

VERNAL CITY

In partnership with:

Uintah County, UTSSD, Uintah Recreation District, Uintah County Tourism, Naples City,
Ballard City & Vernal Area Chamber of Commerce

Request for Proposals

ADDENDUM #1

Project Consultant for

Uintah County Wayfinding System Master Plan

Deadline for Response:

Tuesday, May 1, 2018 - 4:00 PM

Contact:

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Addendum #1

Released Monday, 4/23/18

Introduction

Vernal City released a Request for Proposal for a County-wide Wayfinding System. We received several inquiries from potential submitters. The most common question relates to the budget posted in the RFP and the associated scope of work. The Master Plan budget is \$50,000 with funds originating from two grants and the financial support from eight entities.

We recognize the RFP included a significant amount of desired work. To assist a potential proposer, the following clarification is provided.

The Scope of Work section has been highlighted to show the critical items to the project. The critical items are in BOLD and underlined. The remaining tasks (shown as plain text) are desired, but secondary to the primary tasks highlighted.

Scope of Work

1. Existing Conditions
 - a. Tasks
 - i. Inventory and assess existing signage
 - ii. Highway attraction signs
 - iii. Entry signs
 - iv. Directional signs
 - v. Transit signage
 - vi. Downtown parking signage
 - b. Signage analysis
 - c. Deliverables
 - i. Narrative summary
 - ii. Photographs
 - iii. **Sites of interest list**
 - iv. **Map sites of interest**
 - v. Sign locations
 - vi. Transit routes/stops
 - vii. Parking areas
2. Precedents and Case Studies
 - a. Tasks
 - i. Gather examples of successful way-finding programs for communities of our size and nature
 - ii. **Find good examples of sign designs and products**
 - iii. Find examples of multi-jurisdictional wayfinding sign systems and cooperative agreements
 - iv. Find good examples of integrated mobile technology and kiosks with wayfinding system
3. Signage and Development

- a. Tasks
 - i. **Hold a kickoff meeting with the Wayfinding Committee**
 - ii. **Identify signage types**
 - iii. **Develop thematic design options and branding**
 - 1. **Identify thematic options**
 - 2. **Develop multiple distinct signage design concepts** (at least 5 design concepts)
 - 3. **Develop sign hierarchy and types**
 - iv. Product materials and style
 - 1. **Study product design options**
 - 2. Assemble examples of material options
 - 3. **Develop a materials matrix outlining the cost, durability, and functionality of materials options**
 - v. **Work with the Wayfinding Committee and stakeholders to prioritize destinations and priorities.**
 - vi. Cost Analysis
 - 1. **Develop cost projections for design and product alternatives**
 - vii. Design selection
 - 1. **Identify preferred theme and design scheme**
 - 2. **Present design options before Wayfinding Committee**
 - 3. **Present design options at a public workshop**
 - 4. **Refine preferred theme and design schemes**
 - 5. **Present final concepts for review before the wayfinding committee**
 - 6. **Select preferred option for implementation**
 - 7. Create final product examples
 - 8. Coordinate the preferred design option with public land agencies including the BLM, USFS, and State Parks
 - b. Deliverables
 - 1. **Programmatic signage type and hierarchy**
 - 2. **Presentation of thematic options**
 - 3. Material sample boards
 - 4. **Cost estimates for system**
 - 5. **Final graphic design and product selection**
4. Identify mobile technology integration of wayfinding system
- a. Tasks
 - i. Determine functionality and types of a kiosk system
 - ii. Determine functionality and types of a smartphone application systems
 - b. Cost Analysis
 - i. Develop electronic kiosk cost estimate
 - ii. Develop smartphone application cost estimate
 - c. Deliverables
 - i. Develop a mobile technology program report

5. Wayfinding System Development
 - a. Tasks
 - i. **Identify locations for installation**
 - ii. **Identify installation priority list**
 - iii. Develop funding sources and strategies
 - iv. **System maintenance strategies with a multi-jurisdictional system**
 - v. **Develop standard installation guidelines based on location**
 - vi. Coordinate final plan with UDOT, Uintah County, Public Land Agencies, Special Service Districts, Trails Committee
 - b. Deliverables
 - i. **System installation maps**
 - ii. **Scaled installation plans where needed, downtown Vernal for example**
 - iii. **Implementation priority list with responsible party identified for each sign**
 - iv. Interagency cooperation strategy
 - v. **System maintenance plan**
 - vi. **Standard installation guidelines**
 - vii. Manufacturing and installation details
 - viii. **Wayfinding System Master Plan – a compiled report of all deliverables listed above**

Addendum Summary

The purpose of this addendum is to identify the critical items of work. In the submittal, identify the tasks that are included within the budget and those tasks that are additional or in another phase. Include the items within the scope of the project in the budget proposal.

Please also note that this project is seen as a cooperative effort, all data and information currently available from Vernal City and Uintah County in the trails master plan scheduled for completion in summer of 2018 and other similar documentation will be made readily available to the selected firm.

Questions about this Addendum should be directed to Vernal City Manager, Quinn Bennion at qbennion@vernalcity.org.

