimal, since meetings really cannot be held in July and August. The SC schedule also accounts for the winter holiday season. We would be pleased to review this schedule with the Township.



4

Project Budget

Project Budget

The SC fee is tailored to provide the most optimum palette of services and products within the lowest possible cost.

Total SC labor costs are \$45,475. Reimbursable expenses, are \$500.00 for a total project costs of \$45,975.00. We would be pleased to review this cost proposal with the Township. See detailed tasks, hours and hourly rates to the right.



Simone Collins was retained by The Keystone Property Group to design landscape improvements and new signage for Westlakes Corporate Center and Rosetree Corporate Center, located in Wayne and Media respectively. The work was completed on a tight budget and focused landscape improvements in high impact locations on each corporate campus.



Above - SC interpretive sign

Below - SC's concept for a dramatic welcome to Towamencin sign - turning one of the ugly spoils "mountains" created by the Turnpike Commission into an asset.



4

Project Budget

Task / Event	Simone	Creary	Mintzer
Prepare preliminary township survey	4	4	1
Meeting Preparation	2	2	2
Pubic Meeting #1 with Futurist Committee	3	3	3
Meeting minutes			2
Finalize Web Based Survey #1 - administer (one month)	2	2	1
Review Survey Results	1	1	2
Develop initial graphic / logo ideas	4	40	60
Meeting Preparation	2	2	2
Pubic Meeting #2 with Futurist Committee - present initial logo ideas	3	3	3
Meeting minutes			2
Refine concepts - create three concepts	2	40	60
Develop sign type options	6	20	28
Develop preliminary sign location plan (township wide)	8	16	24
Web Based survey of three concepts - (one month)	4	4	4
Meeting Preparation	2	2	2
Pubic Meeting #3 with Futurist Committee - review 3 concepts	3	3	3
Meeting minutes			2
Meeting with Board of Supervisors - select logo design	2	2	
Refine selected sign design	2	24	40
Cost estimates for each sign type / township totals.	4	8	16
Finalize sign location plan	1	2	2
Total Hours	55	178	259
Hourly Rate	\$150	\$100	\$75
Labor Cost	\$8,250	\$17,800	\$19,425
Total Labor Cost	\$45,475		
Reimbursable Expenses			
Mileage	\$200		
Photocopies	\$200		
Large Format Plots	\$100		
Total Reimbursables	\$500		
Total Project Cost	\$45,975		

5

Additional Information



Camp Hill Signage - Concept 3



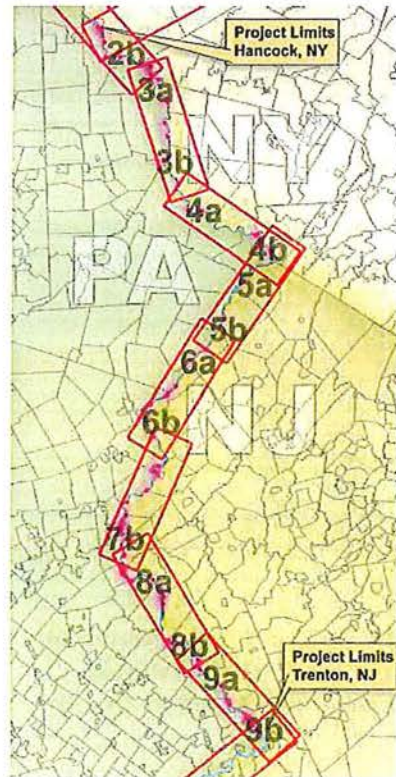
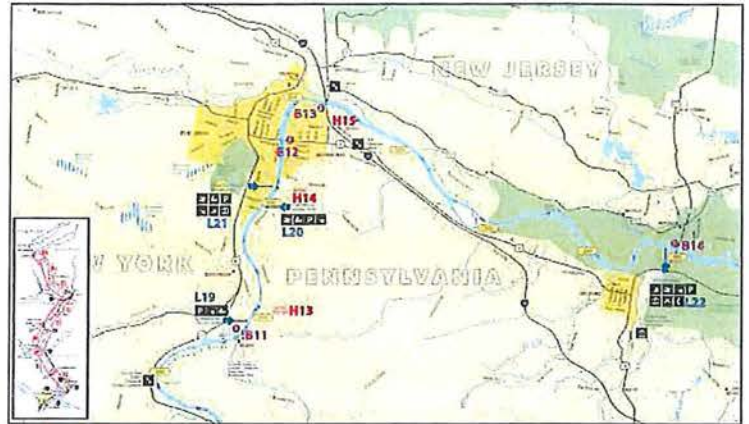
Camp Hill Signage - Concept 1



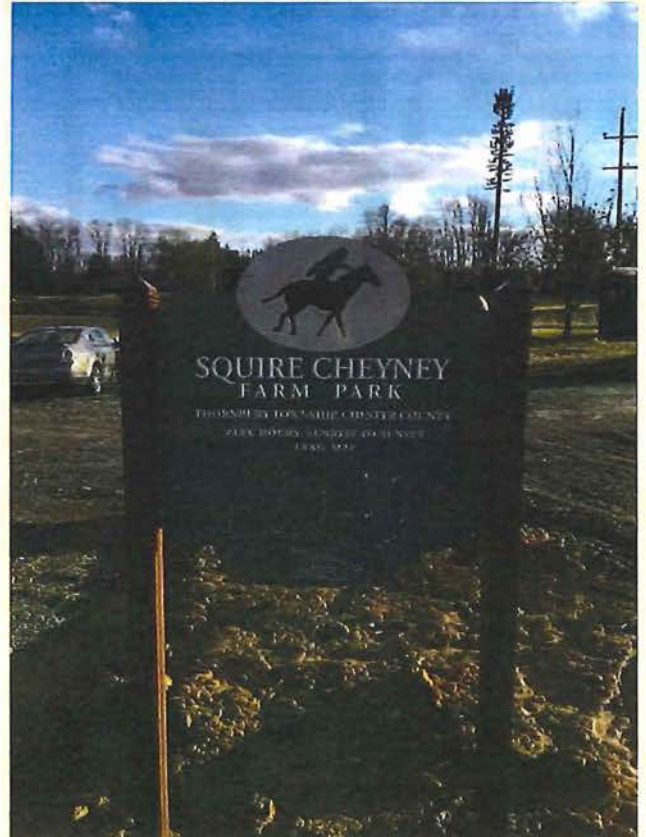
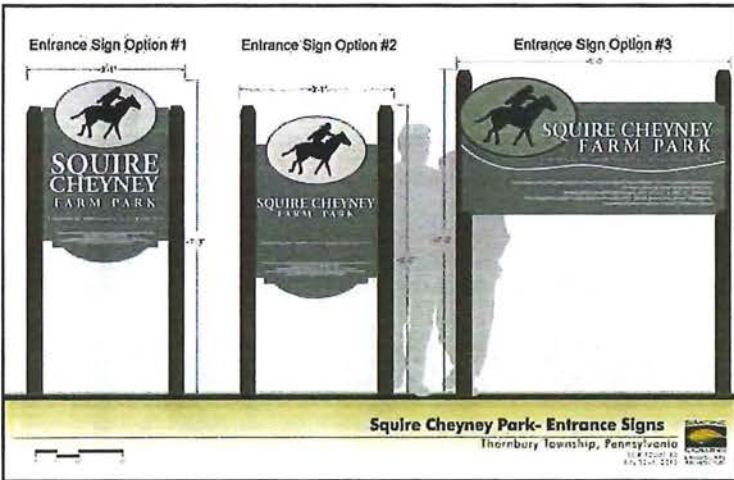
Camp Hill Signage - Concept 4

Simone Collins is currently developing a new logo and signage plan for Camp Hill Borough, PA as a part of a streetscape master plan for their village commercial district. SC has also suggested the tagline "Come Walk with Us" for this very intimate borough that has human scaled architecture and where students actually walk and bike to school.

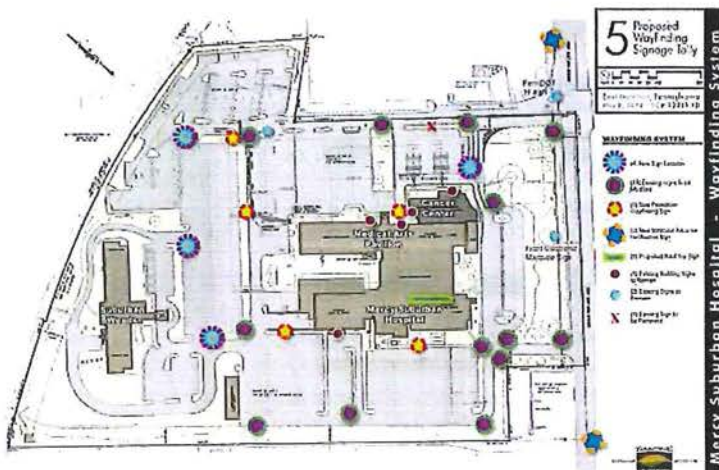
5 Additional Information



SC's signage plan for the Delaware River Water Trail spanned over 200 miles



As a part of its park design services, SC created an iconic logo and sign design for Squire Cheyney Farm Park in Thornbury Township, Chester Co. Interpretive sign is at top.



An example of a wayfinding signage location map for a small suburban hospital by SC.



Mission Statement

Simone Collins Landscape Architecture is a planning and design firm committed to creating an ecologically enduring society. We inspire and educate others as we:

- Conduct careful research;
- Respect the ecological context and limits of each site;
- Build on sustainable practices of the past;
- Employ new methods prudently;
- Conserve materials and energy;
- Support local economies; and
- Design biologically and culturally diverse communities.

Our work is designing places of harmony and distinction.

Firm Description

Simone Collins Landscape Architecture (SC) has a portfolio of visionary and award-winning projects across the broad range of the landscape architectural and planning profession. SC specializes in developing partnership funding strategies and public involvement programs for community projects. SC offers a full range of landscape architecture and planning services *"from conception through construction."*

Organizational Structure

SC is a small business enterprise of two principal landscape architects; a professional staff of seven landscape architects and planners; and one administrative person. SC principals are registered landscape architects in Pennsylvania and hold additional registrations in Delaware, Massachusetts, New York, Maryland and New Jersey. Two other SC landscape architects are registered in Pennsylvania.

Ownership

The firm was established on July 1, 1990 as a subchapter-S corporation in Pennsylvania. Peter Simone, RLA, FASLA and William Collins, RLA, ASLA are principal shareholders.

Technology

SC provides in-house digital services using the most advanced electronic hardware, software and printing tools including AutoCAD, ArcView GIS, Adobe Graphics, Quark XPress, Microsoft Office, PowerPoint, Publisher, Act, SketchUp and other programs.

X:\00009.00 Promo\PROPOSAL DOCUMENTS\Mission Statement\170928 Mission Statement - Firm Description combination.docx



AWARDS

- 2016 **MONTGOMERY AWARD** – Sustainability & Innovation Hub, Montgomery County Community College, Pottstown, PA., Montgomery County Planning Commission.
- 2016 **LEHIGH VALLEY PLANNING COMMISSION AWARD** – Camp Olympic Park Master Plan, Lower Macungie Township, Lehigh County, PA
- 2013 **COMMUNITY TRANSPORTATION EXCELLENCE AWARD** - 10thousand Friends of Pennsylvania Jersey Shore Pine Creek Connector Trail, Lycoming County PA.
- 2009 **MERIT AWARD** – Forty Foot Pedestrian Bridge, Towamencin Township, Montgomery County, PA, *American Society of Landscape Architects (ASLA), PA/DE Chapter*
- 2008 **REVITALIZATION AWARD** – Pottstown Pedestrian Underpass, Borough of Pottstown, PA, Montgomery County Planning Commission.
- MERIT AWARD** – Valley Forge Corporate Center Redevelopment Plan, Lower Providence, PA, *(ASLA), PA/DE Chapter*
- HISTORIC PRESERVATION AWARD** - Kings Bridge Rehabilitation, Somerset County, PA, *Preservation Pennsylvania.*
- 2008 CONCRETE BRIDGE AWARD** - Forty Foot Pedestrian Bridge, Towamencin Township Montgomery County, PA, *Portland Cement Association.*
- 2007 **PROJECT OF THE YEAR (Over \$5 Million)** - Forty Foot Road and Pedestrian Bridge, Towamencin Township, Montgomery County, PA. *American Society of Highway Engineers Delaware Valley Chapter (ASHE)*
- PROJECT OF THE YEAR (Under \$5 Million)** - Pottstown Pedestrian Underpass, Borough of Pottstown, Montgomery County, PA. *American Society of Highway Engineers, Delaware Valley Chapter (ASHE).*
- PRESIDENT’S AWARD FOR EXCELLENCE** - PA Route 113 Heritage Corridor Plan, Montgomery / Bucks Counties, PA., *ASLA PA/DE Chapter*
- SPECIAL RECOGNITION AWARD** - Wilson Farm Park Master Plan and Construction, Tredyffrin Township, Chester Co., PA, *ASLA PA/DE Chapter*
- HONOR AWARD** - Arcadia University Campus Landscape Master Plan, Montgomery County, PA, *ASLA PA/DE Chapter*
- MERIT AWARD** - South Bethlehem Greenway Master Plan, Bethlehem, PA, *ASLA, PA/DE Chapter*
- 2006 **MERIT AWARD** - Sunbury Riverfront Master Site Plan, Sunbury, PA, *ASLA, PA/DE Chapter*
- 2005 **MERIT AWARD** - University of the Science in Philadelphia Quadrangle, *ASLA, PA/DE Chapter*

- 2004 **MERIT AWARD** - Molloy Tract Park Master Plan, Upper Moreland Township, Montgomery Co., PA., ASLA, PA/DE
- 2003 **HONORABLE MENTION - Rail-Trail Design Recognition Awards – Bridges/Tunnels Rehabilitation**, Tohickon Aqueduct, Del. Canal State Park, PA, *Rails -To-Trails Conservancy / ASLA*
- HONOR AWARD** - Tohickon Aqueduct Rehabilitation, Delaware Canal State Park, PA, ASLA PA/DE
- 2002 **1st PLACE, NATIONAL TIMBER BRIDGE AWARD** - Rehabilitation of Existing Bridge - Tohickon Aqueduct, Delaware Canal State Park, PA, *APA Eng. Wood Assoc., FHWA*
- EXCELLENCE IN DESIGN Franklin Wood Award** - Tohickon Aqueduct Rehabilitation, Del. Canal State Park, Bucks Co., *Central Bucks AIA / Chamber of Commerce*
- MERIT AWARD** - Fisher's Park Enhancements, Towamencin Township, PA *Montgomery Co. Planning Commission Land Development Award*
- 2001 **MERIT AWARD** - Towamencin Township Municipal Complex, Towamencin Township, PA, *Montgomery Co. Planning Commission Land Development Award*
- NATIONAL AWARD** - Technical Assistance to Rural Communities for innovative historic infrastructure in Pennsylvania, *USDA Forest Service*
- EXCELLENCE IN DESIGN Franklin Wood Award** - Camelback Bridge, Delaware Canal State Park, *Central Bucks AIA / Chamber of Commerce*
- 2000 **MERIT AWARD** - John Potts County Park Concept Plan, Pottstown, Montgomery Co, PA; ASLA PA/DE
- MERIT AWARD** - Private Residence, Media, PA; ASLA PA/DE
- 1999 **MERIT AWARD** - Delaware Water Gap Welcome Center, Monroe County, PA; ASLA PA/DE
- MERIT AWARD** - Balduini Residence / Pool, Radnor, PA; ASLA PA/DE
- 1997 **MERIT AWARD** - Wissahickon Valley Trails Master Plan, Fairmount Park, Philadelphia, PA; ASLA PA/DE
- 1996 **PENNSYLVANIA GOVERNOR'S AWARD - Environmental Excellence**, Towamencin Village Plan, Montgomery Co., PA
- HONOR AWARD** - Towamencin Village Master Recreation Plan, Montgomery Co.; PA., ASLA PA/DE
- 1996 **CURRENT TOPICS AWARD** - Towamencin Village Plan / Land Use and Design Manual, Towamencin Township, PA., *Pennsylvania Planning Association*
- MERIT AWARD** - Strawberry Fields Memorial Renovation, Fairmount Park, Philadelphia, PA., ASLA PA/DE
- EXHIBIT OF DISTINCTION** - The Wissahickon Valley Exhibit Philadelphia Flower Show, *Fairmount Park Commission*
- 1995 **MERIT AWARD** - Philadelphia Museum of Art Site Maintenance Plan, Fairmount Park, Philadelphia, PA., ASLA PA/DE
- 1994 **HONOR AWARD** - PW&S RR Bike Trail Master Plan, Ligonier, PA., ASLA PA/DE
- GOLD MEDAL** - Balduini Residence/Pool, *Northeast Pool and Spa Association*
- 1990 **MERIT AWARD** - Elmwood Park Bandshell Renovation, Norristown, PA., *Montgomery Co. Planning Commission*



PETER M. SIMONE, RLA, FASLA

President

**Experience
Summary:**

Peter Simone's experience over the last forty-plus years spans a broad spectrum of landscape architectural practice, including: trail planning and design, recreational facility design and planning, community revitalization, campus planning, land planning & zoning, expert testimony, urban design and streetscapes, historic sites, office park planning, planting design, maintenance planning and master planning.

Peter has also developed the ability to work directly with the public – using a variety of skills to identify community concerns. Peter works directly with a community to develop consensus in the project goals and design - believing that the responsibility of the designer is to articulate community goals through the design of the built environment.

Mr. Simone has been a featured speaker at many regional and national conferences. Most recent among these are the APA Northeast Regional Conference in Saratoga Springs, NY,; *Dense, Denser, Densest: Rezoning the Suburbs*, June 2015; Greater Valley Forge Transportation Management Association Seminar, *Municipal Planning for a More Multi-Modal Tomorrow*, April, 2017; Delaware Valley Regional Planning Commission / Montgomery County Planning Commission, *Solutions for Walkability Challenges Webinar – Panelist*, June, 2017; and the February, 2018, Montgomery County Association of Township Officials Meeting; *E-Commerce and the Changing Face of Main Streets and Retail Centers*.

Pete was inducted into the ASLA Council of Fellows, one of the society's highest honors, in 2005.

Education:

Bachelor of Science in Landscape Architecture
Rutgers University, 1975

Registrations:

New Jersey	21A00014700
Pennsylvania	LA000688R
Delaware	129
Massachusetts	1168
New York	000832-1
Maryland	531

Affiliations:

Fellow, American Society of Landscape Architects
Member - Pennsylvania Planning Association (PPA)
Member - American Planning Association (APA)
Member, Urban Land Institute
Greater Valley Forge - TMA Legislative Policy Committee
Certified by American Institute of Certified Planners (AICP) in 1988 (not currently a member)



GEOFFREY T. CREARY

Landscape Architect

Experience Summary:

Geoff Creary has experience on a wide variety of projects, including; parks, trails, greenways, transit planning and TOD development, streetscape design, traffic calming, and grant applications. Geoff has a strong understanding of civil engineering and the public process that drives many projects. Geoff is a highly-skilled verbal and graphic communicator, and he possesses the ability to present any project to various audiences. Geoff's technical skills include a full range of computer graphics applications and photo-simulation imaging.

Employment History:

2001 - present	Simone Collins Landscape Architecture
1998-2001	Urban Engineers, Inc.
1996-1997	DeLeuw Cather Inc. - Parsons Transportation Group

Selected Projects:

- Gateway Enhancements, King of Prussia Business Improvement District
- Ridge Pike "Main Street" Zoning District, Limerick Township, Montgomery County, PA
- Forty Foot Road Pedestrian Bridge, Towamencin Township, PA
- Pottstown Pedestrian Underpass, Pottstown, PA
- Canal Park Pedestrian Bridge, Solebury Township, PA
- Delaware River Water Sign Plan, New York, New Jersey and Pennsylvania
- East Coast Greenway Connector, Bristol, PA
- Clinton County Greenway and Open Space Master Plan, Clinton County, PA
- Fischer's Park Master Plan, Towamencin Township, PA
- Bensalem Greenways & Trails Feasibility Study, Bucks County, PA
- Bloomsburg Town Park Master Site Plan, Bloomsburg, PA
- Laurel Park Master Plan, Solebury Township, PA
- Sunbury Riverfront Master Site Plan, Sunbury PA
- Aberdeen 2020 Strategic Plan, US Army, Graphic Redesign Master Plan Document
- Schuylkill River Heritage Area Signage Master Plan, five counties, PA
- Northwest Lancaster County River Trail Master Plan, Lancaster County, PA
- North Schuylkill County Rail-Trail Feasibility Study, Schuylkill County, PA
- Schuylkill Valley Metro MIS/DEIS, Philadelphia to Reading, PA
- Capital Beltway Improvement Study, VDOT, Fairfax, VA
- Swatara State Park Master Plan, Commonwealth of Pennsylvania
- East Coast Greenway Study, WILMAPCO, DE
- SR 202, Section 721 PennDOT Design, Bucks County, PA
- Route 41 – Hockessin Boulevard Plan, WILMAPCO, Delaware
- Borough Redevelopment Plan, Media, PA
- Kensington & Tacony Greenway Plan, Philadelphia, PA
- Woodrow Wilson Bridge Improvement Study, VDOT, Fairfax, VA
- Route 340 Corridor Study, VDOT, Luray to Front Royal, VA
- Willert Park Village, City of Buffalo, NY

Education:

SUNY College of Environmental Science and Forestry, Syracuse NY
Bachelor of Science in Landscape Architecture, 1996



Ethan Mintzer, ASLA
Landscape Architect

Experience Summary:

Ethan Mintzer graduated from Temple University with a Bachelor of Science in Landscape Architecture during which time he garnered PA/DE ASLA Honor and Merit awards. He brings to Simone Collins technical skill and graphic ability. Since joining the Simone Collins team in 2017, Ethan has worked on projects involving a diverse range of scales and uses, with projects that include, master site planning, streetscape design, public park design, landscape restoration, and building site design. He has rendered analysis and conceptual design graphics, assisted in analysis and design for comprehensive and site plans, conducted cost estimates, drafted construction document sets, and participated in public presentations and meetings. Prior to Ethan's experience at Simone Collins, he worked for the landscape architecture design firm Hess Landscape Architects, in Lansdale, Pennsylvania. Here he gained experience in generating site plans, 3D models, and illustrative renderings.

Employment History:

2017 - Present	Simone Collins – Norristown, PA
2015 - Summer Internship	Hess Landscape Architects – Lansdale, PA
2014 - Summer Internship	Cramer Design Associates – Wynnewood, PA

Selected Projects:

- **18th Ward Comprehensive Plan**, City of Reading, PA
- **Aquetong Park Segment – Rt. 202 Cross-County Trail**, Solebury Township, PA
- **Camp Hill Borough Streetscape Master Plan**, Camp Hill, PA
- **Clemens Park Master Site Plan**, Hatfield Township, PA
- **Fritz Town Center Landscape Plan**, Easttown Township, PA
- **Newtown Meadow Preserve Master Site Plan**, Newtown Township, PA
- **Pottstown Library Site Plan**, Pottstown, PA
- **Radnor TAP Trail**, Radnor Township, PA
- **Uwchlan Township Plan Review**, Uwchlan Township, PA
- **Private Residence Planting Design**, Gladwyne, PA
- **Wissahickon Park Master Plan**, Whitpain Township, PA

Education:

Temple University, Philadelphia, PA
Bachelors of Science in Landscape Architecture: 2016

Brandywine Consulting Group is pleased to respond to your RFP for rebranding East Goshen Township. Given the scope, quality, and timing of the Paoli Pike Corridor Master Plan, it's clear now is the time to recast the Township's image and tell its story, not only of its history but more important of its present positive features and future vitality.

We'd like to start with what we believe is your most important question.

A narrative response to the question: "What should people think when they think of East Goshen Township?"

If we were to write a lyrical narrative, we might say:

In East Goshen Township,
People should think they have arrived where they want to be.
THE place to grow their family, their life, their business.
Where they find the exact right things, they want most in schools, in stores, on their streets, in spacious green parks, in activities for young and old, top-notch township services, too.
Life in East Goshen is as pleasant as a sunny stroll—there's lots of parks and walks for that.
It's a VILLAGE with friends and neighbors and organizations that pull them all together.
With places of living history, forging the past, present and future together.
A quality of life more pleasant everyday right into tomorrow.

Now this "narrative" might be a little idyllic, but the truth is there are emotional reasons why people fall in "love" with where they live—let's call them "ties" to the community that can drive identity, branding, and messaging in and around the township.

The bigger question is: how do we collectively discover and express the values and attributes that can be expressed as a single identity?

That identity has a big job to do:

- Move current residents to even greater engagement with the Township and increase their affiliation with it—so much so that they become brand ambassadors
- Attract new residents and businesses to a Township with deep roots and a forward-thinking vision for future growth.
- Harmonize multiple identities: East Goshen Township, Goshenville, and the planned Town Center destination.

The richness of life in East Goshen can contribute to people's obvious and deeper needs. It's easy to see how life here supports human needs as outlined by the psychologist Abraham Maslow.

Maslow's Hierarchy of Needs



How do we bring the richness, value, and attributes of the Township to the rebranding?

We propose the following guiding principles and strategic approach.

Re-brand the Township right the first time.

Brandywine will help you find the keys to East Goshen's future and develop a brand image that intrigues newcomers to the Township and reinforces the pride and satisfaction of the residents and businesses that make East Goshen a perfect place to live and work. The approach we offer will optimize the potential success while minimizing the stumbling blocks that often arise when a brand is launched.

Everyone contributes early and often

Many times, branding exercises result in stakeholders scratching their heads wondering why and how a new brand was conceived and accepted. Our analytical and creative development approach touches key brand owners and those who experience the brand promise. This inclusiveness eliminates confusion and results in a brand in which the residents, businesses, and Township personnel feel full ownership and confidence. The brand and its theme will become a rallying cry for all stakeholders.

The RFP specifies that the winning designer will deliver three design proposals to the Township which will then be voted upon by the community. Our approach includes talking with the community during the design process so that the designs provided at the end of this effort will already reflect the voice of residents and business-owners as well as Township leaders.

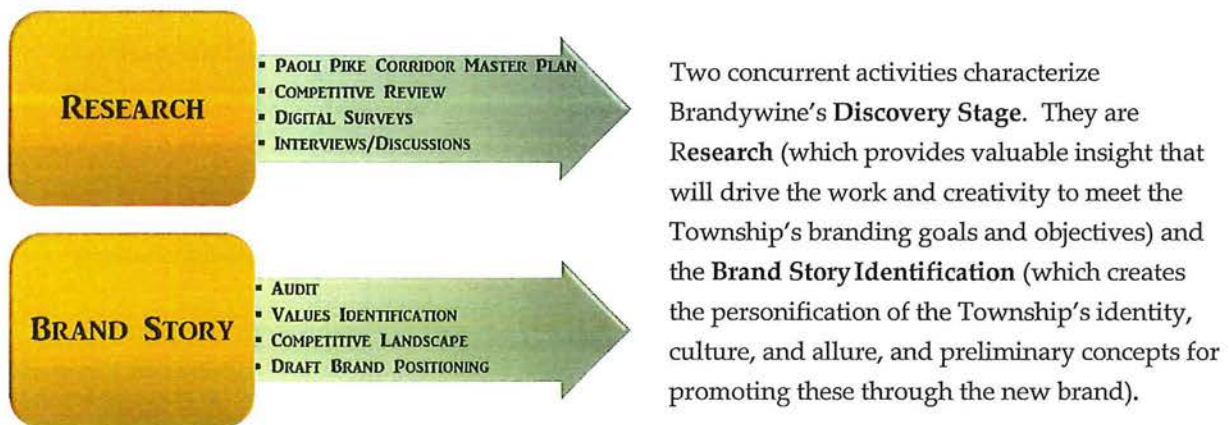
Your brand identity is not something that pops up at the end of this engagement.

To be successful, the branding must fully reflect your values and aspirations (which includes members of the Township and of the businesses and residents who make East Goshen a community) and must be owned by you from the start. Therefore, the brand will emerge during the collaborative process itself.

Our strategic approach encompasses three Stages of work and results – **Discovery, Ideation, and Brand Conceptualization and Development.**

DISCOVERY

As part of the Philadelphia Main Line area and the entry to Chester County, East Goshen Township competes with other townships for attracting families and locating existing and new or emerging businesses. Brandywine’s Discovery Stage identifies the essential values and goals that key stakeholders (residents, business-owners, Township leadership/personnel) hold as participating in East Goshen Township.



Research

The research will identify and validate relevant existing statistical and information about East Goshen Township and its vision for the future.

The research objectives are:

- To understand the strategic goals and objectives of the Board of Supervisors, other relevant Committees and Commissions, and the rollout and impact of the Paoli Pike Corridor Master Plan
- To analyze the branding of a selective group of neighboring/peer townships
- To gather representative perspectives and attitudes of stakeholder groups through digital survey and selective group interviews/discussions
- To build on previous research and experience to assess the strengths/weaknesses /opportunities/challenges that the branding effort faces

Research insights and perspectives will underpin and inform every other action in this engagement. Additionally, the client-deliverable at the end of the Discovery Stage will be:

- A summary presentation of the findings and observations (accompanied by a digital copy of the report) will include:
 - The findings of the statistical information (not including raw data)
 - The findings from the interviews/discussions (full verbatim not included)
 - The findings of the digital surveys
 - The digital list of survey responders with acquired contact information

Brand Story Identification

The objectives for this process are to:

- Discover and express the East Goshen Township Brand Story:
 - Tap the knowledge and experience of key internal “brand owners” and relevant commercial and individual stakeholders
 - Define its values, character, and promise to current and potential commercial targets
- Achieve clarity about brand vision, values, and marketing communications strategy that reflects a relevant and attractive value proposition

The key elements are the Facilitated Brand Story Qualitative Sessions which will:

- Be conducted with select members of the Township committee, staff, residents, business owners, community leaders
- Identify the emerging Brand “persona” and its expected rewards, specific steps are:
 - **Brand Story Audit**
 - The audit is a qualitative survey to surface brand perceptions, associations, qualities, uniqueness, heritage, emotions, images, memories, stories, etc.
 - It will include the development of a cluster analysis to identify common themes and language among all participants
- Identify **Brand Values**
 - Values represent the “heart and soul” of the brand. At this stage, these will comprise the **first benchmark document** to ensure all creative work is “on brand”.
 - The Brand Values “Is . . . Means” exercise identifies six values:
 - three associated with what your brand “IS” (e.g. Disney World IS America’s Theme Park), and
 - three values that describe what the brand “MEANS” or the role it plays in the **targets’ lives** (e.g. Disney World MEANS joy and fun for the whole family.)
 - Supporting each value with success stories provides credibility and fresh language that can inspire copy and creative work
- Include a **Consultant’s Review of the Competitive Brand Story Landscape**
 - Analysis of themes, appeals, supporting content and imagery of selective townships as available on their respective websites and through observation
 - Findings inform our branding recommendation. Presentation to Township leaders includes analysis, possible positioning gaps, and image and language opportunities.

This stage of activity will conclude with the draft the East Goshen Brand Positioning

This document guides the “content” of our brand communication and is the **second benchmark document** against which all creative work will be judged to be “on strategy.”

- **Target Description (Persona)** that is deeper than generic categories of “residents” and “businesses” but embraces each group’s commonly held needs and desires
- **Reward or Experience Statement**, what is the experience or satisfaction residents and businesses sought
- **Reward Support**, reasons (features and benefits of the Township) to believe the reward is possible and forthcoming

As with the Research stage, the results will provide the information and perspectives that will underpin and inform the brand identity.

IDEATION

During this stage, the Brandywine team reviews findings, observations, and possible concepts. **The objective of this stage is simple: place facts learned-to-date on the table to review/assess them as strengths or weaknesses, catalysts or limiting factors.**



We recommend a day of meetings with the Board of Supervisors and other key leadership groups, such as, the Historical Commission, Futurist Committee, and Township Staff. This exposure of work to date may find holes in the research, findings from interviews/group discussion sessions, or emerging ideas and plans. Rather than being viewed as problems or deficiencies, this review gives us all an opportunity to fill gaps and tighten logic prior to formulating hard/fast concepts.

After this stage, the framework and achievable goals for the completion of the Brand Story and a preliminary strategy and set of tactics for deploying the new brand will be thoroughly vetted and set. This is an internal task and there are no client-deliverables planned. However, the Stage Review Meetings planned under the Brand Conceptualization and Development provide the opportunity to discuss findings and directions with the project team as appropriate.

BRAND CONCEPTUALIZATION AND DEVELOPMENT



The goal of this stage is to give life to a new brand and to ensure that its launch will be highly impactful.

Experience shows that “ownership” of the new brand is key to its long-term success. To ensure that the brand is “owned” by the Township, during this final stage significant interaction continues with key Township personnel to ensure that the emerging brand fits the character and personality envisioned and embraced by the Township. Robust participation is critical to the ultimate ownership of the new brand across the spectrum of stakeholders in the Township.

The objective for this process is to:

- Develop brand designs and tag line(s) that capture the intended brand experience
- Create a single-minded and consistent East Goshen Township brand architecture that builds awareness and perceived value over time among residents, commercial partners, and other desired targets
- Reinforce the image that East Goshen Township is THE place to live and raise a family in the finest Chester County lifestyle
- Move East Goshen Township offerings beyond functional and economic benefits to reinforce the deeper community values that business and industry will experience when they locate there

The major components are:

- Work sessions with designated Township leaders and representatives to review the recommended brand identities including icons, styles, themes, and taglines
- Iterative work to fine-tune the Brand Story for East Goshen Township and the images that tell the story
- Confirm the templates across multiple digital and traditional channels and audiences

The client-deliverables from this collaborative effort will come after the Stage and will be:

- The **detailed presentation of the Brand Story** which includes all manifestations that are planned and that can be emulated
- **3 potential Brand proposals** including themes, taglines, and icons that can be incorporated into websites, signage, and correspondence/communications.

PROJECT COST AND TIMING

This work will be performed by Brandywine's team of consultants listed in the subsequent section and would be billed at a **fixed-fee of \$40,000**. This billing would occur in two segments, the first installment would be due upon the start of work and the balance would be due upon satisfactory completion.

The timeline for performing this work would be heavily dependent on the availability of Township personnel for interim meetings. **Brandywine is prepared to begin work on this project on April 16, 2018 and estimates that final delivery of all work products will be on, or before, June 29, 2018.**

PROJECT TEAM

The project team is made up of five senior consultants with over 150 years of combined consulting and creative design experience. Two of these, Ben Ventresca and Gerry Lantz, will be the primary consultants throughout the engagement and will be directly involved in all worksessions and meetings with the Township. As requested in the RFP, Brandywine will continue to be available beyond project completion on an as-needed/paid basis to assist sign companies, website designers, printers, etc. in implementing the design throughout all Township-owned media.

The Brandywine team for this engagement is:

Benjamin J. Ventresca, Jr.,

In 1987, Ben co-founded Brandywine Consulting as a management and marketing consulting firm. On the management consulting side, the focus of the firm (and of his professional attention) has been on business strategy development, marketing strategy development, and operations improvement, business systems development, and organization structuring to propel clients to sustain success.

Ben maintains direct involvement on selective client engagements. His hands-on approach to consulting affords him the opportunity to interact with all levels of the clients' organization and to act as a catalyst for change across levels and departmental boundaries.

Organizations need visions to thrive, but by themselves, visions are just dreams. Ben works with clients to transform their vision into strategic business plans, to assess market trends/opportunities, to understand the challenges to their success, and to develop tactical goals, plans, and approaches. To make these plans work, he focuses on developing effective organization structures and practices, and on formulating an integrated approach to cultivate and sustain successful plans for long-term growth.

In addition to his experience in working directly with executive and marketing management in strategic planning and implementation, Ben has played an integral role (from team member to team leader) in creating a brand vision and turning marketing plans into successful campaigns that involve all aspects of integrated marketing. The keystone to his marketing programs is the ability for management to measure and evaluate the cumulative impact of each component of the marketing plan on the program's success in achieving its goals and meeting its ROI.

Ben played a leading role in the re-branding of significant product lines for Global Fortune 500 companies including John Deere and State Farm Insurance and for creating marketing strategies and tactics to optimize the impact of the brand in key markets.

Ben is a resident of East Goshen Township and a graduate of Villanova University, has published articles on marketing strategy, operations and risk management, and has received national and regional awards for some of his accomplishments.

Gerry Lantz

Gerry Lantz, founder of Stories That Work, is a “creative guy in a business suit.” He is a branding expert, marketing strategist, and a copywriter and storyteller—a bit of a triple threat. Gerry developed Stories That Work because experience has taught him that every brand has a story to tell. An actual story that only it can tell.

At the heart of a powerful brand story are these questions: What does your brand fight for? And why? Gerry's 5-Step Brand Story process answers these questions and more with easy to use narrative tools at every stage of brand and marketing communications development. The result: brands stop spouting the same-old, same-old, industry generic features and benefits. Instead, story-driven brands discover a unique positioning supported by fresh language that drives leads, grows revenue, and end-runs the competition.

His narrative approach has improved results for B2B, B2C, professional service, and Non-Profit clients. Gerry has consulted with clients in diverse categories: manufacturing, technology, transportation, foods, beverages, pharmaceuticals, engineering, HVAC, management consulting, consumer packaged goods, Toys/Games and professional associations.

As a Senior Officer at global advertising agencies of Ogilvy and DDB, and as Corporate Marketing Director at Ferrero USA, he directed marketing, sales, advertising, public relations, promotions and research initiatives for both global and domestic clients and brands. He was responsible for domestic and global brands, some of the campaigns for which are still on the air today. In recognition of his contributions, Gerry has received

two American Marketing Association Effie Awards and two David Ogilvy Awards—each award for marketing and communications effectiveness--and the Toy Marketing Association's Award for Best Marketing, Advertising, & Promotion campaign.

Though Gerry spent most of his working life in New York City and now in Philadelphia, he was born and raised in the Midwest where he raced a stock car on dirt tracks as a teenager. He still goes fast and clients think he has good ideas a mile-a-minute. Gerry thrives on working with multi-disciplinary teams and excels at enabling good ideas no matter their source.

Susan Statler

In 1987, Susan co-founded Brandywine Consulting as a management and marketing consulting firm, and continues as its majority shareholder. Susan's focus has been on helping clients understand their markets through quantitative and qualitative market research, and to capitalize on market opportunities through proactive decision-support information systems.

Her market research expertise focuses on compound statistical analyses that overlay disparate data from multiple sources and create actionable information with high levels of confidence that can be sustained across campaigns for maximum correlation. She is adept at building data warehouses for analytical modeling that incorporate public domain information as well as third party and client data.

As a principal in the consulting operation, in addition to performing her responsibilities as the operations director and financial officer, Susan maintains direct involvement on selective client engagements. Her hands-on leadership and practical consulting and research work give her the experience and authority to oversee all Brandywine resources across multiple time zones in a virtual office environment and to review the final work product for consistency and completeness.

She also serves as the program administrator for the scholarship award programs that Brandywine Consulting offers to corporate sponsors in which she coordinates activities of Brandywine's selection boards, key client sales and marketing personnel and regional media outlets as well as hundreds of high school administrators, counselors, students, and parents.

Susan is a resident of East Goshen Township and a graduate of the College of William & Mary, and she has received awards for her volunteer accomplishments.

John Burns

Since 1993, John has created award-winning visual work for both print and digital media. He joined the consulting team in 2014 and has previously worked with such well-established design firms as Anspach, Grossman, Portugal of New York; and NGS Associates, Inc., in Wayne, Pennsylvania.

John has worked as a design lead and creative director and has worked with clients from various industries and backgrounds. His design method, approach, and keen understanding of creative and marketing solutions is impeccable. He partners with his clients and his team to dissect and understand the most creative and successful results. John has mastered the unique capability to relate to clients on a human and creative level. Quality doesn't take a back seat.

John's experience includes the proposed redevelopment of the American Express brand, a corporate identity program for OKI Printing Solutions and branding for a variety of independent institutions including in Pennsylvania. He is an active member of the American Institute of Graphic Arts (AIGA) and other professional design organizations.

John is a graduate of the University of the Arts and an award-winning designer and a pillar of Philadelphia's creative community. He has taught typography and corporate identity as an adjunct professor of graphic design at Philadelphia University and currently is an Adjunct Professor of Graphic Design teaching typography at Moore College of Art and Design.

Shuronda Robinson

Shuronda has a reputation for creative professionalism by providing a full spectrum of communications, outreach and marketing strategies. She is a public-sector expert and experienced implementer in developing informed consent on public sector projects. She has worked extensively on communications strategy for agencies seeking to plan and develop multi-million infrastructure projects including branding, educational facilities, roadways and downtown-area redevelopment.

Her focus is to always help clients solve deal-breaking problems and meet their project goals within allocated budgets and timeframes.

Shuronda has delivered successful projects for organizations such as Travis County, State of Texas, Austin Revitalization Authority, City of Austin, Austin ISD, Six Square-Austin's Black Cultural District, Central Texas Regional Mobility Authority, San Antonio River Authority, City of Arlington, TX, and Austin Community College.

Shuronda is an expert in turning around projects or programs that have failed or have never gotten off the ground and she is a master at facilitating tough conversations with small and large groups, leading to greater clarity and productivity. She planned and

implemented a three-year public involvement program for the Mobility Authority's \$280 million toll road project. She set up community/public meetings; handled citizens' complaints; planned neighborhood informational meetings and developed written materials including a newsletter, the annual report and website updates for the organization. Shuronda helped to maintain a project website, facilitated public and neighborhood meetings and assisted with community outreach events and materials.

Shuronda handled all community outreach and public relations for the Service Employees International Union's Texas Healthcare Campaign. This campaign was highly anticipated by the nursing home community and Shuronda performed opposition research, wrote construction updates and produced a monthly project newsletter.

Shuronda is a graduate of University of Texas at Austin, has published articles on behalf of numerous clients, and has received awards for some of her professional and volunteer accomplishments.

EXAMPLARY WORK PRODUCTS

The following pages in this pdf contain examples of work done by the Brandywine Team for your review.

CLOSING COMMENTS

Brandywine is pleased to have the opportunity to submit this proposal for your consideration and is eager to answer any questions you might have. Please contact Ben Ventresca by phone at 610.696.1905 or by email at BJVentresca@BrandywineConsulting.com.

Thank you for your consideration.

Creating a Brand That Combines Social Awareness with Neighborly Service

Creating a Local Brand That Builds on an Experience



CHALLENGE and SOLUTIONS

A strong national message and solid infrastructure isn't enough to create a local affinity that lasts. Trend analyses showed growth in a market in which the client didn't have a commanding presence.

We studied the market and measured potential based on extensive research that focused on the individuals and businesses in the market. From that base of knowledge, we convinced the client to fund a philanthropic concept, created a new brand, identified the strategic approach to promoting the brand, and over the next 13 years created a presence and affinity that benefited the community as well as the client.



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PICPA - *Pennsylvania Institute of Certified Public Accountants*

Putting People and Personality into a World of Numbers

Rebranding a State Professional Organization



*Pennsylvania Institute of
Certified Public Accountants*

38% GROWTH
in MILLENNIAL MEMBERS in
5 YEARS

CHALLENGE and SOLUTIONS

Bringing together the statewide chapters of a powerful professional organization for a rebranding initiative is tough in any circumstance. Add a 50 year heritage, and a new Communications Director with an existing communications staff and you have a small maze of politics and personalities woven into a large state map.

We turned our team into a member., lived in the members' shoes (all day), and recognized that every member is a human. Professional organizations that view members as whole people instead of just as "practitioners" create a wide open door for communicating more effectively. This sort of "humanizing" of the organization is explicitly represented in the colored figures who represent the members. To further connect the value of the group, the tagline *Belong. Grow. Achieve.* emphasized the value of membership.

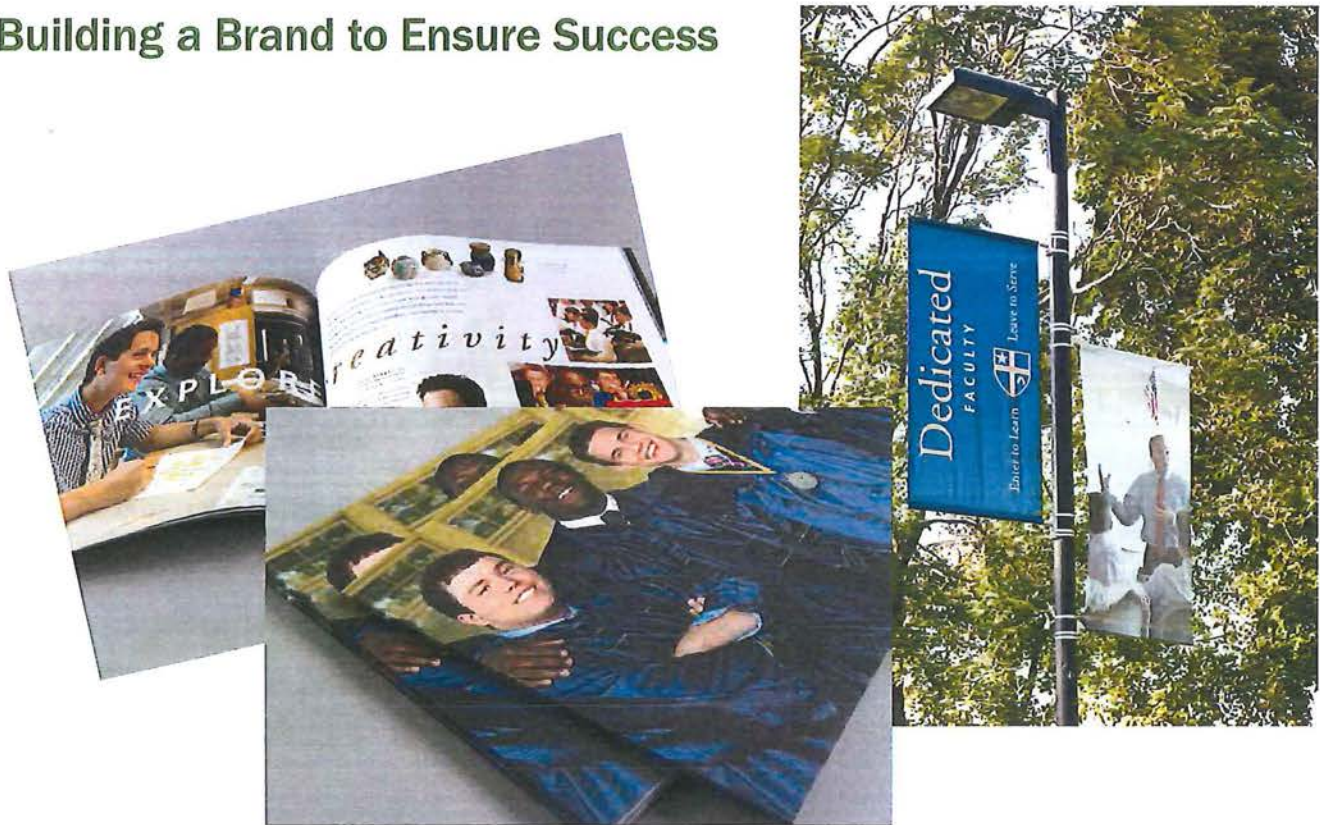


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LASALLE - La Salle College High School

Raising the Awareness of Excellence to Raise Interest and Support

Building a Brand to Ensure Success



CHALLENGE and SOLUTIONS

La Salle College High School, an independent, Catholic, college preparatory school for boys located in Wyndmoor, Pennsylvania, outside Philadelphia is known for excellence in the education and development of young men. It recruits incoming freshman in a highly competitive environment.

We created a cohesive brand image and admission campaign, as well as subsequent capital campaign case studies and fundraising materials. Each solution encompassed a range of applications that included messaging, photography, advertising (video and audio), print, signage, display, web graphics and an app. The results show that these efforts helped assist in the largest admission response in La Salle College High School's history and the successful completion of over \$35 million of fundraising.



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LIVING BRANCHES- Retirement and Continuing Care Campuses

From Brand Complexity to Brand Consistency

Uniting Several Campus Brands into One



CHALLENGE and SOLUTIONS

Two campuses with six unique property names and almost 70 years of local name recognition presents quite a brand challenge. This left literature, website and internal documents disconnected and untied to a central idea and visual system.

First, we made simple adjustments to the logo and typography. This preserved the bulk of their investment while improving readability and solving public signage concerns. This modest update was then expanded across a complete system of folders, literature, floorplans, direct mail and internal document formats for resident communications. The rich colors and vine pattern are intimately tied to the logo itself. The colored typography is instantly inviting and friendly while expressing sophistication.

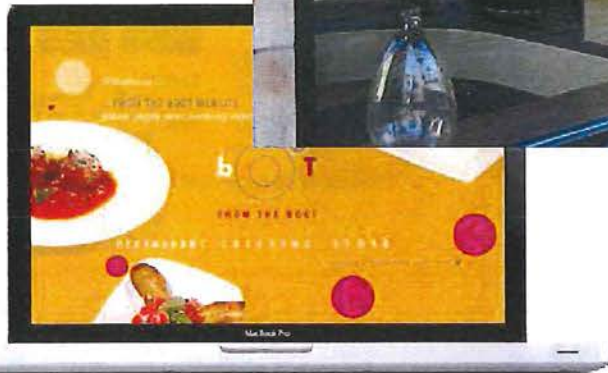


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FROM THE BOOT - *Restaurants and More*

From a Fledgling Start-up to Multiple Opportunities

Going Beyond the Basics



CHALLENGE and SOLUTIONS

Founded in Lafayette Hill, Pennsylvania, in 1999, From The Boot evolved into a highly successful full-service, 56-seat restaurant. A decade later, a second From The Boot location opened in Ambler and Blue Bell, Pennsylvania. The Ciaffone family asked us to create a fresh approach to their branding.

We developed a new logo, and then redesigned all the restaurant's print and signage materials. We were then commissioned to create a dynamic new web presence that would evolve as the business grew from just a restaurant to catering and e-tailing a variety of homemade sauces and salad dressings online.



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East Goshen Township

Township Rebranding Plan
RFP Response

April 6, 2018



FINCH
BRANDS

Finch Brands, LLC
123 South Broad Street
Suite 2150
Philadelphia, PA 19109
Phone: 215-413-2686
Email: bgullan@finchbrands.com
Contact: Bill Gullan, President



Introduction

Jon,

Thank you for considering Finch Brands – we are thrilled about the prospect of working with East Goshen Township to craft a new brand identity and inform the style of derivative items.

The following slides provide background on Finch Brands, detail our thoughts on methodology, as well as provide a few examples of our work to give you a flavor for our strategic and creative capabilities.

Please let me know if you have any questions or comments as you discuss. Looking forward to next steps!

Regards,

Bill Gullan
President



Why Finch Brands

We are a branding agency – this is our wheelhouse

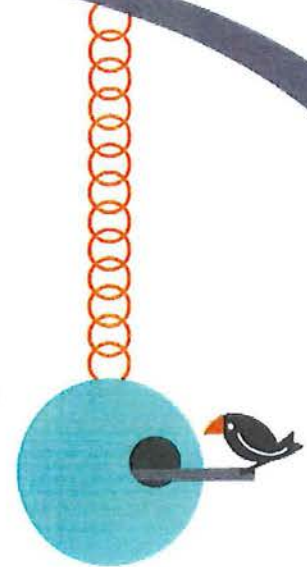
Branding is not merely about design; it requires a strategic and creative thread throughout. Finch Brands has focused its business on the strategic and creative aspects of brand development – that’s what we are.

We understand municipal branding, yet transcend it

Finch Brands has worked across the municipal and place-making spaces, yet we are proud generalists. We’ll ‘get it’ on Day One, but aren’t so narrowed and grooved that you get the same stuff everyone else in the category gets either.

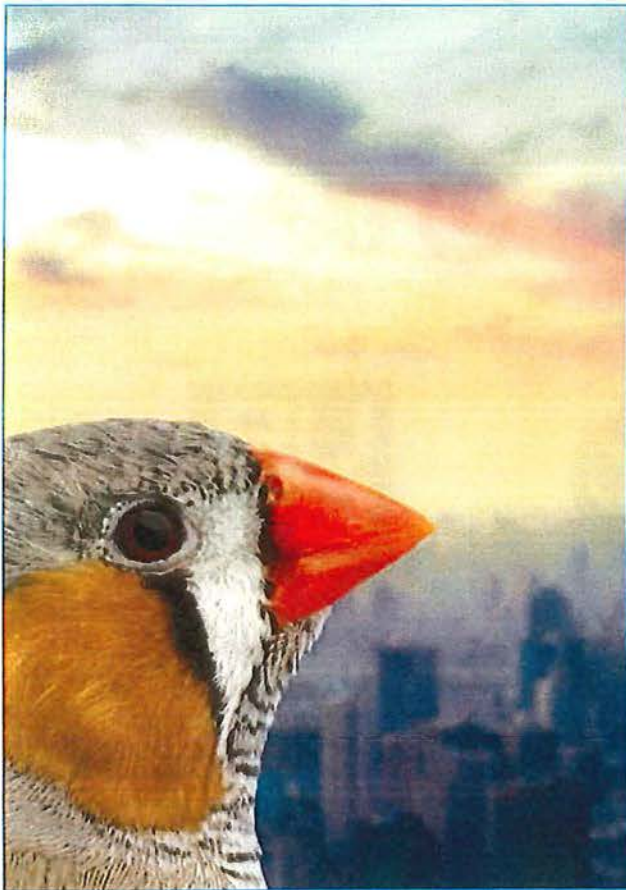
We’re really great to work with :)

With a team of 18 in Philadelphia, we are intentionally intimate – high-touch and high-impact. Our senior team is passionate about the work and there is no ‘B-team’ at Finch Brands.



About Finch Brands





Our 'Species'

Finch Brands is a real-world branding agency. We identify what makes our clients unique and communicate it in powerful ways to those who matter most.

We are a fundamentally different organism than a typical ad agency or design firm. Our goal is to build and nurture durable brands.

The Finch Brands team has extensive experience building, running and growing successful brands and businesses. All of us are businesspeople first.



Where We Come From

DAVID'S BRIDAL



Unilever





Engagement Leaders



Bill Gullan :: President

Bill is one of the premier brand developers in the marketplace. He has been the prime mover in the development of breakthrough strategies for Affliction, American Express, AT&T, Everlast, Herman Miller, IBM, Joseph Abboud, Kraft, Microsoft, Volkswagen, and WWE.



John Ferreira :: SVP, General Manager

John oversees the delivery of Finch Brands' work product and the people/processes that ensure its excellence. Prior, he spent 11 years at Campbell Soup Company in leadership roles spanning brand management, consumer & customer insights, and new product commercialization. John earned his MBA at Wharton.



Annette Saggiomo :: Manager Brand Strategy

Like the most effective strategists, Annette's experience is diverse yet relevant and includes 'client side' exposure, passion projects, and a zest for learning. In the real world, Annette served in marketing roles with Urban Outfitters and The Khaya Cookie Company.



Jessica Koffman :: Creative Director

As the driving force behind our creative team, Jess embodies Finch's reputation for developing inspiring creative with a results-driven purpose. She has spent time on the brand team at Target and has driven creative brand development and management for brands such as FiveBelow, Build-A-Bear, McDonald's, and Coca-Cola.



Lauren Collier :: VP Brand and Marketing Strategy

Lauren manages our brand strategy work stream – focusing on research-driven messaging, positioning, and marketing planning. Lauren spent 9 years at Kimberly-Clark working on innovation for iconic brands like KLEENEX® and SCOTT®. Most recently, she led NA marketing for the drinks division of MARS Inc.



Marisa Rosenthal :: Director, Brand Strategy

Marisa helps our clients develop and nurture strong brands. She possesses a strong background in brand management, insights, and innovation from past roles at Unilever, working across the brand portfolio on Simple Skin Care, Klondike, and Pond's. She earned her MBA from NYU Stern School of Business.



Select Finch Brands Clients





Select Community Branding Clients



Methodology and Work Scope





Context

- As the Master Plan unfolds and the township undergoes a physical transformation to build on its existing assets, East Goshen seeks to experience similar progress in its branding.
- With an initial focus on logo redesign, Finch Brands has outlined our tried and true process to rebranding within this document.
- Beyond the logo design, Finch Brands has the capabilities and seeks to earn the right to be an ongoing partner in East Goshen's brand progression.





Outlook – About East Goshen

While our process is designed to truly answer the question ‘Why East Goshen?’, our initial thoughts are below:

East Goshen Township is the quintessential embodiment of the American Dream – in which historical significance coexists with modern amenities, family-oriented community stands alongside commercial opportunity, and distinctive built environments flow into open spaces.

While convenient to cities and other suburban attractions, East Goshen is a destination unto itself. Our rebranding goal will be to tease out this uniqueness and deliver it powerfully and consistently across marketing touch points.





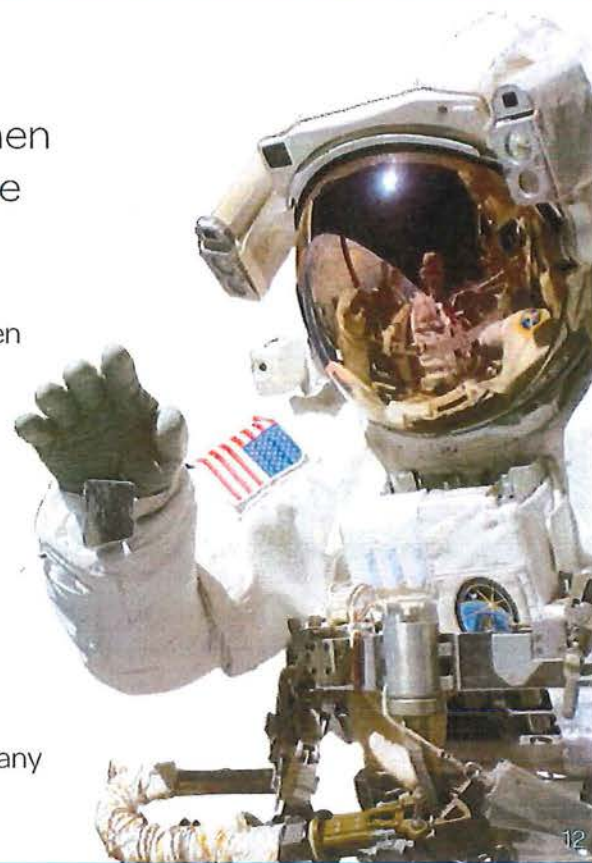
Discovery

Outcome: Complete comprehension of East Goshen Township's goals and needs; unity and clarity on the project

Finch Brands will facilitate a process of Discovery to orient to East Goshen Township's goals and needs as well as to inventory and understand the current state of the brand. This initial exercise of learning and exposure includes meetings with East Goshen Township leadership to:

- Discuss the process and synch to its rhythms
- Establish a general timeline and set clear parameters for success
- Understand the current and desired future state of the brand
- Deep review of existing materials, research, plans, and strategies

We will come to this meeting prepared for a quick start, having reviewed any materials provided in advance.





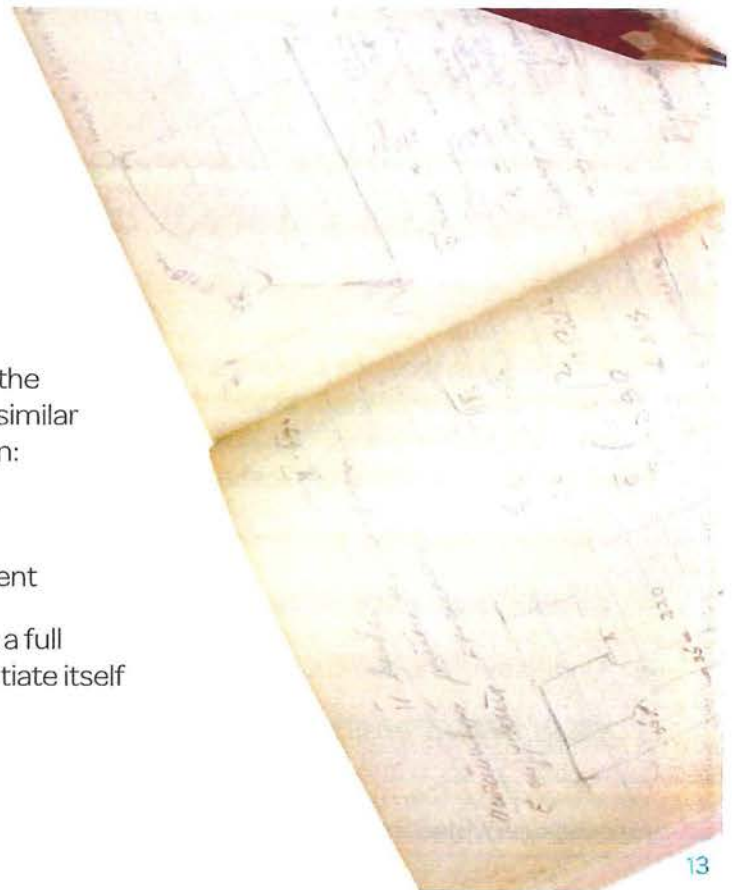
Secondary Research

Outcome: Clear understanding of the marketplace, insight into parallel stories

Finch Brands will complete a thorough audit and analysis of the marketplace with a targeted focus on regional townships of similar size and density – in and beyond the region. This will focus on:

- Assessment of organizational messaging and strategies
- Review of identities, websites, and marketing/development

This process includes review of communications to provide a full backdrop against which East Goshen Township can differentiate itself in Chester County and beyond.





Primary Research

The RFP indicates that the Township will source respondents at the evaluation phase when logos have been developed. While we support that and will help facilitate it, we will seek to access any existing primary research early in the process to understand how local residents and civic leaders see East Goshen.

If organized research does not exist, we will recommend additional work – which may include surveys and interviews.



Creative Brief

Outcome: A clear path to asserting a consistent, differentiated brand for East Goshen Township

Finch Brands will synthesize a creative brief to guide the work to follow – this will include:

- Key findings summary from information-gathering phases
- Messaging – positioning and core messaging elements
- Personality – general look/feel/voice principles
- Creative implications

This will be a foundational document to drive the work to follow.





Visual Identity Development

Outcome: A unified brand identity that delivers the brand message with a strong look/feel

Finch Brands will work with East Goshen Township to develop an identity system that will be implemented across all materials in a consistent way. This will include a logo and tagline respectively.

The goal of the identity is to create a lasting impression in the minds of stakeholders and to deliver the message of the brand in a uniquely compelling way. We will develop 3 finalist logo options for testing and feedback from residents.

Our identity development process is an iterative one and will include:

- 6-8 initial concepts and directions of the logo
- 3 rounds of revisions based on feedback to drive to 3 finalists
- Final logo upon selection





Select Logo Development Experience

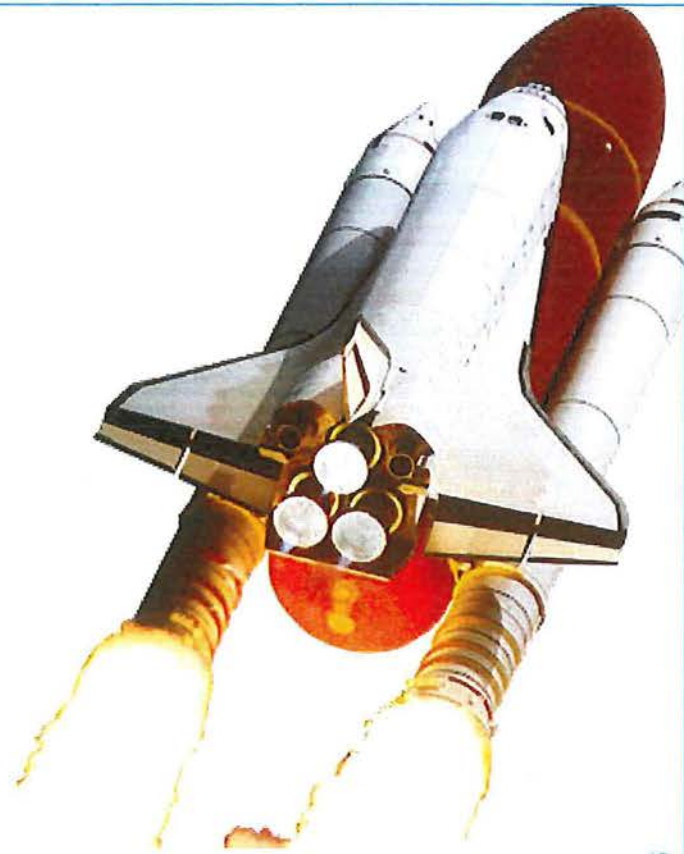




Execution Considerations

Beyond the specific deliverables set forth in this process, Finch Brands seeks to earn the right to be a long-term partner in the roll-out of the new brand. This could include:

- Brand standards
- Website design and development
- Collateral development
- Signage design
- Strategic marketing planning
- And beyond





Timeline and Investment Guidance

	Week	1	2	3	4	5	6	7	8	9	10	11	12
Discovery		█											
Secondary Research		█	█										
Primary Research			█	█									
Creative Brief					█								
Visual Identity Design						█	█	█	█	█	█	█	█

Scope	Investment
Discovery	\$3,000
Secondary Research	\$4,000
Primary Research	TBD or N/A
Creative Brief	Included
Visual Identity Development	\$17,500
TOTAL	\$24,500

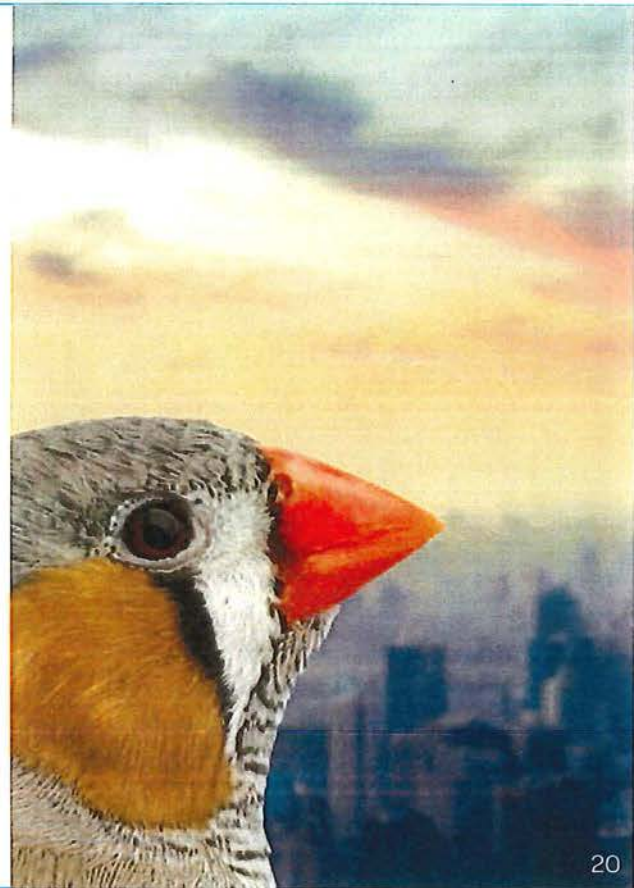
We prefer to provide an overall project fee versus 'time-and-materials' – this way, Finch Brands and our clients can focus on outcomes instead of time sheets.

Projects are typically billed in equal increments through the engagement with the first payment due upon signing and subsequent payments invoiced monthly.



Key Project Management Principles

- Central point of contact
- Weekly project management calls
- Development of critical path as first deliverable
- Strategic and creative thread through entire workflow
- Default towards collaboration and input



Case Studies





Case Studies and References

The following case studies reflect our capabilities and results. The first two are similar to what East Goshen Township is approaching – building a brand for a compelling community – with great branding content as well as skillfully managed processes with a complex web of stakeholders. The third is a different category, but is too good a story not to share!

We will be happy to provide references if confirmed as a finalist in this process. This is our policy due to respect for our clients' schedules and gratitude for their generosity.





The Borough of Wildwood Crest, NJ engaged Finch Brands to develop a brand for its community (and move away from the seal above) – a very similar project and methodology to this one. We focused on key stakeholder input, brand definition and creative excellence.

The winning logo references the seaside, while nodding to the fact that the Crest is the only South Jersey beach town where one sees the sun rise and set over water. The overall feel is serene and friendly, important as Wildwood Crest differentiates itself from other resorts.

We are currently in the process of building this identity out across various vehicles – based on the renderings you’ll see on the next several slides. It has been a joyful process so far.



WILDWOOD
CREST
IT'S BETTER IN THE CREST







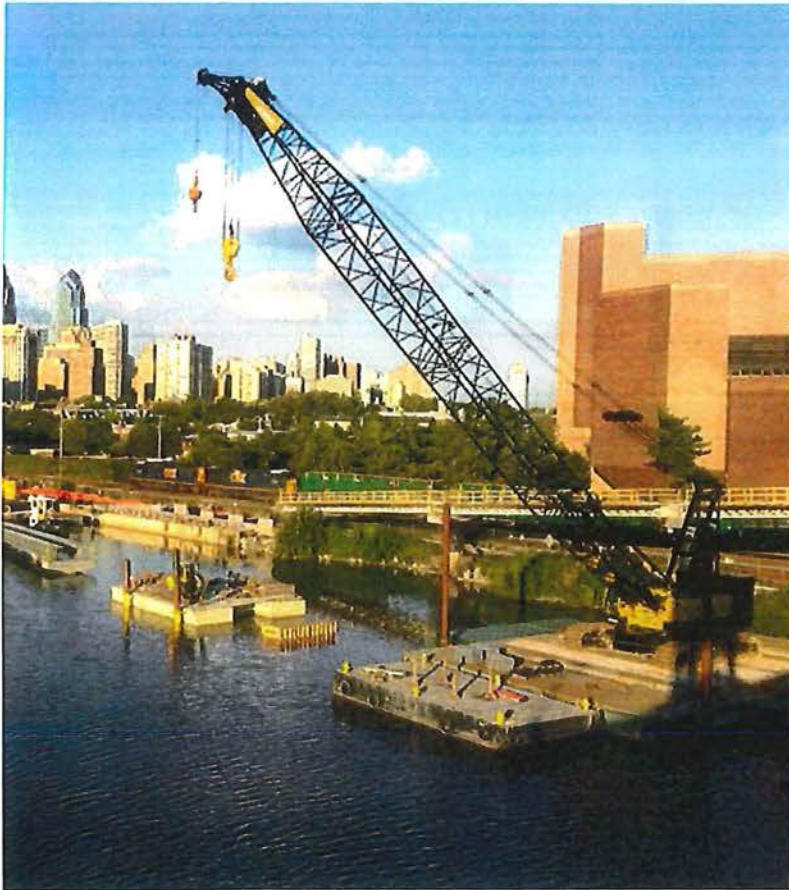






Working with federal, state, city, and private agencies, The Schuylkill River Development Corporation is a public/private partnership leading the development of Schuylkill Banks – an 8-mile stretch of urban riverfront in Philadelphia and a \$2.5 billion dollar development effort. This non-profit organization’s leaders chose Finch Brands as the strategic partner to develop their voice, look, marketing communications and environmental branding that would effectively sell their ‘product’ – the Schuylkill River – to locals, tourists, investors and businesses.

Finch Brands developed the name, which has been accepted and embraced by trail users and beyond, along with the logo (showing where water meets green space). The trail is now branded with banners helping to facilitate a friendly sense of renewal. Most importantly, the area continues to grow in terms of increased visitation, increased public and private investment and continued physical improvements.





**schuylkill
banks**







THINKGEEKNIHT





This publicly traded eCommerce company engaged Finch Brands to study and progress the brand aesthetic and baseline story. We discovered that, today, being a geek is not about being smart (as in the old logo above), but being passionate about one's interests.

In essence, we turned 'geek' from a noun into a verb, as reflected in the new logo/tagline, which is a galvanizing call to action. Finch Brands proceeded to extend the brand across all types of communications.

While very different subject matter, this case study shows the full power of Finch Brands' strategic and creative capabilities.

A person wearing a Star Wars costume, possibly Chewbacca, is sitting on a green couch in a room with wood-paneled walls. The person is wearing a black hooded garment. The scene is dimly lit, with a blue light source visible in the background.

Join In, Geek Out.

At ThinkGeek, we believe that every person has a hidden power that is unleashed in the pursuit of their passions. There is magic in this, as it makes us feel alive and connected to what truly matters to us and to those who 'get' us. It is with this inspiration that we defy the overlords to bring you the very best of what's now and what's next. With an ever-expanding, curated collection of unique products, headlined by hundreds of mind-blowing inventions from our mad scientists at GeekLabs,

ThinkGeek invites you to...
Join In. Geek Out.

THINKGEEK

JOIN IN. GEEK OUT.

THINKGEEK

Stationery Set





Brand Standards

Check the distribution you desire.
Secure the information you need.

THINKGEEK

Geek Culture

Geek culture is a subculture that is characterized by an interest in science fiction, comic books, and other pop culture phenomena. Geeks are often seen as nerds or outcasts, but they are actually a diverse group of people who share a common passion for knowledge and learning.

Geek Origins

The word "geek" is believed to have originated in the 1940s, when it was used to describe a person who was socially awkward and obsessed with a particular hobby or interest. Over time, the term has evolved to encompass a wide range of interests, from science and technology to pop culture and gaming.

OUR STORY

Geek culture has a long and rich history, with its roots in the early days of science fiction and comic books. In the 1940s, the term "geek" was used to describe a person who was socially awkward and obsessed with a particular hobby or interest. Over time, the term has evolved to encompass a wide range of interests, from science and technology to pop culture and gaming.



What is a Geek?

A geek is a person who is highly knowledgeable and passionate about a specific area of interest, such as science, technology, or pop culture. Geeks are often seen as nerds or outcasts, but they are actually a diverse group of people who share a common passion for knowledge and learning.

Geek Origins

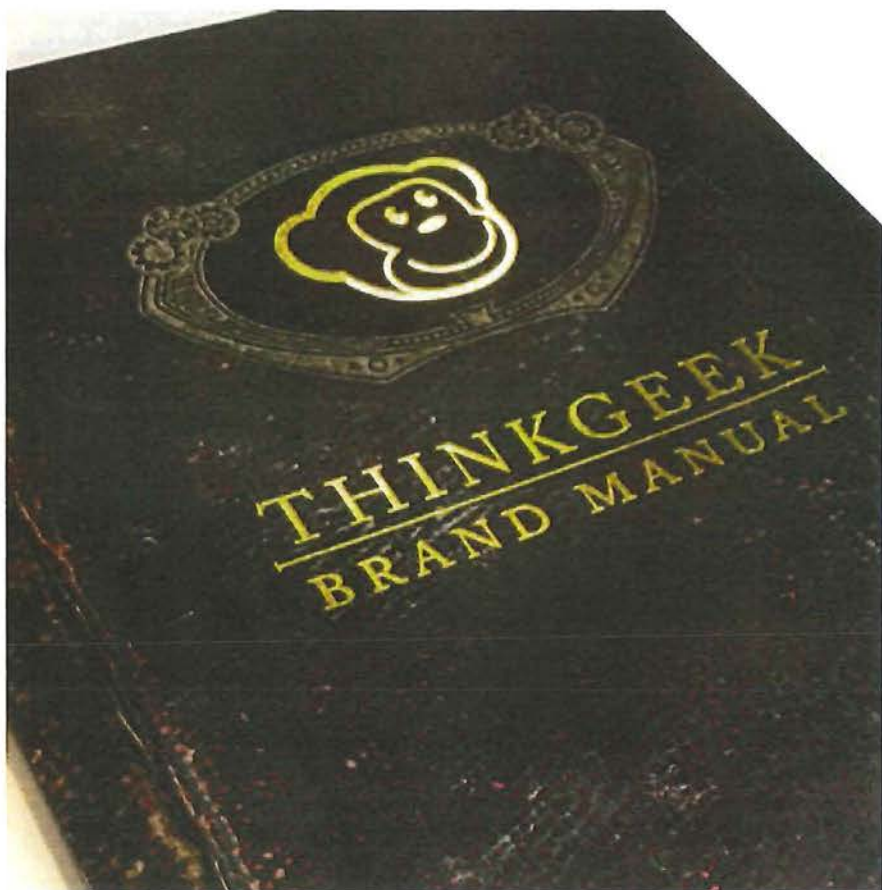
The word "geek" is believed to have originated in the 1940s, when it was used to describe a person who was socially awkward and obsessed with a particular hobby or interest. Over time, the term has evolved to encompass a wide range of interests, from science and technology to pop culture and gaming.

Logo Badges

Geek culture has a long and rich history, with its roots in the early days of science fiction and comic books. In the 1940s, the term "geek" was used to describe a person who was socially awkward and obsessed with a particular hobby or interest. Over time, the term has evolved to encompass a wide range of interests, from science and technology to pop culture and gaming.

Logo Color Variations

Geek culture has a long and rich history, with its roots in the early days of science fiction and comic books. In the 1940s, the term "geek" was used to describe a person who was socially awkward and obsessed with a particular hobby or interest. Over time, the term has evolved to encompass a wide range of interests, from science and technology to pop culture and gaming.



Website Design



THINKGEEK
GIANT ROBOT SLIPPERS

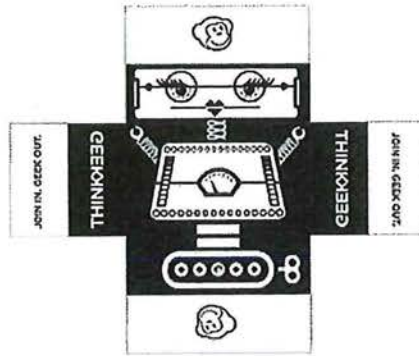
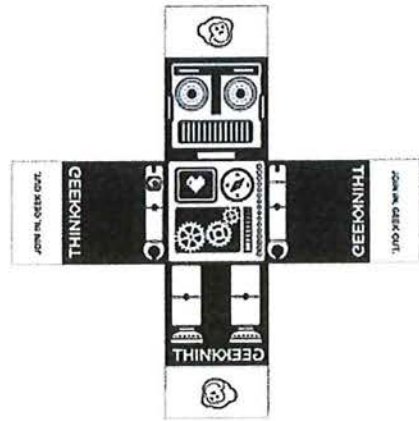
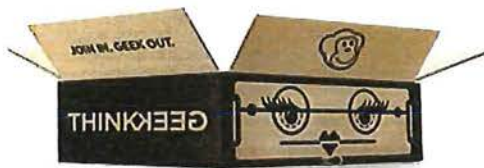


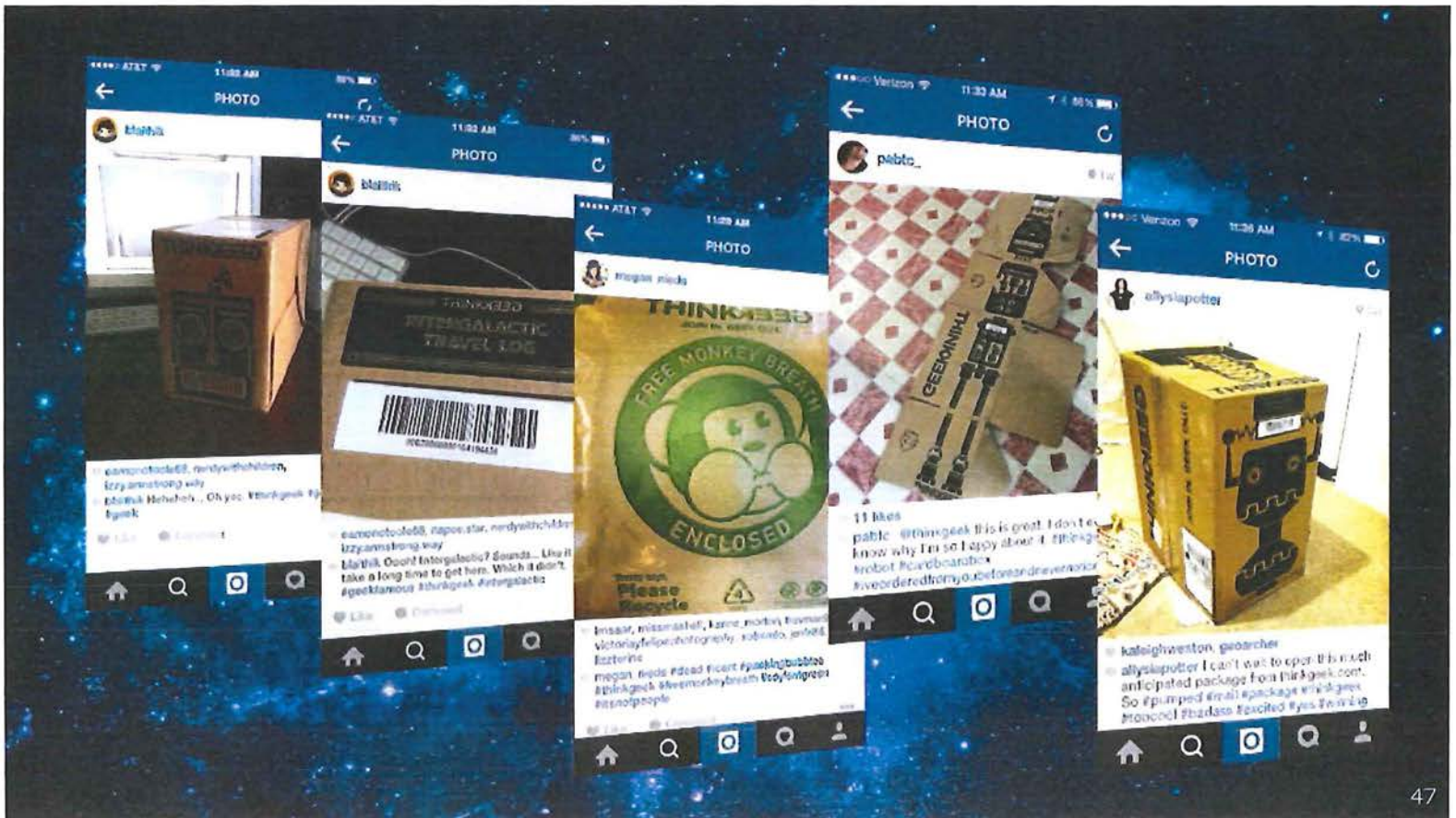
Packaging





Shipper Boxes







Real-World Results

At the time the brand re-launched, ThinkGeek's stock was trading at \$11 per share. Less than a year later, in July of 2015, the company was acquired by GameStop at \$20 per share.

THANK YOU

FINCH
BRANDS





EAST GOSHEN TOWNSHIP

PROPOSAL FOR REBRANDING PLAN

HEY, HI, HELLO!

April 6, 2018

Dear Mr. Altshul,

I am pleased to submit this proposal on behalf of Mungo Creative Group to create a formal, long-term Marketing Plan that will more effectively position City of East Goshen in the region and the country. In the following pages, MCG will outline who we are and how we plan to develop a strong partnership with your team so that we can meet and exceed your objectives.

As an agency, we are impressed with the rich history of East Goshen and the place you hold in the region. The tremendous pride you have in your city is evidenced by your desire to do a marketing plan to position your city in the best light possible. To us, marketing and advertising are more than just our business, it's how the MCG team has chosen to make a difference in the world. We believe that it is our responsibility to help the clients we partner with make a positive impact on their communities. We have done a very similar plan for the City of West Chicago that you can reference [here](#) that includes all the components your plan is seeking.

We take pride in the strong relationships we build with our clients and believe that a deep understanding of the brand in addition to a collaborative partnership are critical to our mutual success. Mungo Creative Group has an extensive background in delivering significant marketing and advertising results for a variety of regional, national and global clients and we would love the opportunity to work with the City of East Goshen. We are a group of experienced, senior-level professionals providing quality services to clients since 2010. With broad knowledge of the nonprofit industry, we are uniquely qualified to work with you on this exciting project.

We appreciate your consideration of this proposal. Please feel free to contact me if you have questions.

Sincerely,
Maja Stevanovich
EVP, Client Service and Strategy





WHO WE ARE AND WHAT WE DO
IS ONE AND THE SAME.

AGENCY OVERVIEW

Mungo Creative Group is a creative independent agency that specializes in creating content, conceiving strategies & engineering experiences. We are based out of New York with satellite offices in Boston and Milwaukee. We offer a wide range of services, including: graphic design, video production, web design/development, social media content creation, campaign strategy, branding, PR & media relations, media planning and experiential production.

Mungo works with a diverse mix of industry-leading brand partners from rock stars to major corporations and non-profits. This unique blend of brands help us bring new perspectives and innovative ideas to our clients. We like to say we bring the rock star to corporate and a bit of structure to our rock stars. We believe in partnerships not projects and go above and beyond the expected for each of our clients. We have hustle in our hearts and passion for our profession and are excited to work with you and your brand.

WHY HIRE MUNGO CREATIVE GROUP?

We help brands creatively solve their toughest challenges in order to achieve measurable results. As a collective of renaissance men and women, each of us are experts in our fields but passionate about all things content, strategy and experiential. We put our hearts into everything we work on, and seek to evoke emotion with every pixel, word, and experience. To put it simply: We create. We inspire. We problem solve. But above all else - we get results for our clients.

From fortune 100 companies to community nonprofits, Mungo Creative Group has a history of delivering stellar results for its clients. With offices in New York, Boston and Milwaukee, MUNGO is uniquely qualified to serve the needs of companies in multiple markets while tailoring projects for each client based on their individual needs. Our current client list is approximately 80% business-to-consumer and 20% business-to-business.

OUR PROCESS

Our unified approach to content, strategy and experiential marketing enables us to deliver high-impact creative solutions for our brand partners. Whether it's an integrated campaign or a one-off deliverable, we understand that each and every marketing effort we present to our brand partners must work on multiple levels within their larger business strategy.

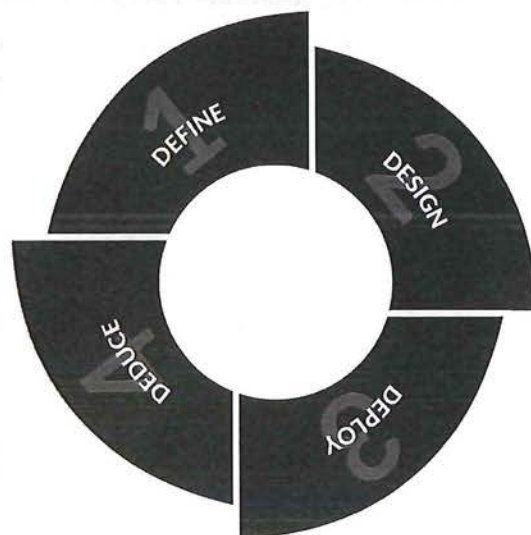
Our cyclical data-driven process is broken down into four phases: Define, Design, Deploy and Deduce. This process allows us to increase campaign efficacy and maximize the marketing tactics employed.

Define: At the start of any project or partnership, we collaborate with you in order to define objective and goals. We listen to you. We ask you questions. We dig deep into your brand, industry and audience(s).

Design: Next we plan, create and iterate. We ruminate, contemplate, ideate and generally think and think and think about how we can deliver on your objectives and delight your consumers. We then design a unique creative strategy based on data and insight, which we finally transform into a clear plan of action and captivating creative.

Deploy: Once we've created our creative, it's time for deployment. This is where it all comes together. Go time. Strategies are implemented and campaigns launched. The moment of truth.

Deduce: Everything is live and results are pouring in. We've got something to prove. Our work is designed to work. Which means we need to measure our success and look for ways to make it even better. In a real-time world there's no time to rest. We never sit back and just admire our work because no matter how high we set the bar, there is always room for improvement.



TEAM



[Maja Stevanovich, EVP Client Service and Strategy](#)

Maja brings 10 years of experience in strategic marketing communications and has worked on some iconic brands such as Google, Verizon, the U.S. Air Force and Dremel amongst many other B2C and B2B brands. While Maja is well versed in all disciplines of marketing communications, she is considered an expert in social media and public relations, managing the reputations of several U.S. Air Force Generals and C-Suite members of various brands. During her career, Maja stood up social media programs from scratch for the U.S. Air Force and the Google Maps product. Maja is based in Milwaukee and brings the geographic proximity experience to this account and will serve as the lead point of contact.



[Marty Ellery - SVP Strategic Communications](#)

Marty Ellery is a senior-level strategist with more than 25 years of experience in public relations and mass communications. She spent more than a decade as a producer and director at KLCS-TV, a PBS affiliate in Los Angeles. Since joining the agency side, she has led the public relations discipline for several major B2C and B2B advertising agencies. In this capacity, she has provided crisis communications messaging and conducted executive media training for international clients. She has also been responsible for brand planning and positioning, integrated campaigns and new product launches for brands including Polaris, Trek Bicycle, Marcus Theatres, Skyworks Global, and Hershey's. Ellery is a member of the Academy of Television Arts and Sciences (ATAS) and the Public Relations Society of America (PRSA). Marty is based out of Milwaukee, WI.



[Kelly Groglio - Creative Director](#)

Kelly is a strategic, multidisciplinary creative director. She utilizes her experience within the innovation and startup sector to develop disruptive creative campaigns grounded in strategic consumer insights and ROI. At Mungo she leads a team of expert creatives in crafting strategic creative concepts that extend big ideas across numerous platforms. Prior to Mungo she worked as a strategic creative consultant for agencies and clients throughout the East Coast. She's worked with brands such as, Webster Bank Arena, Mass Challenge, Quicken, Manpower, Right Management, Harvard, HI | International, Brain Power and Concord Music Group. Kelly is based out of MUNGO headquarters, in New York City.

Other Team Resources for this account include:

- 1 Account Manager
- 1 Account Executive
- Creative team of designers managed by Kelly Groglio

STATEMENT OF EQUAL EMPLOYMENT OPPORTUNITY PRACTICES

Mungo Creative Group is an equal opportunity employer and does not unlawfully discriminate against employees or applicants for employment on the basis of an individual's race, color, religion, creed, sex, national origin, age, disability, marital status, veteran status or any other status protected by applicable law. This policy applies to all terms, conditions and privileges of employment, including recruitment, hiring, placement, compensation, promotion, discipline and termination. Whenever possible, the company makes reasonable accommodations for qualified individuals with disabilities to the extent required by law.

EAST GOSHEN RFP REQUIREMENTS

1. Examples of Current Work

- *City of West Chicago*
 - Strategic marketing plan which included social media, events, video and various collateral. View the plan [here](#).
 - PR for Move with the Mayor, similar to East Goshen's "Fit and Fun in the Park"
- [Do Greater Worcester Charitable Foundation](#)
 - Rebranding of the foundation to give voice to millennials in the city.
- *Skyworks Global*
 - Brand [logo](#), [website](#), [brochures](#), [print ads](#).
- *Rock Maple Racing*
 - Full branding of the racing circuit which included [website](#), ads, social.
- *JFL Consulting*
 - Built their brand and marketing from the ground up. Included [website](#), [logo](#), branding, several pieces of collateral including [business cards](#), [outreach toolkit](#) and much more.

2. "What should people think when they think of East Goshen Township?"

People should think of a family friendly playground for all ages. Something for everyone. When revitalizing the East Goshen Township brand, two components should shine - heritage and landscape. With expansive parks and over 200 years of incorporation, East Goshen is a beautiful community with great history. Embodied by its many active residents and parks and recreation resources, the township offers a host of events that commemorates its history and also maximizes engagement.

Heritage in East Goshen is epitomized by the Blacksmith Shop. Though built in 1740, the Shop continues to be a community icon. Coupled with events like the Bicentennial Celebration and Community Days, the township promotes its rich history as well as investing in its growing future.

Aside from heritage, one of the townships biggest assets is the vast parks and recreation resources available to not just East Goshen but Chester County as a whole. With over 150 acres of park to offer, both passive and active, the surrounding areas East Goshen has capitalized on foot traffic with inspiring events and activities.

EAST GOSHEN RFP REQUIREMENTS (CONT.)

3. Timeline

Typically a rebrand of this size to be done properly with the relevant research, focus groups and building the plan would take approximately 7 months to complete.

- *Months 1-2:* Research
- *Months 3-4:* Compiling and Calculating Data
- *Months 5-7:* Writing Proposal and Branding Plan

4. Compensation Proposal

Based on previous projects of this size, we would quote a retainer of \$4,275 per month.





MUNGO CREATIVE GROUP

Memo

To: Board of Supervisors
From: Department of Parks and Recreation
Re: Hershey Mill Dam Park, DCED - GTRP Grant Application
Date: April 23, 2018

Board of Supervisors-

The Department of Parks and Recreation has identified the PA Department of Community and Economic Development – Greenways, Recreation and Trails Program (GTRP) as a potential funding source for the upcoming Hershey Mill Dam Park renovation project.

We believe the Hershey Mill Dam Park project is a strong candidate for GTRP funding and recommend applying for a \$250,000 GTRP grant. This is the grant request ceiling and would require a Township match of \$511,722. The application is due May 30th, 2018 with decisions anticipated at the end of 2018.

The Hershey Mill Dam Park Project will provide the following improvements:

- Lowering of the dam to comply with DEP regulations.
- Defined ADA parking area
- Internal pathways
- Defined fishing access
- Interpretative signage
- Improved water quality
- Riparian buffer plantings, stream stepping stones, boulders and native meadow plantings

Motion:

I move to authorize a DCED GTRP grant application in the amount of \$250,000 and the Township funding match of \$511,722.

Appendix II – Authorized Official Resolution

Be it RESOLVED, that the East Goshen Township (Name of Applicant) of Chester (Name of County) hereby request an Greenways, Trails, and Recreation Program (GTRP) grant of \$ 250,000 from the Commonwealth Financing Authority to be used for Kershey's Mill Park Renovation

Be it FURTHER RESOLVED, that the Applicant does hereby designate Louis F. Smith ^{Township Mgr.} (Name and Title) and Jason Lang ^{Dir. of Parks & Recreation} (Name and Title) as the official(s) to execute all documents and agreements between the East Goshen Township (Name of Applicant) and the Commonwealth Financing Authority to facilitate and assist in obtaining the requested grant.

I, Louis F. Smith, duly qualified Secretary of the East Goshen Township (Name of Applicant), Chester (Name of County) West Chester, PA, hereby certify that the forgoing is a true and correct copy of a Resolution duly adopted by a majority vote of the Board of Supervisors (Governing Body) at a regular meeting held 5/3/2018 (Date) and said Resolution has been recorded in the Minutes of the East Goshen Township (Applicant) and remains in effect as of this date.

IN WITNESS THEREOF, I affix my hand and attach the seal of the East Goshen Township (Applicant),
this 3rd day of May, 2018.

East Goshen Township
Name of Applicant

County

Secretary

Memo

To: Board of Supervisors
From: Jon Altshul
Re: Consider replacement of tractor for ball fields
Date: April 25, 2018

We have owned the Case 245 Tractor since 1989 and use it to groom the ball fields at the park, as it the only tractor in our fleet appropriate for this job. The Case 245 has a replacement value in our fixed asset schedule of about \$42,000 and, after 30 years, it is fully depreciated three times over. However, we did not budget to replace this tractor in 2018.

This tractor is now effectively inoperable and unrepairable. Our mechanic performed a compression test on the engine, which it failed. In addition, metal shavings were found in the oil. Without a replacement tractor, Public Works will have to groom the fields manually.

Mark received COSTARS pricing from two vendors for a replacement tractor, as summarized below.

Make/model	Vendor	Location	Price
New Holland Work Master 25S (New)	AG-Industrial	Douglassville, PA	\$11,295
2015 John Deere (300 hours used)	Hooper Equipment	Intercourse, PA	\$11,300

Clearly, purchasing a replacement tractor at this price point relative to the estimated replacement value of the existing asset will result in substantial savings in the capital reserve fund.

Recommended motion: I move that we purchase a New Holland Work Master 25s tractor from AG-Industrial for \$11,295.

BOARD OF SUPERVISORS
EAST GOSHEN TOWNSHIP
CHESTER COUNTY
1580 PAOLI PIKE, WEST CHESTER, PA 19380-6199

To: Board of Supervisors
From: Mark Miller
RE: Tree Pruning and Tree Removal Bid

Bids were opened April 16th, 2018 at 10:00 am for tree pruning and tree removal for East Goshen Township. Knight Bros. Inc. submitted the lowest bid. I recommend the bid be awarded to Knight Bros., Inc.

The Bid results are as follows:

Knight Bros., Inc.	\$17,540.00
Jimmy's Tree & Landscape Cont.	\$24,660.00

610-692-7171
www.eastgoshen.org

BOARD OF SUPERVISORS
EAST GOSHEN TOWNSHIP
CHESTER COUNTY
1580 PAOLI PIKE, WEST CHESTER, PA 19380-6199

April 25, 2018

To: Board of Supervisors

From: Mark Miller

RE: Escrow Release #5 for 1420 E. Strasburg Road, Brakman Property

Gunnison Development Co., LLC has requested the escrow release of \$12,191.00 for the following items:

Soil and Erosion Controls
Driveway and Site Work
Rain Garden Lot 2

The Engineer and I recommend the release of \$12,191.00

Balance \$26,496.60 including the \$8,554.40 in contingency line item and \$1,277.20 in the inspection line item.

Memo

East Goshen Township

Date: April 27, 2018
To: Board of Supervisors
From: Rick Smith, Township Manager
Re: Shooting Ordinance

On May 5, 1992 the Board adopted an ordinance regulating where shooting could occur in the Township. Under the current ordinance shooting is only permitted at an approved range or when an individual is hunting in accordance regulations promulgated by the Pennsylvania Game Commission.

It has been brought to our attention that the ordinance was deficient since it did not address the use of force by police officers or others when authorized by state law.

The attached amendment addresses this issue by the addition of Section "C. When the use of force is justified based on the Pennsylvania Crimes Code."

The next step would be for the Board to schedule a hearing to adopt the ordinance.

EAST GOSHEN TOWNSHIP
CHESTER COUNTY, PENNSYLVANIA

ORDINANCE NO. _____

**AN ORDINANCE AMENDING CHAPTER 232 OF THE
EAST GOSHEN TOWNSHIP CODE, TITLED,
“WEAPONS”, SECTION 232-3, TITLED, “SHOOTING
PROHIBITED”.**

BE IT ENACTED AND ORDAINED by the Board of Supervisors of East Goshen Township, that Chapter 232 of the East Goshen Township Code, titled, “Weapons”, shall be amended as follows:

SECTION 1. Section 232-2 shall be amended as follows:

“§ 232-3. Shooting prohibited.

Shooting within East Goshen Township is hereby prohibited, except:

A. When hunting in conformity with the Game and Wildlife Code of the Commonwealth of Pennsylvania and any and all regulations promulgated thereunder, all other applicable laws of the Commonwealth and ordinances of this township relating to hunting.

B. Authorized range shooting as herein defined.

C. When the use of force is justified based on the Pennsylvania Crimes Code.”

SECTION 2. Severability. If any sentence, clause, section or part of this Ordinance is for any reason found to be unconstitutional, illegal or invalid, such unconstitutionality, illegality or invalidity shall not affect or impair any of the remaining provisions, sentences, clauses, sections, or parts hereof. It is hereby declared as the intent of the Board of Supervisors that this Ordinance would have been adopted had such unconstitutional, illegal or invalid sentence, clause, section or part thereof not been included herein.

SECTION 3. Repealer. All ordinances or parts of ordinances conflicting with any provision of this Ordinance are hereby repealed insofar as the same affects this Ordinance.

SECTION 4. Effective Date. This Ordinance shall become effective in five (5) days from the date of adoption.

ENACTED AND ORDAINED this _____ day of _____, 2018.

ATTEST:

**EAST GOSHEN TOWNSHIP
BOARD OF SUPERVISORS**

Louis F. Smith, Secretary

E. Martin Shane, Chairman

Carmen Battavio, Vice-Chairman

Charles W. Proctor, III, Esquire, Member

Janet L. Emanuel, Member

Michael P. Lynch, Member

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**EAST GOSHEN TOWNSHIP
BOARD OF SUPERVISORS MEETING
1580 PAOLI PIKE
TUESDAY, APRIL 17, 2018
DRAFT MINUTES**

Present: Chairman Marty Shane; Vice-Chair Carmen Battavio; Members Janet Emanuel, David Shuey and Mike Lynch; Township Manager Rick Smith; Assistant Township Manager & Finance Director Jon Altshul; Township Solicitor Kristin Camp; and Erich Meyer (Conservancy Board).

Call to Order & Pledge of Allegiance

Marty called the meeting to order at 7:00 p.m. and asked David to lead the pledge of allegiance.

Moment of Silence

Carmen called for a moment of silence to honor our troops.

Recording

None.

Chairman's Report

Marty made the following announcements:

- The Board met in Executive Session immediately before tonight's meeting to discuss a personnel matter and a real estate matter.
- The Chester County Planning Commission will be having a public meeting at Penn State Great Valley on Tuesday, 5/1 at 5:30pm on Landscapes 3.
- Keep East Goshen Beautiful Day is this Saturday, April 21st.

Carmen introduced Ivery Houston, an intern from Representative Comitta's office, and announced that Rep. Comitta will be holding a Senior Expo in the Bayard Rustin gymnasium on Saturday, May 19th from 9am-12pm.

Carmen made a motion to appoint Ed Lendrat to the Historical Commission. Mike seconded the motion. The motion passed 5-0.

WEGO Police Report—March 2018

Chief Bernot noted that the police department has a new website and Facebook page. She added that the County will be sponsoring a two-hour "Stewards of Children" training at West Goshen Township on April 25th on child abuse prevention. She also stated that WEGO will again be holding Camp Cadet, a free summer program for youths aged 11-13 that focuses on developing self-confidence and self-discipline.

1 Carmen asked if WEGO had received more complaints about door-to-door
2 solicitation since the return of warmer weather. Chief Bernot observed that indeed
3 there had been a recent uptick in complaints.

4
5 **Good Fellowship Ambulance Report—March 2018**

6 Carmen reported that Good Fellowship received 64 ambulance calls from East
7 Goshen in March.

8
9 **Financial Report—March 2018**

10 Jon reported that the general fund had a positive budget variance of \$110,300 as of
11 March 31st. He added that snow removal was \$61,448 over budget, but that this
12 overage was offset by savings across a number of line items. In addition, he
13 observed that accounts receivable for both real estate tax and utilities were at
14 historically low levels and that the average yield on Township cash was 1.34%.

15
16 The Board agreed to hold the annual budget planning session on Wednesday, May
17 23rd at 3pm.

18
19 **Presentation on Citizens' Risk Assessment**

20 Caroline Hughes, 1101 Amalfi Drive, and Tom Casey, West Goshen Township
21 resident, gave a presentation on Del-Chesco United for Pipeline Safety's risk
22 assessment initiative and requested \$5,000 in support from the Township. Ms.
23 Hughes stated that \$20,543 had been raised thus far, which is enough to do the
24 study. Mr. Casey added that a firm has been selected and that the group is working
25 on finalizing the contract with the consultant now. However, the group has targeted
26 \$50,000 as its fundraising goal. At this price point, Ms. Hughes and Mr. Casey believe
27 that the study will be able to use and analyze data that is more specific to our
28 regional topography and population centers, and therefore more robust and
29 meaningful to local residents, than a study costing only \$20,000.

30
31 Carmen expressed concern that the costs for the study could continue to escalate
32 and that East Goshen would be solicited again for support.

33
34 Janet stated that she appreciates the work the group has done on this issue. She
35 asked how many responses the group had received to the RFP and was told three
36 firms had responded. She asked how the group was defining "acceptable level of
37 risk". She also raised concerns about how meaningful actuarial analysis is for this
38 study, given that actuaries analyze large sample sizes to draw conclusions about
39 populations, whereas this study would only focus on a section of one pipeline. She
40 also asked how the groups would use the report and whether the risks of trains and
41 trucks, as alternative transport options for NGLs, would be explored. Ms. Hughes
42 stated that that the report would be provided to state officials to inform their policy
43 making work.

44
45 Mike stated that he was surprised that West Chester Borough had expressed
46 interest in contributing to the risk assessment despite the fact that Borough Council

1 had recently dismissed East Goshen's resolution on pipelines. He asked whether the
2 group had approached Chester County, to which Ms. Hughes responded the County
3 did not express interest, and the Department of Emergency Management, to which
4 Mr. Casey replied that DES had provided input on the RFP. Mike also asked how this
5 study would be different than Delaware County's proposed risk assessment. Eve
6 Miara, a Delaware County resident who is part of Del-Chesco United, responded that
7 Delaware County's study is on a different timeline than this study with more of a
8 focus on emergency management.

9
10 Carmen also asked whether the selected firm is bonded, to which Ms. Miari
11 responded that payment will be made upon delivery of the report.

12
13 David asked how the group would prioritize the items to focus on if they can't raise
14 more money. Ms. Miari stated that the more money that is raised, the more data
15 specific to Chester County's topography, geography and population centers can be
16 used and analyzed.

17
18 Rick asked Ms. Hughes if she could provide him with a copy of a similar report from
19 the consultant so that the Township could better understand what information this
20 study might provide. Ms. Hughes stated that she would send Rick a similar report.

21
22 Marty stated that the root cause of this report is Sunoco's unwillingness to share its
23 data in the name of national security. He noted that John Snyder, an attorney
24 working with Buckley Brion, is pursuing a line of inquiry on behalf of East Goshen
25 about whether the public's right to know about information in operators' Integrity
26 Management Plans pursuant to federal law plans trumps Sunoco's right to protect
27 that same information in the name of national security under state law. Marty
28 expressed optimism that if Mr. Snyder is successful, then many of the data points the
29 group is interested in would suddenly become available. Marty added that he needs
30 to see the proposals from the three firms in order to make a decision on this matter,
31 to which Ms. Miari responded that she would provide them to the Township.

32
33 Tony Perretta, 1601 Bane Way, asked what we are going to do with this report and
34 raised concerns that the report may not affect legislative change, but instead create
35 more anxiety among homeowners and negatively impact home values.

36
37 Bill Wegeman, 629 N Speakman Lane, expressed concern about the impact of
38 Sunoco's work on his house and whether the PUC had the manpower to ensure the
39 pipeline's safety. He expressed support for the study.

40
41 Charles Sexton, 1617 Bow Tree Drive, asked for a copy of the presentation and
42 clarification on the scope of the study.

43
44 **Consider Interstate Energy Company Pipeline Easement**

45 Carmen made a motion to adopt Resolution 2018-178 authorizing the Chairman to
46 execute the amended easement agreement with Interstate Energy Company LLC,

1 with the condition that Interstate Energy Company LLC and/or Adelpia Gateway
2 LLC provide written confirmation that they will install four pipe bollards within the
3 easement between Paoli Pike and the valve, and authorize the Township Manager to
4 release the executed amended easement agreement to Interstate Energy Company
5 LLC upon the receipt of the written confirmation and the \$5,000. Mike seconded.

6
7 Ron Luongo, 904 Saratoga Drive, raised concerns about the short notice period
8 given to nearby homeowners about this matter. He asked what risk analysis the
9 Township has done on the matter. He also asked why the Township wasn't fighting
10 the easement. Kristin explained that the Township had negotiated better conditions,
11 including a limit of one pipe and a prohibition on natural gas liquids, and more
12 financial concessions from Adelpia. She added that if the Township didn't agree to
13 the amended easement, then Adelpia could seize the land through eminent domain
14 and the Township would forfeit the right to put any conditions on the easement.

15
16 Amiel Novoseller, 1504 Von Steuben Drive, raised concerns about the Risk
17 Assessment presentation, which he felt was unrelated to Township business.

18
19 Mr. Perretta stated that more notice should have been given about this matter.

20
21 The motion passed 4-0 (Mike had left for the evening).

22 23 **Update on West Chester Pike Coalition**

24 Janet provided an overview of the West Chester Pike Coalition, which includes
25 representatives from 10 municipalities between West Chester and Upper Darby,
26 including East Goshen. She explained that the objective of the organization is to
27 improve all modes of transit along the corridor. David asked whether the coalition
28 had considered bicycles, and Rick indicated that a representative from the
29 Philadelphia Bike Coalition was a non-voting member of the Coalition.

30 31 **Public Comment on MS4 Plan**

32 Rick provided an overview of the requirements of the Township's MS4 permit
33 related to Public Education and Outreach, Public Involvement & Participation, Illicit
34 Discharge Detection and Elimination, Post Construction Stormwater Management,
35 and Pollution Prevention and Good Housekeeping. No public comment was received.

36 37 **Consider Township Park Pedestrian Crossing**

38 Rick stated that he received an email indicating that PennDOT would conduct a
39 traffic study at Hibberd Lane and Paoli Pike to determine if a traffic signal is
40 warranted at this location, provided the Township submits an application. Carmen
41 made a motion to adopt a resolution authorizing submission of an application for a
42 traffic signal at Paoli Pike and Hibberd Lane. Janet seconded the motion. The motion
43 passed 4-0.

44 45 **Consider Paoli Pike Trail Maintenance Policy**

1 Rick explained that the Township will need to enter into side agreements with
2 affected property owners from whom we are seeking sidewalk easements related to
3 the on-going maintenance of the Paoli Pike Trail. Maintenance would include the
4 Township's responsibilities with respect to salting, plowing, refuse removal and
5 mowing. Carmen expressed concerns about the Township taking on this
6 responsibility and suggested we consider not plowing the trail. Specifically, he
7 raised concern about melted snow refreezing and creating an unsafe surface for
8 bicyclists in the winter months. Janet suggested that Rick draft a resolution for the
9 Board's consideration at the next meeting.

10
11 **Consider Snow Plow Purchase**

12 Carmen made a motion to purchase a new 11-foot Monroe plow from Intercon for
13 \$9,672. Janet seconded the motion. The motion passed 4-0.

14
15 **Any Other Matter**

- 16 • Carmen made a motion to authorize the Chairman to execute the storm water
17 operating and maintenance agreement for 1631 Christine Lane. Janet
18 seconded. The motion passed 4-0.
- 19 • Marty noted that the Township had received inquiries about building a dog
20 park in the park and amending the zoning ordinance to allow chickens on
21 lots of less than two acres. Janet made a motion to refer the dog park matter
22 to the Parks & Recreation Commission and the chicken issue to the Planning
23 Commission. Carmen seconded. The motion passed 4-0.

24
25 **Approval of Minutes of April 10, 2018**

26 Janet made a motion to approve the minutes of April 10, 2018 as corrected. Carmen
27 seconded. The motion passed 4-0.

28
29 **Treasurer's Report of April 12, 2018**

30 Carmen moved to graciously accept the Treasurer's Report and the Expenditure
31 Register Report as recommended by the Treasurer, to accept the receipts and to
32 authorize payment of the invoices just reviewed. Janet seconded. The motion
33 passed 4-0.

34
35 **Adjournment**

36 There being no further business, Carmen motioned to adjourn the meeting at 10:45
37 pm. Janet seconded the motion. The motion passed 4-0.

38
39 Respectfully submitted,

40 *Jon Altshul*

41 *Recording Secretary*

42
43 Attachments: April 12, 2018 Treasurer's Report

44

**TREASURER'S REPORT
2018 RECEIPTS AND BILLS**

GENERAL FUND

Real Estate Tax	\$11,240.22	Accounts Payable	\$56,749.66
Earned Income Tax	\$54,737.20	<u>Electronic Pmts:</u>	
Local Service Tax	\$9,811.50	Credit Card	\$0.00
Transfer Tax	\$0.00	Postage	\$0.00
<i>General Fund Interest Earned</i>	\$0.00	Debt Service	\$29,460.82
Total Other Revenue	\$25,007.46	Payroll	\$60,808.63
Total Receipts:	<u>\$100,796.38</u>	Total Expenditures:	<u>\$147,019.11</u>

STATE LIQUID FUELS FUND

Receipts	\$0.00		
<i>Interest Earned</i>	\$0.00		
Total State Liquid Fuels:	<u>\$0.00</u>	Expenditures:	<u>\$0.00</u>

SINKING FUND

Receipts	\$4,228.00	Accounts Payable	\$0.00
<i>Interest Earned</i>	\$0.00	Credit Card	\$0.00
Total Sinking Fund:	<u>\$4,228.00</u>	Total Expenditures:	<u>\$0.00</u>

TRANSPORTATION FUND

Receipts	\$0.00		
<i>Interest Earned</i>	\$0.00		
Total Sinking Fund:	<u>\$0.00</u>	Expenditures:	<u>\$0.00</u>

SEWER OPERATING FUND

Receipts	\$5,979.77	Accounts Payable	\$20,754.42
<i>Interest Earned</i>	\$0.00	Debt Service	\$28,240.59
Total Sewer:	<u>\$5,979.77</u>	Credit Card	\$0.00
		Total Expenditures:	<u>\$48,995.01</u>

REFUSE FUND

Receipts	\$1,837.72		
<i>Interest Earned</i>	\$0.00		
Total Refuse:	<u>\$1,837.72</u>	Expenditures:	<u>\$939.99</u>

BOND FUND

Receipts	\$0.00	Accounts Payable	\$256,359.06
<i>Interest Earned</i>	\$0.00	Credit Card	\$0.00
Total Sewer Sinking Fund:	<u>\$0.00</u>	Total Expenditures:	<u>\$256,359.06</u>

SEWER SINKING FUND

Receipts	\$0.00		
<i>Interest Earned</i>	\$1,834.52		
Total Sewer Sinking Fund:	<u>\$1,834.52</u>	Expenditures:	<u>\$0.00</u>

OPERATING RESERVE FUND

Receipts	\$0.00		
<i>Interest Earned</i>	\$0.00		
Total Operating Reserve Fund:	<u>\$0.00</u>	Expenditures:	<u>\$0.00</u>

1

April 26, 2018

**TREASURER'S REPORT
2018 RECEIPTS AND BILLS**

GENERAL FUND

Real Estate Tax	\$8,982.58
Earned Income Tax	\$63,400.00
Local Service Tax	\$1,400.00
Transfer Tax	\$29,195.95
General Fund Interest Earned	\$0.00
Total Other Revenue	\$84,739.68
Total Receipts:	<u>\$187,718.21</u>

Accounts Payable	\$67,956.46
Electronic Pmts:	
Credit Card	\$4,924.51
Postage	\$1,000.00
Debt Service	\$0.00
Payroll	\$126,087.46
Total Expenditures:	<u>\$199,968.43</u>

STATE LIQUID FUELS FUND

Receipts	\$0.00
Interest Earned	\$0.00
Total State Liquid Fuels:	<u>\$0.00</u>

Expenditures:	<u>\$0.00</u>
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SINKING FUND

Receipts	\$0.00
Interest Earned	\$0.00
Total Sinking Fund:	<u>\$0.00</u>

Accounts Payable	\$69,908.60
Credit Card	\$0.00
Total Expenditures:	<u>\$69,908.60</u>

TRANSPORTATION FUND

Receipts	\$0.00
Interest Earned	\$0.00
Total Sinking Fund:	<u>\$0.00</u>

Expenditures:	<u>\$0.00</u>
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SEWER OPERATING FUND

Receipts	\$179,373.39
Interest Earned	\$0.00
Total Sewer:	<u>\$179,373.39</u>

Accounts Payable	\$22,855.57
Debt Service	\$0.00
Credit Card	\$49.99
Total Expenditures:	<u>\$22,905.56</u>

REFUSE FUND

Receipts	\$49,658.49
Interest Earned	\$0.00
Total Refuse:	<u>\$49,658.49</u>

Expenditures:	<u>\$79,762.89</u>
---------------	--------------------

BOND FUND

Receipts	
Interest Earned	\$0.00
Total Sewer Sinking Fund:	<u>\$0.00</u>

Accounts Payable	\$0.00
Credit Card	\$0.00
Total Expenditures:	<u>\$0.00</u>

SEWER SINKING FUND

Receipts	\$0.00
Interest Earned	\$1,710.81
Total Sewer Sinking Fund:	<u>\$1,710.81</u>

Expenditures:	<u>\$0.00</u>
---------------	---------------

OPERATING RESERVE FUND

Receipts	\$0.00
Interest Earned	\$0.00
Total Operating Reserve Fund:	<u>\$0.00</u>

Expenditures:	<u>\$0.00</u>
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**EAST GOSHEN TOWNSHIP
MEMORANDUM**

TO: BOARD OF SUPERVISORS
FROM: BRIAN MCCOOL
SUBJECT: PROPOSED PAYMENTS OF BILLS
DATE: 04-26-2018

Please accept the attached Treasurer's Report and Expenditure Register Report for consideration by the Board of Supervisors. I recommend the Treasurer's Report and each register item be approved for payment.

Sinking Fund expenses includes purchases of \$48,000 for a new roller, \$17,309 for two mowers and \$4,600 for a garage door.

Please advise if the Board decides to make any changes or if the reports are acceptable as drafted.

Report Date 04/20/18

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Vendor	Req #	Budget#	Sub#	Description	Invoice Number	Req Date	Check Dte	Recpt Dte	Check#	Amount
01		GENERAL FUND								
2226				21ST CENT.MEDIA NEWS #884433						
	54728	1	01401 3400	ADVERTISING - PRINTING	1547487	04/20/18		04/20/18		299.00
				NOTICE - SOLICITING BIDS						
	54729	1	01401 3400	ADVERTISING - PRINTING	1561549	04/20/18		04/20/18		68.49
				NOTICE - MARY DELL POND/CONSERVANCY						
										367.49
6				ABC PAPER & CHEMICAL INC						
	54730	1	01409 3740	TWP. BLDG. - MAINT & REPAIRS	089372	04/20/18		04/20/18		83.75
				TOILET BOWL CLEANER & ROLL TOWELS						
	54731	1	01409 3840	DISTRICT COURT EXPENSES	089342	04/20/18		04/20/18		288.10
				TOILET SEAT COVERS						
										371.85
3140				ACE PORTABLES INC.						
	54733	1	01438 2450	MATERIALS & SUPPLIES-HIGHWAYS	132301	04/20/18		04/20/18		142.00
				PORTABLE TOILETS - APRIL 30						
										142.00
1777				ADVANCED ELECTRONIC SECURITY						
	54734	1	01407 2130	COMPUTER EXPENSE	5557	04/20/18		04/20/18		1,371.54
				UPDATE SOFTWARE S.SMITH'S COMPUTER						
										1,371.54
1657				AQUA PA						
	54740	1	01411 3630	HYDRANT & WATER SERVICE	040218 HM34	04/20/18		04/20/18		2,575.50
				0348603 0348603 12/29-3/30/18 HM34						
	54741	1	01411 3630	HYDRANT & WATER SERVICE	040218 HY6	04/20/18		04/20/18		137.52
				000309987 0309987 2/28-3/30/18 HY6						
	54742	1	01411 3630	HYDRANT & WATER SERVICE	040218 HY13	04/20/18		04/20/18		858.00
				00310033 0706109 12/29-3/30/18 HY13						
	54743	1	01411 3630	HYDRANT & WATER SERVICE	040218 279	04/20/18		04/20/18		4,696.50
				000310033 0310033 2/28-3/30/18 186						
	54743	2	01411 3631	HYDRANTS - RECHARGE EXPENSE	040218 279	04/20/18		04/20/18		2,348.25
				000310033 0310033 2/28-3/30/18 93						
										10,615.77
1198				BRANDYWINE VALLEY SPCA						
	54747	1	01410 5400	S.P.C.A. CONTRACT	2042	04/20/18		04/20/18		401.70
				STRAY PICK-UP MARCH 2018						
										401.70

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Vendor	Req #	Budget#	Sub#	Description	Invoice Number	Req Date	Check Dte	Recpt Dte	Check#	Amount
01		GENERAL FUND								
2695		BRICKHOUSE ENVIRONMENTAL								
	54748	1	01454 3100	PROFESSIONAL SERVICES	1180	04/20/18		04/20/18		395.84
				PROF.SERVICE - MARCH 2018 EG PARK						
				WATER QUALITY TESTING						
										395.84
197		BUCKLEY BRION MCGUIRE & MORRIS								
	54750	1	01404 3140	LEGAL - ADMIN	15778	04/20/18		04/20/18		2,017.51
				LEGAL SERVICE 3/1-3/29/18						
	54750	2	01414 3110	LEGAL - CODES	15778	04/20/18		04/20/18		5,131.90
				LEGAL SERVICE 3/1-3/29/18						
	54750	3	01414 3140	LEGAL - PLANNING COMMISSION	15778	04/20/18		04/20/18		136.50
				LEGAL SERVICE 3/1-3/29/18						
	54750	4	01414 3141	LEGAL - ZONING HEARING BOARD	15778	04/20/18		04/20/18		702.00
				LEGAL SERVICE 3/1-3/29/18						
	54750	5	01438 1510	LEGAL - PUBLIC WORKS	15778	04/20/18		04/20/18		136.50
				LEGAL SERVICE 3/1-3/29/18						
										8,124.41
3488		CINTAS CORPORATION #287								
	54753	1	01487 1910	UNIFORMS	287155281	04/20/18		04/20/18		391.39
				WEEK END 4/4/18 CLEAN UNIFORMS						
	54754	1	01409 3740	TWP. BLDG. - MAINT & REPAIRS	287158955	04/20/18		04/20/18		131.24
				WEEK END 4/11/18 CLEAN MATS						
	54754	2	01487 1910	UNIFORMS	287158955	04/20/18		04/20/18		391.39
				WEEK END 4/11/18 CLEAN UNIFORMS						
										914.02
2996		CNS CLEANING COMPANY								
	54755	1	01409 3740	TWP. BLDG. - MAINT & REPAIRS	52315	04/20/18		04/20/18		870.00
				JANITORIAL SERVICE - APRIL 2018						
	54755	2	01409 3840	DISTRICT COURT EXPENSES	52315	04/20/18		04/20/18		255.00
				JANITORIAL SERVICE - APRIL 2018						
										1,125.00
2491		COMCAST 8499-10-109-0107472								
	54758	1	01401 3210	COMMUNICATION EXPENSE	041018	04/20/18		04/20/18		10.52
				0107472 4/17-5/16/18 PW TV						
										10.52

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3249	54756	1	01401 3210	COMCAST 8499-10-109-0107712 COMMUNICATION EXPENSE 0107712 4/5-5/4/18 EG PARK LED	040418	04/20/18		04/20/18		105.75
										105.75
3490	54757	1	01401 3210	COMCAST 8499-10-109-0111284 COMMUNICATION EXPENSE 0111284 4/9-5/8/18 SPEC. PW VIDEO	040418	04/20/18		04/20/18		16.88
										16.88
317	54759	1	01430 2330	CONTRACTOR'S CHOICE VEHICLE MAINT AND REPAIR CHAIN LOOPS	00222088	04/20/18		04/20/18		129.40
	54760	1	01430 2330	VEHICLE MAINT AND REPAIR STIHL VALVE SHUTOFF	00222005	04/20/18		04/20/18		17.58
										146.98
3977	54762	1	01430 2330	CRAWFORD'S AUTO CENTER INC. VEHICLE MAINT AND REPAIR 2017 FORD F-350 BODY WORK & REPAIR	6306	04/20/18		04/20/18		513.40
										513.40
1990	54763	1	01401 2100	CRYSTAL SPRINGS MATERIALS & SUPPLIES SWEETENERS & COFFEE	3154612 041318	04/20/18		04/20/18		58.47
										58.47
3941	54764	1	01487 1500	DISCOVERY BENEFITS INC. MISC. EMPLOYEE BENEFITS FSA - FEBRUARY 2018	0000857302-IN	04/20/18		04/20/18		51.50
										51.50
2325	54765	1	01409 3600	EAST GOSHEN TWP. SEWER/REFUSE CLEARING TWP. BLDG. - FUEL, LIGHT, WATER QTR 2 2018	040118-TWP	04/20/18		04/20/18		280.48
	54766	1	01409 3605	PW BLDG - FUEL, LIGHT, SEWER & WATER QTR 2 2018	040118 PW	04/20/18		04/20/18		236.78
										517.26

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Vendor	Req #	Budget#	Sub#	Description	Invoice Number	Req Date	Check Dte	Recpt Dte	Check#	Amount
431	54767	1	01438 2450	EJ USA INC. (EAST JORDAN) MATERIALS & SUPPLIES-HIGHWAYS TRENCH GRATES	110180022378	04/20/18		04/20/18		1,152.00
										1,152.00
2181	54768	1	01430 2330	ENNIS, MICHAEL VEHICLE MAINT AND REPAIR CDL FEE REIMBURSEMENT	040518	04/20/18		04/20/18		94.50
										94.50
1876	54769	1	01432 3840	FOLEY INC. SNOW - EQUIPMENT RENTAL WHEEL LOADER & BUCKET RENTAL 1/17 - 3/28/18	W2587903	04/20/18		04/20/18		4,400.00
	54770	1	01438 3840	EQUIPMENT RENTAL WHEEL LOADER & BUCKET RENTAL 3/15 - 3/28/18	W2614701	04/20/18		04/20/18		2,411.00
										6,811.00
3352	54771	1	01438 3840	GAP POWER RENTALS PLUS LLC EQUIPMENT RENTAL BANDIT CHIPPER RENTAL - 1 WEEK	1382310	04/20/18		04/20/18		1,320.00
										1,320.00
3000	54772	1	01430 2330	GARNET FORD VEHICLE MAINT AND REPAIR REPLACE BELT & RADIATOR 07 FORD EXP	C42510	04/20/18		04/20/18		1,027.03
										1,027.03
2631	54773	1	01401 2100	GRAPHIC IMPRESSIONS OF AMERICA INC. MATERIALS & SUPPLIES BUSINESS CARDS - JON ALTSHUL	18-9635	04/20/18		04/20/18		42.00
	54774	1	01401 2100	MATERIALS & SUPPLIES BUSINESS CARDS - MICHAEL LYNCH	18-9604	04/20/18		04/20/18		42.00
										84.00
569	54775	1	01409 3740	GREAT VALLEY LOCKSHOP TWP. BLDG. - MAINT & REPAIRS CHECK OUT SMART PACK FOR SHORT	20180000992	04/20/18		04/20/18		110.00
	54776	1	01409 3740	TWP. BLDG. - MAINT & REPAIRS REKEY CYLINDER & PROVIDE 16 KEYS - BLACKSMITH SHOP	2018001058	04/20/18		04/20/18		285.00
										395.00

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Vendor	Req #	Budget#	Sub#	Description	Invoice Number	Req Date	Check Dte	Recpt Dte	Check#	Amount
01		GENERAL FUND								
594	54777	1	01409 3740	HAMMOND & MCCLOSKEY INC. TWP. BLDG. - MAINT & REPAIRS TEST BACKFLOW - BLACKSMITH SHOP	8620	04/20/18		04/20/18		110.00
										110.00
1631	54778	1	01452 3020	KRAPF'S COACHES TRIPS WASHINGTON DC TRIP 4/14/18	21224	04/20/18		04/20/18		1,723.00
										1,723.00
3182	54779	1	01454 3740	LEONARD INC., A.M. EQUIPMENT MAINT. & REPAIR 100LB SPREADER	CI18048904	04/20/18		04/20/18		365.60
										365.60
2861	54780	1	01430 2330	LITTLE INC., ROBERT E. VEHICLE MAINT AND REPAIR REPAIR PRUNER	03-531734	04/20/18		04/20/18		135.01
	54781	1	01430 2330	VEHICLE MAINT AND REPAIR JDC RELAYS, SWITCH & CAP	03-532452	04/20/18		04/20/18		74.10
										209.11
3982	54783	1	01432 2500	McINTOSH, ANNETTE SNOW - MAINTENANCE & REPAIRS REIMBURSEMENT FOR DAMAGED MAILBOX	032118	04/20/18		04/20/18		25.00
										25.00
3551	54784	1	01414 3050	MCMAHON ASSOCIATES INC. ZONING CONSULTANTS PROF.SERV.- MARCH 2018 PAOLI PK TRL GRANT ASSISTANCE	158399	04/20/18		04/20/18		1,752.50
										1,752.50
1641	54785	1	01430 2330	NAPA AUTO PARTS VEHICLE MAINT AND REPAIR BATTERIES (3)	2-735836	04/20/18		04/20/18		977.14
	54785	2	01430 2330	VEHICLE MAINT AND REPAIR BATTERY CORE RETURNS (6)	2-735836	04/20/18		04/20/18		-2,116.29
	54786	1	01430 2330	VEHICLE MAINT AND REPAIR BATTERIES (3)	2-735508	04/20/18		04/20/18		1,058.14
	54787	1	01430 2330	VEHICLE MAINT AND REPAIR BATTERIES (3)	2-735509	04/20/18		04/20/18		1,058.14

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12 : 55 PM

Vendor	Req #	Budget#	Sub#	Description	Invoice Number	Req Date	Check Dte	Recpt Dte	Check#	Amount
01		GENERAL FUND								
1641				NAPA AUTO PARTS						
	54788	1	01430 2330	VEHICLE MAINT AND REPAIR TRAILER WIRING	2-735358	04/20/18		04/20/18		8.93
	54789	1	01430 2330	VEHICLE MAINT AND REPAIR SPARK PLUGS	2-735066	04/20/18		04/20/18		25.60
										1,011.66
3983				NARCISI, DOLORES						
	54790	1	01367 3020	TRIPS REFUND - NYC TRIP	821164	04/20/18		04/20/18		45.00
										45.00
1540				NELSON, PAMELA						
	54794	1	01452 3710	ZUMBA ZUMBA INSTRUCT.-REGISTRATIONS 2/10- 4/13/18	041318	04/20/18		04/20/18		400.35
										400.35
3823				NEOPOST USA INC.						
	54791	1	01401 3250	POSTAGE POSTAGE MACHINE METER TAPES	15375092	04/20/18		04/20/18		42.93
										42.93
3241				NESHAMINY ABSTRACT						
	54792	1	01116 1000	CLEARING ACCOUNT REPLACEMENT CK. FOR 13993	040518	04/20/18		04/20/18		5.00
										5.00
3679				NETCARRIER TELECOM INC. 67846						
	54795	1	01401 3210	COMMUNICATION EXPENSE 4/1/18 - 4/30/18	509719	04/20/18		04/20/18		361.54
										361.54
3680				NETCARRIER TELECOM INC. 67891						
	54800	1	01401 3210	COMMUNICATION EXPENSE 4/1/18 - 4/30/18	509726	04/20/18		04/20/18		134.31
										134.31

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Vendor	Req #	Budget#	Sub#	Description	Invoice Number	Req Date	Check Dte	Recpt Dte	Check#	Amount
3548				OFFICE BASICS						
	54802	1	01401 2100	MATERIALS & SUPPLIES MOUSEPAD & INK CARTRIDGES	I-889256	04/20/18		04/20/18		138.08
	54803	1	01401 2100	MATERIALS & SUPPLIES LETTER PAPER	I-887829	04/20/18		04/20/18		299.40
	54804	1	01401 2100	MATERIALS & SUPPLIES INK CARTRIDGES	I-883339	04/20/18		04/20/18		320.54
	54805	1	01401 2100	MATERIALS & SUPPLIES INK CARTRIDGES & BAGS FOR SHREDDER	I-884323	04/20/18		04/20/18		205.30
										963.32
1554				OFFICE DEPOT						
	54806	1	01401 2100	MATERIALS & SUPPLIES COLORED PENCILS, TONER & NOTEBOOK	122411460001	04/20/18		04/20/18		303.92
										303.92
1785				PENNSYLVANIA STATE POLICE						
	54808	1	01401 3000	GENERAL EXPENSE BACKGROUND CK. R19498010 SIMS	040318	04/20/18		04/20/18		22.00
	54808	2	01401 3000	GENERAL EXPENSE BACKGROUND CK. R19498011 SIMS	040318	04/20/18		04/20/18		22.00
	54808	3	01401 3000	GENERAL EXPENSE BACKGROUND CK. R19532730 TANNEBAUM	040318	04/20/18		04/20/18		22.00
										66.00
1065				PETTY CASH						
	54809	1	01401 3000	GENERAL EXPENSE PARKING METER - J.ALTSHUL	041718	04/20/18		04/20/18		0.50
	54809	2	01401 3250	POSTAGE POSTAGE DUE & POSTAGE REIMBURSEMNTS	041718	04/20/18		04/20/18		0.59
	54809	3	01430 2330	VEHICLE MAINT AND REPAIR KEROSENE - M.MILLER	041718	04/20/18		04/20/18		45.39
	54809	4	01437 2460	GENERAL EXPENSE - SHOP DOG PATTERN - GEESE CONTROL, FOOD & SODA FOR PW FOR SNOWSTORM	041718	04/20/18		04/20/18		123.50
										169.98
1161				REILLY & SONS INC						
	54810	1	01430 2320	VEHICLE OPERATION - FUEL 955.7 GALLONS DIESEL	141120	04/20/18		04/20/18		2,136.95
	54811	1	01430 2320	VEHICLE OPERATION - FUEL 560.4 GALLONS DIESEL	141909	04/20/18		04/20/18		1,279.95
	54812	1	01430 2320	VEHICLE OPERATION - FUEL 189.8 GALLONS DIESEL	141460	04/20/18		04/20/18		424.01
										3,840.91

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Vendor	Req #	Budget#	Sub#	Description	Invoice Number	Req Date	Check Dte	Recpt Dte	Check#	Amount
03				SINKING FUND						
320				CONWAY POWER EQUIPMENT						
	54761	1	03430 7400	CAPITAL REPLACEMENT - HWY EQUIP 60" LAZER MOWERS (2)	43771	04/20/18		04/20/18		17,308.60
										17,308.60
3470				NASK DOOR INC.						
	54793	1	03409 7400	CAPITAL REPLACEMENT-TWP BLDG REPLACE GARAGE/BAY DOOR #5	5105	04/20/18		04/20/18		4,600.00
										4,600.00

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MARP05 run by BARBARA 12 : 55 PM

Vendor	Req #	Budget#	Sub#	Description	Invoice Number	Req Date	Check Dte	Recpt Dte	Check#	Amount
1886				WITMER PUBLIC SAFETY GROUP						
	54820	1	05420 3702	C.C. COLLEC.-MAINT.& REPR. AIRMASK BAGS	1855750	04/20/18		04/20/18		49.98
	54820	2	05422 3701	R.C. COLLEC.-MAINT.& REPR AIRMASK BAGS	1855750	04/20/18		04/20/18		49.97
										99.95

Report Date 04/20/18

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MARP05 run by BARBARA 12 : 55 PM

Vendor	Req #	Budget#	Sub#	Description	Invoice Number	Req Date	Check Dte	Recpt Dte	Check#	Amount
06				REFUSE						
2762	54735	1	06427 4500	AJB A.J. BLOSENSKI INC. CONTRACTED SERV. RESIDENTIAL PICK-UP APRIL 2018	84104265	04/20/18		04/20/18		57,910.03
										57,910.03
138	54744	1	06427 4504	BFI-KING OF PRUSSIA RECYCLERY RECYCLING FEES RECYCLING FEES - MARCH 2018	4586-000057200	04/20/18		04/20/18		827.41
										827.41
197	54749	2	06427 3140	BUCKLEY BRION MCGUIRE & MORRIS LEGAL SERVICES LEGAL SERV. 3/5-3/27/18 REFUSE	15732	04/20/18		04/20/18		993.78
										993.78
241	54751	1	06427 4502	C.C. SOLID WASTE AUTHORITY LANDFILL FEES WEEK 4/2/18 - 4/6/18	50279	04/20/18		04/20/18		4,123.28
	54752	1	06427 4502	LANDFILL FEES WEEK 4/9/18 - 4/13/18	50351	04/20/18		04/20/18		4,616.43
										8,739.71
3003	54819	1	06427 2440	WASTEZERO MATERIALS & SUPPLIES 400 GREEN RECYCLE BINS	31014	04/20/18		04/20/18		4,700.00
										4,700.00
										167,547.72
										0 Printed, totaling 167,547.72

FUND SUMMARY

Fund	Bank Account	Amount	Description
01	01	53,950.91	GENERAL FUND
03	03	21,908.60	SINKING FUND
05	05	18,517.28	SEWER OPERATING
06	06	73,170.93	REFUSE
		167,547.72	

PERIOD SUMMARY

Period	Amount
1804	167,547.72
	167,547.72

Report Date 04/26/18

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MARP05 run by BARBARA

11 : 40 AM

Vendor	Req #	Budget#	Sub#	Description	Invoice Number	Req Date	Check Dte	Recpt Dte	Check#	Amount
3250	54839	1	01401 3210	COMCAST 8499-10-109-0107704 COMMUNICATION EXPENSE 0107704 4/23-5/22/18 P&BOOT LED	041518	04/26/18		04/26/18		105.75
										105.75
2796	54840	1	01432 2500	D'AMORA, HECTOR SNOW - MAINTENANCE & REPAIRS REIMBURSEMENT FOR DAMAGED MAILBOX	032818	04/26/18		04/26/18		25.00
										25.00
3987	54841	1	01454 3723	DUNRITE SAND & GRAVEL BALL FIELDS 39.04 TONS SAND FOR BASEBALL FIELDS	24859	04/26/18		04/26/18		722.25
										722.25
3407	54842	1	01430 2330	ETS EQUIPMENT TRADE SERVICE CO. INC. VEHICLE MAINT AND REPAIR INDUSTRIAL DETERGENT	112649	04/26/18		04/26/18		422.82
										422.82
3081	54843	1	01432 2500	FOLEY, CHRIS SNOW - MAINTENANCE & REPAIRS REIMBURSEMENT FOR DAMAGED MAILBOX	041718	04/26/18		04/26/18		25.00
										25.00
627	54845	1	01438 2450	HIGHWAY MATERIALS INC. MATERIALS & SUPPLIES-HIGHWAYS 17.48 TONS 25mm,0.3<3, C	61045	04/26/18		04/26/18		732.41
										732.41
638	54846	1	01409 3740	HOME DEPOT CREDIT SERVICES TWP. BLDG. - MAINT & REPAIRS	041318	04/26/18		04/26/18		13.77
	54846	2	01409 3840	OXY STEAM CLEANER SOLUTION DISTRICT COURT EXPENSES	041318	04/26/18		04/26/18		259.47
	54846	3	01433 2450	STEAM CLEANER RENTAL MATERIALS & SUPPLIES - SIGNS	041318	04/26/18		04/26/18		72.33
	54846	4	01437 2460	SIGN POSTS AND PAINT TRAYS GENERAL EXPENSE - SHOP	041318	04/26/18		04/26/18		198.42
	54846	5	01438 2450	GAS GRILL, NOISE MUFFLER FOR SHOP VAC., KEY RINGS, JACK CHAIN & BLOCK ADH MATERIALS & SUPPLIES-HIGHWAYS	041318	04/26/18		04/26/18		1,151.37
	54846	6	01454 3740	63 50LB CONTAINERS BLACKTOP PATCH EQUIPMENT MAINT. & REPAIR BATTERIES & ROUNDUP	041318	04/26/18		04/26/18		134.96

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MARPO5 run by BARBARA

11 : 40 AM

Vendor	Req #	Budget#	Sub#	Description	Invoice Number	Req Date	Check Dte	Recpt Dte	Check#	Amount
03				SINKING FUND						
1300	54859	1 03430	7400	SEI STEPHENSON EQUIPMENT INC. CAPITAL REPLACEMENT - HWY EQUIP VIBRATORY TANDEM ROLLER	80028306	04/26/18		04/26/18		48,000.00
										48,000.00

Report Date 04/26/18

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MARP05 run by BARBARA 11 : 40 AM

Vendor	Req #	Budget#	Sub#	Description	Invoice Number	Req Date	Check Dte	Recpt Dte	Check#	Amount
06		REFUSE								
241				C.C. SOLID WASTE AUTHORITY						
	54832	1	06427	4502 LANDFILL FEES	50424	04/26/18		04/26/18		6,591.96
				WEEK 4/16/18 - 4/20/18						
										6,591.96
										72,935.80
0 Printed, totaling										72,935.80

FUND SUMMARY

Fund	Bank Account	Amount	Description
01	01	14,005.55	GENERAL FUND
03	03	48,000.00	SINKING FUND
05	05	4,338.29	SEWER OPERATING
06	06	6,591.96	REFUSE
		72,935.80	

PERIOD SUMMARY

Period	Amount
1804	72,935.80
	72,935.80

PLGIT 1107.1010															
DATE	DESCRIPTION	TOTAL	1116.1000	1401.3000	1407.2130	1432.2460	1433.2450	1452.2025	1452.3020	1452.3210	1454.3000	1454.3712	1487.1910	1487.4600	5429.2600
RICK SMITH															
2/15/2018	Panera Bread - Joint Mtg - Westtown BOS	158.98		158.98											
2/27/2018	WP Engine - March 2018	29.00			29.00										
3/2/2018	PCCA - Codes Admin course - L.Werkheiser	125.00												125.00	
3/6/2018	J2 Sugarsync - Backup for RCSTP	49.99													49.99
3/8/2018	21 Century Newspapers - Daily Local News	130.00		130.00											
3/11/2018	APPLE I-Tune - Fire Marshall App.	10.59			10.59										
3/22/2018	GFOA - Conference J.Altshul	425.00		425.00											
3/24/2018	GoDaddy - "Goshenville" domain names	55.51			55.51										
		\$984.07													
MARK MILLER															
3/5/2018	Giant - PW Snow Storm	159.15				159.15									
3/5/2018	Wholefoods - PW Snow Storm	181.43				181.43									
3/13/2018	Summit Sign & Safety - High Visibility Signs	313.58					313.58								
3/15/2018	Workboots - Return Workboots	-273.60												-273.60	
3/19/2018	Away with Geese - Geese deterrent for ponds	149.00										149.00			
3/19/2018	Primo Hoagies - to be reimbursed by Mark	16.98	16.98												
3/20/2018	Giant - PW Snow Storm	145.75				145.75									
3/20/2018	Giant - PW Snow Storm	133.65				133.65									
3/24/2018	AT&T DATA - S.Walker	30.00			30.00										
3/25/2018	Flags, Flagpoles & Banners - Flag Pole	3,057.63									3,057.63				
		\$3,913.57													
JASON LANG															
2/28/2018	Facebook - Farmer's Mkt., Summer Camp & Trips	36.86						5.43	12.25	19.18					
3/15/2018	PA Child Abuse Certifications - Summer staff	40.00						40.00							
		\$76.86													
	GRAND TOTAL	4,974.50	16.98	713.98	125.10	619.98	313.58	45.43	12.25	19.18	3,057.63	149.00	-273.60	125.00	49.99

4,974.50

J/E's made

Add to Master Cred.Card List

05 to Reimburse 01 for Credit Card Expense



*Excellence Delivered **As Promised***

April 18, 2018

**CERTIFIED MAIL NO. 7017 1450 0000 2276 7667
RETURN RECEIPT REQUESTED**

Mr. E. Martin Shane, Chairman
East Goshen Township Board of Supervisors
1580 Paoli Pike
West Chester, PA 19380

Re: East Goshen Township
Decommissioning of Hershey's Mill Dam
East Goshen Township, Chester County, PA
Act 14, 67, 68 and 127 Notifications

Dear Mr. Shane:

This letter is to inform you that East Goshen Township (Township) is preparing to submit various permit applications for Hershey's Mill Dam (DEP ID No. D15-125). Hershey's Mill Dam is currently owned and operated by the Township as a recreational facility. Located in East Goshen Township, Chester County, Pennsylvania, the dam and reservoir are situated on an unnamed tributary to Ridley Creek which is a tributary to the Delaware River. The following provides a description of the project and the anticipated permits which will be required:

Project Name: Decommissioning of Hershey's Mill Dam (DEP ID No. D15-125)

Applicant Name: East Goshen Township
1580 Paoli Pike
West Chester, PA 19380

Applicant Contact: Rick Smith, Township Manager
Phone Number: (610) 692-7171

Municipality/County: East Goshen Township, Chester County

Project Description: East Goshen Township (Township) is proposing to decommission Hershey's Mill Dam (DEP ID No. D15-125) located in the northeast quadrant of the intersection of Greenhill Road and Hershey Mill Road in East Goshen Township, Chester County, Pennsylvania (refer to Enclosures 1 and 2 showing the location of Hershey's Mill Dam). The project includes breaching the existing dam embankment and implementing various reservoir enhancements to convert the dewatered reservoir into a public park setting.

The Township owns and operates Hershey's Mill Dam as a limited recreational facility. The Pennsylvania Department of Environmental Protection (DEP)



Division of Dam Safety, has identified Hershey's Mill Dam as having inadequate spillway capacity. In addition, recent inspection reports have identified other deficiencies associated with the dam which included vegetation control, deteriorated embankment slopes, cracking and movement of stone retaining walls, and apparent voids beneath the spillway slab. As a result of these deficiencies, the Township has been operating the dam in a dewatered condition to reduce the risk of dam failure. In June 2016, the Township decided to decommission Hershey's Mill Dam by breaching the structure in combination with implementing various reservoir enhancements.

- Permit Applications:** East Goshen Township will be applying for the following permit applications through DEP Dam Safety and the Chester County Conservation District.
- Waiver Authorization under the waiver provision of 25 PA Code, Chapter 105, §105.12(a)(16).
 - Erosion and Sediment Pollution Control Plan under the provisions of Chapter 102 Erosion and Sediment Control.

PA Act 14, P.L. 834 of the Commonwealth's Municipal Planning Code requires that applicants for certain permits provide written notice to each municipality and county in which the permitted activity is located. Evidence that each municipality and county has received written notification must be submitted to the DEP as part of the permit application.

Acts 67, 68 and 127 of 2000 amend the Municipalities Planning Code and direct state agencies to consider comprehensive plans and zoning ordinances when reviewing applications for permitting of facilities and infrastructure, and specify that state agencies may rely upon comprehensive plans and zoning ordinances under certain conditions as described in Sections 619.2 and 1105 of the Municipalities Planning Code. The Pennsylvania Department of Environmental Protection's Policy for Consideration of Local Comprehensive Plans and Zoning Ordinances in DEP Review of Permits for Facilities and Infrastructure (DEP's Land Use Policy) provides direction and guidance to DEP staff, permit applicants, and local and county governments for the implementation of Acts 67, 68 and 127 of 2000. This policy can be found at www.dep.state.pa.us; keyword: Land Use.

In accordance with DEP's Land Use Policy, enclosed as Attachment A are the Land Use Information questions for your reference. Also attached are location maps showing the location of Hershey's Mill Dam. DEP invites you to comment on this information and identify any land use concerns or issues related to this project; please focus any comments that you may have on the relationship to zoning ordinances. A Municipal Land Use Letter form is provided to assist you with your review.

Please forward any comments and supporting information within 30 days of receiving this letter to:

Eric C. Neast, P.E.
Gannett Fleming, Inc.
P.O. Box 67100
Harrisburg, PA 17106

On behalf of the Township, please accept this letter as written notification that the Township is filing the above-referenced permit applications. Please utilize the attached Municipal Land Use Letter or provide your own response letter. **Please do not send this correspondence to DEP.** If we do not receive a response from you within 30 days, we shall assume that there are no concerns related to land use. The certified mail receipt will be used as evidence of your receipt of this notification.

Thank you for your time and consideration of this request. If you have any questions, please contact me at (717) 763-7212, extension 2828.

Sincerely,
GANNETT FLEMING, INC.

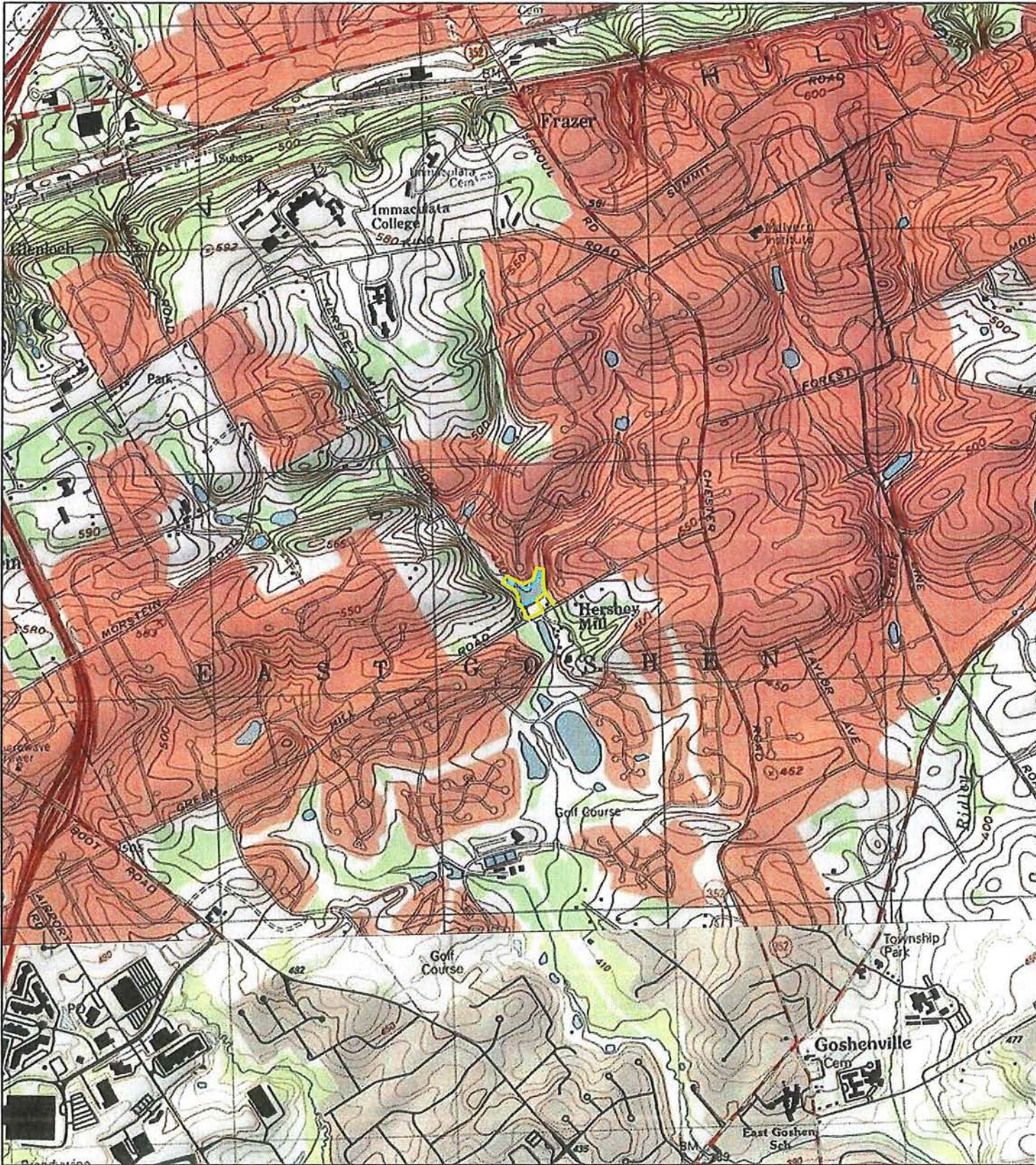


ERIC C. NEAST, P.E.
Project Manager

Enclosures:

1. Enclosure 1: USGS Topographic Location Map
2. Enclosure 2: Project Location and Study Area Map
3. Attachment A: Land Use Information Questions
4. Sample Municipal Land Use Letter

cc: Rick Smith, East Goshen Township
File: 60466



**ENCLOSURE 1
USGS TOPOGRAPHIC LOCATION MAP
MALVERN, PA QUAD**

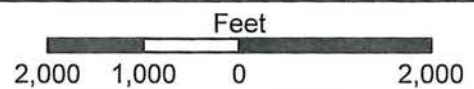
East Goshen Township

Decommissioning of Hershey's Mill Dam

East Goshen Township, Chester County, PA

Legend

- Project Study Area
- Normal Pool (Elev. 447.2±)



 **Gannett Fleming**





**ENCLOSURE 2
PROJECT LOCATION AND STUDY AREA MAP**

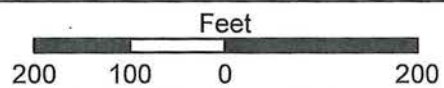
East Goshen Township

Decommissioning of Hershey's Mill Dam

East Goshen Township, Chester County, PA

Legend

- Project Study Area
- Chester Co. Tax Parcel Boundaries
- Normal Pool (Elev. 447.2'±)



ATTACHMENT A

Land Use Information Questions

Responses to the following questions are required to determine applicability of DEP's Land Use Policy for Permitting of Infrastructure and Facilities.

Note: Applicants are encouraged to submit copies of local zoning approvals with their authorization application.

LAND USE INFORMATION		
1.	Is there an adopted county or multi-county comprehensive plan?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
2.	Is there an adopted municipal or multi-municipal comprehensive plan?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
3.	Is there an adopted county-wide zoning ordinance, municipal zoning ordinance or joint municipal zoning ordinance?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
<p><i>If the applicant answers NO to either Question 1, 2, or 3, the provisions of the PA MPC are not applicable and the applicant does not need to respond to questions 4 and 5 below.</i></p> <p><i>If the applicant answers YES to questions 1, 2 and 3, the applicant should respond to questions 4 and 5 below.</i></p>		
4.	Does the proposed project meet the provisions of the zoning ordinance or does the proposed project have zoning approval? <i>If zoning approval has been received, attach documentation.</i>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
5.	Have you attached Municipal and County Land Use Letters for the project?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

MUNICIPAL LAND USE LETTER

Date: _____

To: Mr. Eric Neast, P.E.
Gannett Fleming, Inc.
P.O. Box 67100
Harrisburg, PA 17106

From: East Goshen Township

Re: Decommissioning of Hershey's Mill Dam
DEP ID No. D15-125

The Municipality of East Goshen Township states that it:

_____ has adopted a municipal or multi-municipal comprehensive plan. Said plan was adopted on _____

or

_____ has not adopted a municipal or multi-municipal comprehensive plan.

The Municipality of East Goshen Township states that it:

_____ has adopted a county zoning ordinance, or a municipal or joint-municipal zoning ordinance.

or

_____ has not adopted a county zoning ordinance, or a municipal or joint-municipal zoning ordinance.

Furthermore, the Municipality of East Goshen Township states that its zoning ordinance is generally consistent with its municipal comprehensive plan and the county comprehensive plan.

The above referenced project which involves the decommissioning of Hershey's Mill Dam, various enhancements to the dewatered reservoir, and associated permitting:

_____ meets the provisions of the local zoning ordinance.

If zoning approval is required for the project to proceed, the above referenced project:

_____ has received zoning approval.

or

_____ has not received zoning approval.

If the proposed project has not received zoning approval, what is the status of the zoning request for the proposed project? (e.g., Special Exception Approval from the Zoning Hearing Board required, Conditional Use approval from the Governing Body required.)

Is there a legal challenge by the applicant with regard to zoning for the proposed project?

Name and Contact Information for Municipal Zoning Officer:

Additional Comments (attach additional sheets if necessary):

Submitted By:

Name:	
Title:	
Contact Information: (Address & Phone)	
Signature:	
Date:	

Futurist Committee Recommendation

The Futurists recommend that the contract be awarded to Finch Brands. I have attached a copy of a recent email from the Futurists on this matter, which outlines their rationale.

References

Navitas received a very positive reference from West Whiteland Township (Navitas redesigned West Whiteland's logo two years ago). Finch received a very positive reference from the Mayor of Wildwood Crest, NJ for Finch's redesign of that municipality's logo.

Next steps

As discussed in February, after the contract is awarded, Township staff and the Futurists will work with the winning design firm to develop three brands that best represent East Goshen. Those three designs will then be put to a popular vote among Township residents to gain community buy-in for our brand. The winning design will be announced at a public event in the Park in mid-to-late summer. Once a design is selected, the Township will need to develop specifications for the various types of signs and develop a budget and schedule for replacing existing signage and/or adding new signage over the next few years.

Recommended motion(s):

Mr. Chairman, I move that the contract for East Goshen's Rebranding Plan be awarded to Navitas. (Staff recommendation)

OR

Mr. Chairman, I move that the contract for East Goshen's Rebranding Plan be awarded to Finch (Futurist Committee recommendation)