

# **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**

Project Consultant for

### ***Uintah County Wayfinding System Master Plan***

**Deadline for Response:**

Tuesday, May 1, 2018 - 4:00 PM

**Contact:**

Quinn Bennion, City Manager

435-789-2255

[qbennion@vernalcity.org](mailto:qbennion@vernalcity.org)

## **Introduction**

Uintah County is located in Northeastern Utah with Vernal City as the economic center and County seat. The City is partnering with 7 other entities to initiate, plan, design and install a comprehensive wayfinding system for the Uintah County area. Uintah County offers many amenities to visitors, tourists and local residents. The most frequented attraction is the Dinosaur National Monument with 320,000 visitors a year. The Vernal Area County/City airport was recently upgraded with TSA operations beginning summer of 2018 and improved commercial air service through United Airlines (Skywest). The community has created a trails master plan with the first projects to begin in 2018. The tourist attractions, amenities, improved air service, downtown improvements, trail projects and other recent public improvements call attention to the need for a wayfinding system that will direct visitors through Uintah County to their destinations.

## **Project Summary**

The Wayfinding Committee, with Vernal City as the contracting agency, is interested in retaining a qualified consultant to guide the committee through the planning, design and implementation of a wayfinding system. The project will be coordinated by the Chair of the Wayfinding Committee and the City Manager, using an outside consultant to plan and design a comprehensive wayfinding system for Uintah County.

This is a multi-agency project with eight entities involved on the committee and providing project funding:

1. Uintah County
2. Vernal City
3. Uintah Transportation Special Service District
4. Naples City
5. Uintah County Travel & Tourism
6. Uintah Recreation District
7. Vernal Area Chamber of Commerce
8. Ballard City

The entities recognize that a comprehensive coordinated wayfinding system is a better approach than separate signage or systems. Each participating entity has a seat on the Wayfinding Committee.

Signage shall be modular in nature including identifying markers with potentially logos for the various organizations involved. The signs should reflect the character of the community and attractions.

Important locations and amenities to incorporate into the plan include public lands, trails, parks, recreation opportunities, parking, and institutional facilities. A preliminary list consists of 60 locations (see attached).

The Wayfinding Master Plan process will be funded with each of the eight entities contributing and two grants that are already secured. The Master Plan project budget is \$50,000.

The role of the consultant will be to advise and direct the committee, and ensure that the final product reflects best practices and is of a professional quality. The wayfinding system is intended to provide direction for all modes of transportation. The project area will be focused on Uintah County and wayfinding will need to address key sites in and around the cities and County.

## **Project Goals**

- To direct people to major destinations in Uintah County.
- To help people easily navigate the downtown area.
- To enhance the visitors' and residents' experience in the County.
- To encourage greater visitation to and between attractions.
- To create a new cohesive system.
- To develop plan implementation priorities.
- To create a maintenance plan.

## **Scope of Work**

Vernal City, the partnering agencies and the Wayfinding Committee seeks proposals from qualified consultants to assist the committee in analysis, design and development of a wayfinding system master plan. The chosen firm will be expected to make recommendations in completing all major tasks leading to implementation.

The following scope is to be reviewed and critiqued as part of the response to this request. This critique will be considered during the selection process

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

## **Project Expectations**

The chosen firm will work with the Wayfinding Committee on a regular basis and participate in leading the public review processes. They will collaboratively review all work completed at each stage, present any recommendations, and give feedback prior to implementation.

The firm chosen will be expected to suggest changes or alternatives to the attached preliminary scope of work as part of their proposal.

An electronic copy of the proposal can be submitted to Vernal City Manager, Quinn Bennion at [qbennion@vernalcity.org](mailto:qbennion@vernalcity.org) by the date outlined below. Any graphics or products submitted for the project are to be the property of Vernal City. No reimbursements will be provided for proposal work.

**Submittal Requirements**

- 1) Company name, location and contact information including email.
- 2) List and resumes of team members and their roles in the project.
- 3) Project experience, examples of similar projects with the plan/design budget.
- 4) References, specifically for entities that similar work was completed for.
- 5) Project approach, demonstrating an understanding of the wayfinding project and its objectives.
- 6) Critique of the proposed scope of work.
- 7) Proposed schedule for master plan completion.
- 8) Budget proposal, showing how the fees are to be allocated.

**Selection Process**

We anticipate that the Wayfinding Committee or a subcommittee will review the proposals and conduct interviews in person or via conference call. Selection will be based on the evaluation of the following items:

- 1. Understanding the scope of work to be performed.
- 2. Consultant’s methods and project approach.
- 3. Response to the project goals and scope in the request for proposals.
- 4. Team qualifications and experience.
- 5. References and record of performance.
- 6. Work samples.
- 7. Schedule.
- 8. Budget.

Once a firm is chosen, a professional services agreement will be negotiated, then approved by the Vernal City Council.

## Anticipated Schedule

<u>Activity</u>	<u>Due Date</u>
Request for Proposals Notification	April 6, 2018
Proposals/Bids Submitted	May 1, 2018
Review of Proposals	May 3 – 4, 2018
Interviews with Selected Consultants	May 8 - 10, 2018
Bid Award / Authorization to Proceed	May 16, 2018
Master Plan Completion	September 2018
Wayfinding Signs – Phase 1	November 2018

## RFP Submissions:

Submit the RFP by Tuesday, May 1, 2018, at 4pm MST using one of the following methods:

- 1) Mail or deliver three (3) copies to:  
Vernal City Hall  
Attn: Wayfinding Master Plan  
374 East Main St.  
Vernal, UT 84078
- 2) Email to:  
Quinn Bennion  
City Manager  
[qbennion@vernalcity.org](mailto:qbennion@vernalcity.org)

The email submission will be confirmed. If you do not receive a reply confirmation email within a few hours, call City Hall or email again to verify receipt of the submission.