

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

**Summary of Pre-Bid Meeting held on March 11, 2014**

Draft: March 14, 2014

Q: Does the Town seek a replication or replacement of the existing wayfinding signs that were illustrated in the RFP?

*A: The Town intends to replace all existing wayfinding signs. The illustrations were included to inform consultants what currently exists. Quantity, locations, destinations, and type of signage are all subject to review.*

Q: Will the Town be responsible for maintenance of any new signs?

*A: Yes.*

Q: Is funding already in place for installation of any new wayfinding signs?

*A: The Town has allocated wayfinding construction funding in each of its three Tax Increment Financing (TIF) districts. Depending on the scope of the final wayfinding program, this funding may need to be supplemented and/or installation of all signs phased in over time.*

Q: How is the Town approaching this project?

*A: The Town is thinking about the wayfinding in an expansive (but not expensive) way. It would like to receive creative, innovative, state of the art ideas from its consultant, ideas that may go beyond conventional wayfinding, as there are many ways in which the Town communicates and can communicate to the community. That does not necessarily mean that the Town will implement all suggestions made, rather that it wants to consider wayfinding in a larger context.*

Q: What other municipal signage exists in town that consultants should be aware of?

*A: The Town prides itself on an extensive, and growing open space and trail network. A number of trailheads and parking areas exist that have some form of signage. While the Town does not anticipate signing all of its trails, the trailhead destinations and signage could potentially be considered.*

Q: Does the wayfinding signage need to meet any code or regulations?

*A: The Town expects the program, at a minimum, to meet the requirements of FHWA's Manual on Uniform Traffic Control Devices (MUTCD).*

Q: Will there be an advisory committee to oversee the wayfinding design process?

*A: Not at this time, but the Town Council will have the right to establish a committee if it determines a need. We recommend consultants submit a proposal that assumes there will not be a committee, but does include some time for outreach meetings as well as a cost per meeting if a committee is determined to be necessary by the Town Council. This will be a staff-led process with primary responsibility by the Town Manager and Director of Long-Range Planning. The Town does expect that there will be a public input component to this process, which will be led by Town staff and support from the consultant. Outreach may include presentations to Falmouth-Cumberland Chamber of Commerce, public forums, and/or Town Council. The Town envisions an efficient process to arrive an appropriate, community-supported wayfinding program. Town staff does expect to consult with Town councilors as needed.*

Q: What studies should the consultant expected to review?

*A: The recently adopted 2013 Comprehensive Plan provides an up-to-date review of how the Town is thinking about itself. While that study references the need for wayfinding signage, it does not contain specific wayfinding instructions. It is a good report, however, to learn about Falmouth.*

*The Route One Infrastructure Plan is also noted. This is a \$12M construction project that will commence in 2014 and include underground utilities, streetscape, lighting, and a variety of other improvements.*

*Information on both reports/projects can be found on the Town's website.*

Q: For consultants – from the Town: How do you see the need for wayfinding signage in a digital age where we have smart phones that can give us directions to almost any destination? Please address this question in your proposal.

Q: What are the Town's goals for this project?

*A: The Town's goals have been articulated in the RFP. As one can see, the current wayfinding signage directs one mostly to public facilities. While the Town does not anticipate providing off-premise advertising/directions for individual businesses, it wants to think about what other points of interest should be considered for inclusion in its wayfinding signage. The open space and trail network have already been mentioned and are just one example.*

Q: Is the deadline for completion of the design portion of the project of July 31, 2014 fixed?

*A: Not necessarily, but the Town knows that all existing signage is in poor condition and wants to replace them as soon as possible. In addition, as construction on Route 1 is expected to start in 2014, the Town hopes to install some wayfinding signage in that corridor by November 2014.*

Note: Deadline for submission of any other written questions is Wednesday, March 19 at 5:00 PM. Please submit any questions to [tholtwijk@town.falmouth.me.us](mailto:tholtwijk@town.falmouth.me.us)

Proposals are due by March 26 at 5:00 PM to Nathan Poore, Town Manager.

Thank you for your time and interest. The Town looks very much forward to your proposals.