

REQUEST FOR PROPOSALS

Recreational and Downtown Wayfinding & Signage Project Design Services



City of Wisconsin Rapids

444 West Grand Avenue, Wisconsin Rapids, WI 54495

March 2019

Summary

The City of Wisconsin Rapids would like to invite all qualified designers, landscape architects, graphic artists, and/or other professionals to submit proposals for the design of a citywide park, trail, and downtown pedestrian and parking wayfinding system.

The Wayfinding and Signage Project Design Services will provide the City with design guidelines and technical specifications for future park and wayfinding signs throughout the park/recreational network and Downtown Riverfront District. The City plans to pursue the fabrication and installation of the signage separately, as such these services are not part of this scope of work.

The Wayfinding and Signage Project Design Services shall (1) address the intent of the citywide recreational network (including parks and trails) as a regional draw and asset, emphasizing connection and usability, (2) address the intent of the Downtown Riverfront District as a vibrant central core of the City, with cohesive branding that captures the character and uniqueness of the Downtown Riverfront District, and (3) provide greater visibility of downtown public parking resources.

The City of Wisconsin Rapids is located in the geographic center of the State of Wisconsin and has a population of just under 19,000, with an immediate regional population of approximately 45,000. Located on the Wisconsin River, Wisconsin Rapids' riverfront and downtown make it very unique and attractive for various modes of recreation and park uses. More information on the City can be found at www.wirapids.org.

Project Information

The City of Wisconsin Rapids has identified a lack of consistent wayfinding signage for transportation and recreational uses. Moreover, the presence of suboptimal signage at public parking lots and trailheads downtown detract from the visitor and resident experience in the City.

City staff, other local organizations and community members have developed various recommendations that can be summarized into the following generalized categories of needed wayfinding improvements:

- 1) Citywide park entrance signage updates
- 2) Citywide recreation trail signage (trailheads and along the paths)
- 3) Downtown pedestrian wayfinding signage
- 4) Downtown public parking signage

Goals

The City has identified the following goals of the Wayfinding and Signage Project:

- Strategic placement geared primarily towards pedestrians
- Highly user friendly for visitors and residents alike
- Complementary to existing and newly installed City entrance signage
- Graphically consistent
- Create a sense of place related to the City's Downtown Riverfront District and recreation system

Scope of Work

Upon selection, the successful candidate or team will perform the following tasks as part of the scope of work:

1. Review existing signage and previous sign design recommendations
2. Meet and work with the review committee and staff
3. Provide a minimum of at least two design alternatives or variations for review by the Project Committee. Full signage design suites are required for the (1) park entrances and trail system, (2) downtown pedestrian level, and (3) downtown public parking categories outlined in the summary. The suite should include the following elements:
 - a. Uniform symbology, text, color, and scale
 - b. Color schemes
 - c. A hierarchy of signs for each category
 - d. A version of the City of Wisconsin Rapids logo
 - e. The signs must be reproducible for future fabrication
 - f. All signs must meet industry standards for vehicular clearance, reflectivity, lighting, safety standards as well as applicable federal and state DOT regulations
 - g. Recommendations on materials which take into account maintenance and replacement costs
4. Provide maps detailing location, placement, and quantity recommendations for each of the three categories. Maps should include both citywide and downtown specific scales.
5. Provide an overview of fabrication and installation guidelines and pricing estimates for the City to consider as the project moves forward.

Professional Requirements

The successful team, at a minimum, will possess the following qualifications:

- Graphic design experience with wayfinding signage and branding.
- Public sector contracting experience.
- Project management experience, ensuring delivery within scope, according to schedule, and within budget.

- Transportation sign regulation knowledge, MUTCD experience.
- Recreational signage experience.
- Familiarity with relevant materials, fabrication and maintenance needs, and experience working with fabricators.

The successful team will ideally also possess the following:

- Experience working with tourism industries.
- Experience working with parks departments.

RFP Submission Requirements

1. Team Profile and Information

- a. Short narrative of the firm or team profile(s), identifying the principles of the firm, key personnel who will be responsible for the project work, and similar project experience.
- b. A narrative of the team and company culture, design philosophy and approach, process, and an explanation of why the proposer's team is the most qualified firm to provide the requested services.
- c. A sample portfolio of relevant experience including artwork, design and photographs of previously implemented projects similar in nature, if available, with project budgets.
- d. An overview of a typical scope of work and any relevant rate sheets.

2. Proposal

- a. A narrative that demonstrates understanding of the project proposal, expression of the firm's interest in the work.
- b. Provide a succinct, but detailed description of the process and products that would be delivered based on the Scope of Work section of this RFP, including the following elements:
 - i. Signage location recommendations
 - ii. Specifics regarding signage placement
 - iii. A style suite that outlines appropriate design/location matches
- c. Submit a schedule for completing the scope of work.
- d. Submit a total project budget for completing the scope of work.

3. References & Samples

- a. Three references, including current contact information, from any combination of the following:
 - Public sector client
 - Private development corporation or agency
 - Private art installation of commissioned projects
- b. Provide digital copies of two example work products that most closely match the product desired in this RFP.

Evaluation Criteria

- Experience with designing wayfinding signage and similar signage systems, including technical expertise and industry experience.
- Proven ability to work with a local signage committee and municipality.
- Approach and project understanding.
- Quality, completeness, and clarity of submission.
- Plan budget and value to the City.
- Special consideration for firms or teams who demonstrate a keen knowledge of the City of Wisconsin Rapids may be considered in lieu of other selection criteria or in addition to above criteria.

Submittal Deadline

Interested teams must submit required materials by Thursday, April 25, 2019, to mpetz@wirapids.org, or by mail or in person to:

Subject line: Wayfinding RFP

Madelin Petz
Community Development Department
City of Wisconsin Rapids
444 W Grand Ave
Wisconsin Rapids, WI 54495

Inquiries or questions regarding the RFP can also be sent to Madelin Petz, Community Development Specialist, at mpetz@wirapids.org.

General Disclaimers

1. The City of Wisconsin Rapids is not liable for any costs incurred by the inspector and/or assigns in responding to this Request for Proposal, or for any costs associated with the discussions required for clarification of items related to the proposal, including interviews.
2. The City of Wisconsin Rapids reserves the right to reject any and all submittals, waive any irregularities, reissue all or part of this Request for Proposal, and not award any contract, all at its own discretion and without penalty.
3. All materials that are prepared, acquired, created or utilized to fulfill the Request for Proposals shall become the property of the City of Wisconsin Rapids as permitted by law.