

**REQUEST FOR PROPOSALS FOR CONSULTING SERVICES**  
**WAYFINDING PROGRAM: PHASE 1 - DESIGN**

February 13, 2014

The Town of Falmouth is requesting proposals from qualified consultants for the design and development of a Town-wide Wayfinding Program.

**KEY DATES**

- Optional pre-bid meeting: Tuesday, March 11, 2014, 3:00 PM, in Town Hall, 2<sup>nd</sup> floor conference room. (Attendance is not required.)
- Deadline for submission of written questions and requests for additional information: Wednesday, March 19, 2014, 5:00 PM.
- Deadline for submission of proposals: Wednesday, March 26, 2014, 2:00 PM.
- Project start: Within two weeks of contract signing
- Project completion: Thursday, July 31, 2014.

**PROJECT BACKGROUND/PURPOSE**

Many communities have identified a need for wayfinding to help travelers navigate efficiently to area destinations and amenities. Wayfinding also helps to increase site or area visibility and helps attract new visitors. The current wayfinding system of the Town of Falmouth is in a state of disrepair and it is, to some, also out of date. The Town's Comprehensive Plan has reaffirmed the need for an updated wayfinding system. This project is Phase 1 of the establishment and design of a wayfinding program in Falmouth. It is anticipated that Phase 2 will include fabrication and installation of all or a portion of the wayfinding system.

**PROJECT GOALS**

The Town's wayfinding program's goal is to provide consistent and attractive information to assist the traveling public to navigate efficiently to key destinations within the town. To achieve this, the planning process should:

- Identify policies, criteria, and graphic conventions for wayfinding;
- Coordinate with the Town staff and seek input from stakeholders;
- Consider wayfinding needs for all modes of travel including motorized vehicles, bicyclists and pedestrians; and
- Identify ways that wayfinding can enhance and reflect the distinctive and creative character of the Town.

**SCOPE OF WORK**

The Consultant will work with Town staff to seek input from stakeholders with interest in community culture, local businesses, visitor destinations, and economic development. The Consultant's role will be to carry out the scope of work described below. It is anticipated that the selected consultant will use a combination of GIS mapping, illustrative graphics, and written narrative for each of the identified tasks. The proposal should clearly identify the method for documenting or illustrating the deliverables for each task. The Consultant may modify the

desired scope of work presented below if, based on his/her professional expertise and knowledge, he/she can provide an approach that will more effectively address the goals of this project. However, the consultant shall not delete any requested scope tasks unless explicitly noted.

It is anticipated that the consultant shall establish a clear and consistent communication framework for the duration of the project. The proposed scope of work should include an effective project management approach that includes regular project updates and coordination between consultant team members. If this proposal involves a team of consultants, the lead firm and designated project manager shall be clearly identified.

#### **Task 1: Inventory and Assessment**

- Conduct background research of related local studies/plans and ongoing efforts in adjacent communities
- Inventory principal destinations
- Review all modes of transportation and preferred routes and identify destination points
- Review and update as needed the inventory of existing wayfinding signs
- Identify areas where sign clutter is a concern

#### **Task 2: Recommend Wayfinding Policies and Criteria**

- Review existing signage / branding systems of local sites and organizations
- Recommend a possible hierarchy of wayfinding classes that may be used to guide design, content, and location of wayfinding types (e.g. directional, automobile, pedestrian, informational, interpretive, etc.)
- Recommend a hierarchy of messaging (i.e. the guidelines for order of placement on signage)

#### **Task 3: Design Standards**

- Establish graphic design standards for new wayfinding
- Develop an attractive, readable and easily understood design
- Where appropriate, provide guidance on integrating existing or future Town branding (logos and/or tag lines)

#### **Task 4: Wayfinding Plan**

- Develop a consistent and standardized wayfinding plan that will enable the Town to provide easily understood and comprehensive direction to visitors and residents. The plan should incorporate the recommended policies and criteria identified in Task 2 and should also identify proposed locations for different wayfinding classification types.
- Provide presentation materials for public meeting(s)

#### **Task 5: Sign Specifications and Bid Documents**

- Develop wayfinding design specifications to guide fabrication and installation

- Assist staff with preparation of bid documents for fabrication and installation of wayfinding components

### **PROJECT DELIVERABLES**

One (1) reproducible hard copy and (1) electronic copy of drafts and final wayfinding plan including narrative, illustrations, and maps documenting the study process and results shall be submitted. Design standards should provide sample illustrations and construction drawings for sign installation suitable for seeking construction bids for fabrication and installation.

The Proposal should specify the deliverables for each task.

### **PROJECT SCHEDULE**

The selected consultant shall be expected to begin work within two weeks of contract signing and complete all tasks in their entirety by July 31, 2014.

### **TOWN ROLE**

Town staff will be responsible for administering the project and overseeing the consultant's work on this project. Town staff will provide information on related studies and planning initiatives and will make available the Town's GIS data layers that have relevance to the project scope. Town staff will be primarily responsible for planning and facilitating public meetings and other community outreach related to this planning process. Printing and mailing costs associated with public communications shall be the Town's responsibility.

### **SUBMITTAL REQUIREMENTS**

Proposals shall include the following and shall be organized using each of the elements listed below as section headings:

1. **Firm Description:** Provide a brief description of the firm including firm size and area of specialization, location of corporate headquarters, and potential satellite office proposed to handle this project.
2. **Project Team:** Provide names and resumes of key staff who will be assigned to the project. Each team member's education and qualifications shall be listed. The project manager shall be clearly identified. If different consultants will be teaming together, indicate the lead consultant.
3. **Project Understanding:** Provide a statement summarizing how the consultant and/or project team is particularly qualified for this project.
4. **Scope of Services:** Describe the consultant's approach and technical plan for accomplishing the work listed herein. The Consultant is encouraged to elaborate and improve on the tasks listed in the RFP; however, the consultant shall not delete any requested scope tasks unless specifically noted.
5. **Project Schedule:** The Consultant shall submit a schedule, itemized by task, for completing the scope of work.

6. **Project Budget:** The Consultant shall submit a proposed project budget itemized by task and total project cost stated as a firm fixed fee. Labor and direct costs should be identified by task. Hourly rates for project staff shall also be provided.
7. **Comparable Projects:** Description of related, recent project experience and role of key staff.
8. **References:** Three (3) references, including current contact name and phone number for similar projects.

Three hard copies and a digital copy of the proposal in a searchable PDF format shall be submitted. **Deadline for submission of proposals is March 26, 2014, 2:00 PM.**

Proposals should be sent to:

Nathan A. Poore, Town Manager  
Town Hall  
271 Falmouth Road  
Falmouth, Maine 04105

Please label the envelop with "Wayfinding Project."

#### **EVALUATION CRITERIA**

Proposals will be evaluated according to the following:

- Qualifications of firm and project team members.
- Previous related work and references.
- Responsiveness to required project work.
- Proposal price.

The Town, at its discretion, may select a firm outright or select a finalist(s) for in-person and/or telephone interviews.

#### **PRE-BID MEETING**

**There will be an optional pre-bid meeting on Tuesday, March 11, 2014 at 3:00 PM, in Town Hall, 2<sup>nd</sup> floor conference room.** All proposers will have an opportunity to ask questions at this meeting. Attendance is encouraged, but not required.

#### **QUESTIONS**

Requests for additional information should be directed in writing to Theo Holtwijk, Director of Long-Range Planning, [tholtwijk@town.falmouth.me.us](mailto:tholtwijk@town.falmouth.me.us). **The deadline for submitting written questions and requests for additional information is March 19, 2014, 5:00 PM.**

Addenda to this RFP, if any, including written answers to questions and summary of questions and answers from the pre-proposal meeting, will be posted on the Town's website in the "current bids" section, and will not be sent to any interested consultants.

**RESERVATION OF RIGHTS**

The Town reserves the right to reject any or all submittals for any reasons, to waive technical or legal deficiencies, to proceed or not to proceed with any subsequent proposal process, or to negotiate without further process any contract as may be in the best interest of the Town.

The Town reserves the right to undertake such investigation as it deems necessary to evaluate the qualifications of the Consultant and to evaluate its submittal. All information, data, documents, photos, computer records, and other materials of any kind acquired or developed by the consultant pursuant to this project shall be the property of the Town of Falmouth.



# Wayfinding Signs in Falmouth, October 2012



1. Bucknam– I-295 NB exit



2. Bucknam– I-295 SB exit



3. Route 1 –Bucknam



4. Route 1-Depot





5. Falmouth-Bucknam-Middle

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6. Falmouth-Allen Avenue Extension

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7. Falmouth-Woodville EB

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8. Falmouth-Woodville WB

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9. Falmouth-Winn

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10. Falmouth-Leighton

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11. Gray-Leighton



12. Gray-Mountain



13. Winn NB



14. Winn SB

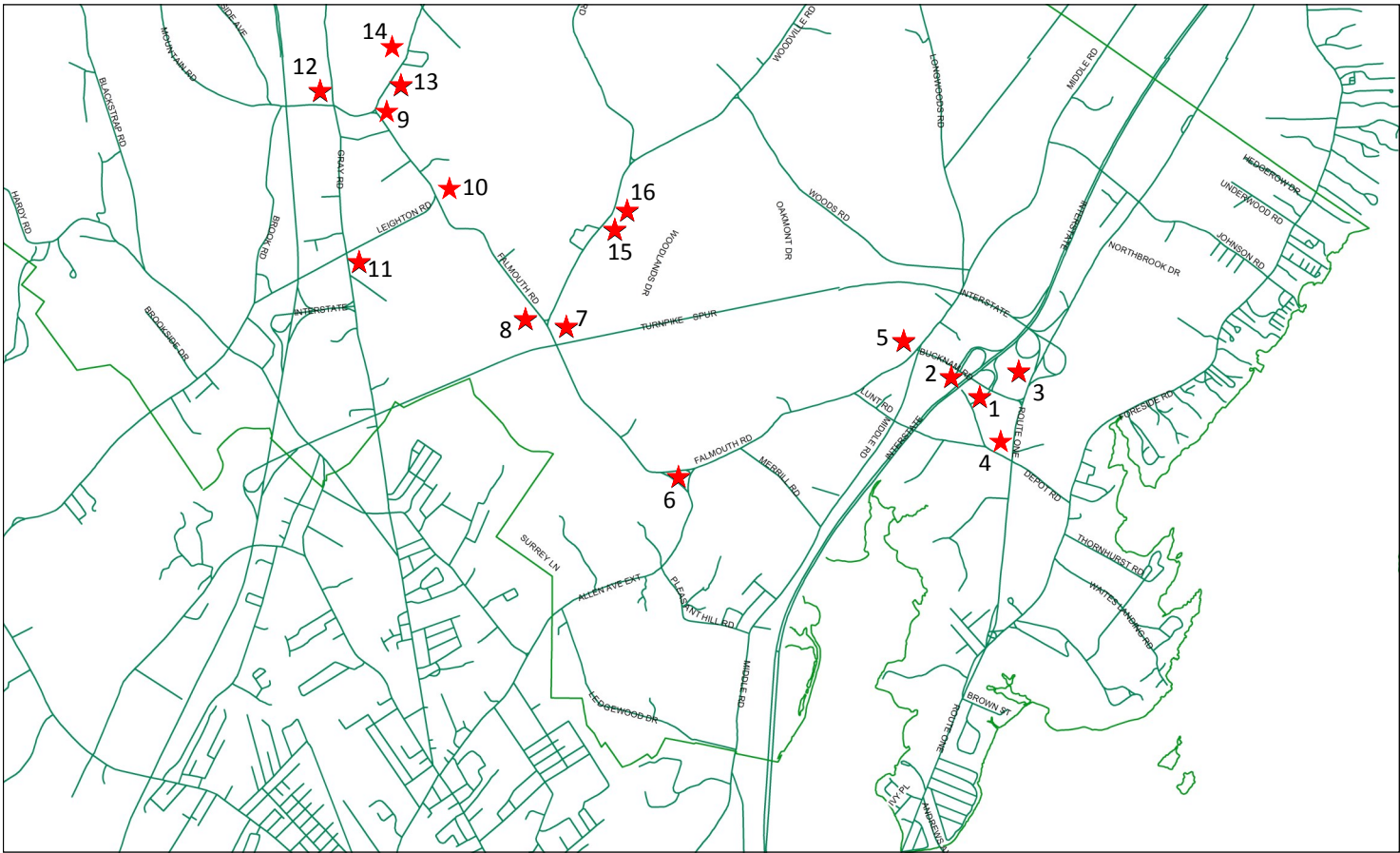


15. Woodville NB



16. Woodville SB





Wayfinding Sign Locations

	<b>Sign Location</b>	<b>Destinations on Existing Sign</b>	<b>Direction</b>
1	Bucknam-I-295 NB exit	Falmouth Town Hall/Police	>
		Falmouth Business District	<
2	Bucknam-I-295 SB exit	Falmouth Town Hall/Police	>
		Falmouth Business District	<
3	Route 1-Bucknam	<i>no destinations</i>	
4	Route 1-Depot	Falmouth Town Hall/Police	<
		Falmouth Library/Schools	<
		American Legion Post 164 (+ seal)	<
		Legion Field Baseball Complex	
5	Falmouth-Bucknam-Middle	Falmouth Town Hall	<
		Falmouth High and Middles Schools	<
		Falmouth Police, Parks and Public Works	>
		Falmouth Heritage Museum	>
6	Falmouth-Allen Avenue Extension	Falmouth Town Hall, Police, High/Middle Schools	>
		West Falmouth	>
7	Falmouth-Woodville EB	Falmouth Heritage Museum	>
		Falmouth Elementary, High/Middle Schools	>
8	Falmouth-Woodville WB	Falmouth Elementary, High/Middle Schools	<
		Falmouth Heritage Museum	<
9	Falmouth-Winn	Town Hall	>
		Public Safety	>
		High School	>
10	Falmouth-Leighton	Town Hall	>
		Public Safety	>
		High School	>
11	Gray-Leighton	Falmouth Town Hall/Police	>
		Falmouth Schools	>
12	Gray-Mountain	Falmouth Schools	<
		Falmouth Town Hall/Police	<
13	Winn NB	Community Park Ahead on Right	>
14	Winn SB	Community Park	<
15	Woodville NB	Athletic Fields East	>
		Drop off, Pickup and Handicap Accessible Parking Only	<
16	Woodville SB	Athletic Fields East	<
		Drop off, Pickup and Handicap Accessible Parking Only	>



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**< Falmouth  
Town Hall / Police**

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**< Falmouth  
Library / Schools**

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**< American Legion  
Post 164**

**Legion Field Baseball Complex**



**15" x 60" size sign panels**