



REQUEST FOR PROPOSALS
for
Planning and Designing a Signage and Wayfinding System
for
ANCHORAGE TRAILS

RFP Number: 2015-01

Submissions are due NO LATER than 4 PM, September 3, 2015

AT

Anchorage Park Foundation

3201 C Street, Suite 110

Anchorage, AK 99503

IMPORTANT: Interested proposers shall register to receive addenda and other information by sending and email to the contract administrator:

Holly Spoth-Torres

Phone: 907-223-0136

Email: holly@huddleak.com

REQUEST FOR PROPOSALS (RFP)
ANCHORAGE TRAIL SIGNAGE AND WAYFINDING PLAN

1.0 GENERAL INFORMATION

1.1 Introduction

The Anchorage Park Foundation (APF) is seeking a consultant(s) to develop a signage and wayfinding system for Anchorage's trails, greenbelts and non-motorized pedestrian transportation routes. The signage and wayfinding system will be designed to project a consistent image for trails and pedestrian routes to easily and safely guide residents and visitors to landmarks, facilities and community services. Additionally, the plan will improve community health by promoting multimodal forms of transportation including walking, bicycling and public transit. Once implemented, the signage and wayfinding plan will be sustainable, maintainable and expandable.

Wayfinding enables people to orient themselves and navigate from place to place with ease. Wayfinding is more than signs. Working together with other elements of the public realm such as neighborhoods, it includes place names, landmarks, maps and new media. It contributes to making a city more "legible" for residents, commuters, and tourists.

This signage and wayfinding plan is one element of the larger Anchorage Trails Initiative, one of the seven areas of focus of the Anchorage Economic Development Corporation's Live.Work.Play. Campaign. Overarching goals will include:

- To create a consistent signage and wayfinding system across a range of media platforms including physical signs, mobile and web-based technologies. Integrate the wayfinding plan with existing marketing initiatives.
- To promote Anchorage's identity as the number one place to Live, Work and Play. Develop identity signage for trails, neighborhoods, districts and/or parks that establish a strong sense of place and community pride.
- To create a signage and wayfinding system that focuses on directing residents and visitors to parks, trails, landmarks, employment centers, community facilities, schools and other major destinations. Provide information at key locations within neighborhoods, districts and/or parks that increase use of facilities and improve user experience and safety.
- To create a signage and wayfinding plan that improves connections between parks, districts, neighborhoods, trails and other community facilities.

Work will be coordinated with the project team which includes representatives from the Anchorage Park Foundation, the Municipality of Anchorage Parks & Recreation Department and Live.Work.Play. Trails Initiative.

1.2 Background

What is the Anchorage Trails Initiative?

The Anchorage Trails Initiative is a strategic branding, marketing, capital improvement and community engagement campaign that will position Anchorage as the #1 place to live, work and play in the United States by 2025.

What we know: TRAILS BOOST ECONOMIC DEVELOPMENT

Greenbelts and trails bring economic vitality to communities. Trails attract tourists and new residents. Trails enhance quality of life, a critical factor in attracting and retaining businesses and a talented workforce to Anchorage. Trails revitalize neighborhoods through increased property values.

What we know: WELL DESIGNED TRAILS THAT ARE EASY TO NAVIGATE INCREASE COMMUNITY HEALTH

Anchorage is rich with parks and trails. However, the mere presence of parks and trails does not guarantee a healthier population (Trust for Public Land).

Strong evidence shows that when people have access to parks, they exercise more. The creation of or enhanced access to places for physical activity led to a **25.6 percent increase** in the percentage of people exercising on three or more days per week (CDC, "Increasing Physical Activity," p. 11.)

The American Journal of Preventive Medicine reviewed studies that showed that "creation of or enhanced access to places for physical activity combined with informational outreach" produced a **48.4 percent increase** in frequency of physical activity.

What we know: TRAILS INSPIRE CIVIC PRIDE AND PROVIDE A FRESH FOCUS FOR COMMUNITY IDENTITY

From a poll conducted in 2014 we know that 95% of Anchorage agrees that the trail system contributes towards making Anchorage a great place to live and 66% want to use the trail system MORE!

Accomplishments of the Anchorage Trails Initiative to date:

- Tony Knowles Coastal Trail Resurfacing Complete, 2013
- Phase I of Chester Creek Trail Renovation Complete, 2014
- Phase II of Chester Creek Trail Renovation will be Complete, October 2015
- Passed three (3) Municipal GO Bonds for Anchorage Trail improvements, including one GO Bond for trail bridges (2012, 2013, 2014, 2015)

- Broken bridge along the Coastal Trail at Westchester Lagoon will be replaced, September 2015
- Various soft surface trail projects by Youth Employment in Parks (spur off Chester Creek Trail to Senior Center, new Campbell Creek Estuary Trail)
- A few trails near schools have received work, and should be thought of as outdoor classrooms and/or safe routes to school (Sand Lake Elementary, Huffman Elementary, Baxter Bog Elementary, Scenic Park Elementary)
- 3 trail projects funded by 2014 legislature
 - Kincaid Park Beach Trail Reconstruction
 - Moen Park Neighborhood Park Safety Upgrades
 - Wonder Park Corridor Safe Route To School
- In 2015 the Anchorage Park Foundation hired a team of artists and design professionals who created an identity for the Anchorage Trail System; a brand. The results of this work included a primary logo, a style-guide including acceptable colors and fonts with directions on how to use the logo, place-based neighborhood icons that help create a stronger identity and sense of place for “their” neighborhood trails along the trail system and finally a palette of trail use icons.

Next Steps for the Anchorage Trails Initiative:

Using the newly created Anchorage Trails brand and identity, a comprehensive signage and wayfinding system will be developed through this contract.

1.3 Questions and Pre-Proposal Meeting

Questions regarding this proposal are to be submitted in writing to:

Holly Spoth-Torres
 3201 C Street, Suite 110
 Anchorage, AK 99503
 Phone: (907) 223-0136 Phone
 E-mail: holly@huddleak.com (Preferred method of posing questions)
 Hours: 8:00 a.m. to 5:00 p.m. local time, Monday through Friday.
 Please identify the project title/RFP number on any/all correspondence.
 Deadline for receiving questions is Monday, August 24, 5 PM.

There will be a pre-proposal meeting on Tuesday, August 25 at 2 PM at the Anchorage Park Foundation. 3201 C Street, Suite 110, Anchorage, AK 99503.

1.4 Preparation Costs

The Anchorage Park Foundation shall not be responsible for proposal preparation costs, nor for costs including attorney fees associated with any (administrative, judicial or otherwise) challenge

to the determination of the highest ranked proposer and/or award of contract and/or rejection of proposal. By submitting a proposal each proposer agrees to be bound in this respect and waives all claims to such costs and fees.

2.0 RULES GOVERNING COMPETITION

2.1 Examination of Proposals

Proposers should carefully examine the entire RFP and any addenda thereto, and all related materials and data referenced in the RFP. Proposers should become fully aware of the nature of the work and the conditions likely to be encountered in performing the work.

2.2 Proposal Acceptance Period

Award of this proposal is anticipated to be announced within 60 calendar days from the proposal submission date, although all offers must be complete and irrevocable for 90 days following the submission date.

2.3 Confidentiality

The content of all proposals will be kept confidential until the selection of the contractor is publicly announced. At that time the selected proposal is open for review by the competing proposers, excluding any tabulations and evaluations thereof. After the award of the contract, all proposals, tabulations and evaluations will then become public information.

2.4 Proposal Format

Proposals are to be prepared in such a way as to provide a straightforward, concise delineation of the proposer's capabilities to satisfy the requirements of this RFP. Emphasis should be concentrated on: 1) conformance to the RFP instructions; 2) responsiveness to the RFP requirements; and 3) completeness and clarity of content.

2.5 Signature Requirements

All proposals must be signed. A proposal may be signed by an officer or other agent of a corporate vendor, if authorized to sign contracts on its behalf; a member of a partnership; the owner of a privately-owned vendor; or other agent if properly authorized by a power of attorney or equivalent document. The name and title of the individual(s) signing the proposal must be clearly shown immediately below the signature.

2.6 Proposal Submission

2.6.1 ONE ORIGINAL, single-sided unbound, plus THREE complete copies of the proposal must be received by the Anchorage Park Foundation prior to the date and time specified in the cover letter. Copies may be bound, or enclosed in folders/binders as the proposer chooses.

2.6.2 IN ADDITION to the copies required by section 2.6.1 above, the proposer is asked to also submit a single CD containing a PDF copy of the complete proposal, including attachments. Since the full proposal will include proposer’s fee schedule as one attachment, the CD should be forwarded in a separate sealed package to avoid early disclosure of fees.

2.6.3 All hard copies of the proposals shall be submitted in a single, sealed cover which should be plainly marked as a Request for Proposal Response with the Number and Title prominently displayed on the outside of the package.

2.6.4 Proposals shall be delivered or mailed to:

<u>Physical Address</u>	<u>Mailing Address</u>
Anchorage Park Foundation 3201 C Street, Suite 110 Anchorage, AK 99503	Anchorage Park Foundation 3201 C Street, Suite 110 Anchorage, AK 99503

2.7 News Releases

News releases pertaining to the award resulting from the RFP shall not be made without prior written approval of the Anchorage Park Foundation.

2.8 Disposition of Proposals

All materials submitted in response to this RFP will become the property of the Anchorage Park Foundation. One copy shall be retained for the official files of the project and will become public record after award of the contract.

2.9 Oral Change/Interpretation

No oral change or interpretation of any provision contained in this RFP is valid whether issued at a pre-proposal conference or otherwise. Written addenda will be issued when changes, clarifications, or amendments to proposal documents are deemed necessary by the Anchorage Park Foundation.

2.10 Modification/Withdrawal of Proposals

A respondent may withdraw a proposal at any time prior to the final submission date by sending written notification of its withdrawal, signed by an agent authorized to represent the agency. The respondent may thereafter submit a new proposal prior to the final submission date; or submit written modification or addition to a proposal prior to the final submission date. Modifications offered in any other manner, oral or written, will not be considered. A final proposal cannot be changed or withdrawn after the time designated for receipt, except for modifications requested by the Anchorage Park Foundation after the date of receipt and following oral presentations.

2.11 Late Submissions

PROPOSALS NOT RECEIVED PRIOR TO THE DATE AND TIME SPECIFIED ON THE COVER OF THIS RFP WILL NOT BE CONSIDERED, AND WILL BE RETURNED UNOPENED AFTER RECOMMENDATION OF AWARD.

2.12 Rejection of Proposals

The Anchorage Park Foundation reserves the right to reject any or all proposals if determined to be in the best interest of the Anchorage Park Foundation.

3.0 SCOPE OF WORK

3.1 Scope of Work Narrative

Work on the Trails Initiative Signage and Wayfinding Project will begin in the fall of 2015. Initial project tasks include coordinating a meeting of the project team to review the goals of the project, scope of work, timeline and previously developed “Anchorage Trails” branding materials that will be incorporated into the final deliverables. The project will continue with the development of a Signage and Wayfinding Plan which will be a guideline-level document that provides construction ready design details (AutoCAD), cost estimates and implementation recommendations.

As previously discussed, a team of artists and visual design professionals created the Anchorage Trails brand in early 2015. This is the starting point for the Signage and Wayfinding plan which will use these graphic elements, logos and icons to design a hierarchy of signs for Anchorage Trails. The Anchorage Park Foundation project manager will coordinate the involvement of this previous design team. The contractor selected to create the Signage and Wayfinding plan will not be responsible for any costs associated with their involvement.

The Scope of Work outlined in this RFP is intended to provide flexibility to contractors to propose the most appropriate means of completing this project in the most efficient, timely, and cost effective manner. The primary tasks anticipated to complete the wayfinding plan are described below.

Proposers are expected to develop an appropriate process and a methodology for each of the project components. At a minimum, the following tasks shall be included in the schedule of work to be performed. The selected contractor will be expected to work closely and regularly with the project team throughout the project, to ensure successful completion of the scope of work.

3.2 Tasks

3.2.1 Task 1: Project Meetings and Project Coordination

Kickoff Meeting: The consultant will facilitate a preliminary meeting with project partners (MOA, APF, LWP, previous design team) to discuss project expectations and review the scope of

work, timeline and deliverables. The team will review the “Anchorage Trails” branding materials, gather the necessary materials and identify additional information and details required.

Other Project Meetings: In addition to the kickoff meeting, the contractor should expect to conduct a reasonable number of meetings with various project partners, internal MOA and external stakeholders, the project team and regulatory and advisory commissions. Please be specific about the number and type of meetings you propose. Please make sure to include the following in your proposal in addition to the others you envision.

Parks and Recreation Committee (at least one meeting)

Live Work Play Trails Initiative Committee (at least one meeting)

3.2.2 Task 2: Trail System Definitions to Guide Sign Type

To inform the development of signage and wayfinding guidelines, the consultant will work with the project team to define the types of signs needed to mark the hierarchy of the existing trail system. For example, what sign will be used for a paved major greenbelt? What sign will be used for a soft surface neighborhood connector? What interpretive sign will we use on a footpath in a natural resource park? What sign can we use on a neighborhood collector street to mark a major Anchorage bicycling route? What signs can we use in the Downtown Business District to help tourists navigate to major destinations while at the same time making it fun for Anchorage residents? What signs are appropriate at intersections? How will we define appropriate uses?

Based on the proposal of the successful contractor and the available budget, Parks & Recreation staff may be available to assist in trail system inventory (existing trail type, park type, neighborhood, etc.). Please consider this in your methodology.

3.2.3 Task 3: Develop Design Guidelines

The consultant will develop design guidelines for a trail wayfinding system incorporating the “Anchorage Trails” branding. The consultant will develop no less than three (3) preliminary design concepts to present to the project team. The design team will choose a preferred design concept. The consultant will develop the design concept into a series of design guidelines. Design guidelines should consist of a hierarchy of wayfinding materials including signs, kiosks and other visual media and materials. The final design guidelines should include a document, but also construction ready details, formatted in AutoCAD, and suitable for printing.

3.2.4 Task 4: Cost Estimates

The consultant will provide preliminary cost estimates for all wayfinding materials developed as part of Task 2.

3.2.5 Task 5: Pilot Project

The consultant will advise Municipal and/or Anchorage Park Foundation staff on a trail wayfinding pilot project in the spring/summer of 2016 (project TBD). The contractor should budget for time only to implement this task. Alternate project funds will be used to manufacture and install the signs.

3.3 Proposed Deliverables

- Three Signage and Wayfinding Concepts
- Draft Anchorage Trails Signage and Wayfinding Plan
- Final Anchorage Trails Signage and Wayfinding Plan
- All final sign details in both pdf and AutoCAD format.

The Contractor will submit draft versions of all plan components to the Anchorage Park Foundation for review before distributing to other project participants or other public parties.

The Signage and Wayfinding Plan should be delivered to the Anchorage Park Foundation using programs and formats that are compatible with Anchorage Municipal systems. Details will be resolved during contract negotiation with the successful proposer.

3.4 Project Schedule

The project will commence in fall 2015 and should be completed by the end May 2016. Following are proposed major milestones for plan development subject to scheduling, internal review and printing needs:

- | | |
|-------------------------|--|
| ▪ Early October 2015 | Notice to proceed to successful proposer and project kickoff |
| ▪ October-November 2015 | Inventory and Trail Sign Definitions |
| ▪ January-February 2016 | Concept Sign Guidelines |
| ▪ March 2016 | Draft Sign Guidelines |
| ▪ May 2016 | Final Sign Guidelines |
| ▪ Summer 2016 | Pilot Project |

The selected contractor shall present a schedule for performance of various elements of the scope of work, which fit into the above milestones in a timely manner.

3.5 Project Budget and Payment Terms

The Anchorage Park Foundation has a budget of \$65,000 for this contract.

The Anchorage Park Foundation will negotiate a fixed-price contract by task as negotiated with the successful contractor. Payment for services rendered will be made based upon submission of invoices and satisfactory completion of project deliverables as outlined in the subsequent contract. The Anchorage Park Foundation will render payment for the deliverables of each task based on the budget agreed upon by the contractor and the Anchorage Park Foundation. The

successful contractor will not be reimbursed for work that is not approved in advance of an approved amendment.

3.6 Resources

Anchorage Live.Work.Play Campaign
<http://aedcweb.com/live-work-play/>

<http://anchorageparkfoundation.org/programs/trails-initiative/>

Anchorage Trails Initiative
<http://aedcweb.com/live-work-play/areas-of-focus/trails-initiative/>

Anchorage Bowl Park, Natural Resource and Recreation Facility Plan (2006)
www.muni.org/planning/pub_ParkPlan2006.cfm

Area wide Trails Plan (1997) available at MOA Planning Department

Anchorage Pedestrian Plan
www.muni.org/iceimages/transplan/PedestrianPlan_Web.pdf

Anchorage Bike Plan
<http://www.muni.org/Departments/OCPD/Planning/AMATS/Documents/AdoptedBicyclePlan.pdf>

GIS Mapping and related links <http://munimaps.muni.org/moagis/index.htm>

Community Councils www.communitycouncils.org

4.0 PROPOSAL AND SUBMISSION REQUIREMENTS

To achieve a uniform review process and obtain the maximum degree of comparability, it is required that the proposals be organized in the manner specified below. Proposals shall not exceed ten (10) pages in length (excluding letter of transmittal, resumes, title page(s) and index/table of contents, attachments or dividers). Information in excess of those allowed will not be evaluated/scored. One page shall be interpreted as one side of a single-lined, typed, 8 1/2" X 11" piece of paper.

Proposers are urged to prepare simple, economical proposals. A complete, yet concise, description of the proposer's ability to successfully undertake and complete the requirements outlined in the Scope of Work is sought. Samples of relevant prior work may be submitted as attachments. (Submitted samples will not be returned.)

4.1 Title Page

Show the RFP number and subject, the name of your firm, address, telephone number(s), name of contact person and date.

4.2 Table of Contents

Clearly identify the materials by section and page number.

4.3 Letter of Transmittal (Limited to two (2) pages.)

4.3.1 Briefly state your firm's understanding of the services to be performed and make a positive commitment to provide the services as specified.

4.3.2 Give the name(s) of the person(s) who are authorized to make representations for your firm, their titles, address, and telephone numbers.

4.3.3 **The letter must be signed by a corporate officer or other individual who has the authority to bind the firm.**

4.4 Proposal Contents

Proposals should contain, but not necessarily be limited to, the following items:

4.4.1 Project Methodology and Approach

The proposer shall describe how the scope of work requirements in Section 3 will be undertaken for this project. The methodology shall be described in sufficient detail to demonstrate the proposer's familiarity with this type of project. It shall also include a proposed schedule to undertake the work items, together with an indication of major project milestones. Describe overall approach to include any special considerations that may be envisioned.

4.4.2 Firm's Experience

The proposal should provide information detailing the experience of the proposing firm (or firms) with similar projects. Address all of the elements under Section 3 Scope of Work. Previous experience developing wayfinding plans for parks and trail systems is particularly desirable. Provide at least three (3) references for which your firm has provided the same or similar services. Include a point of contact, telephone number and a brief description of the services provided.

4.4.3 Experience and Qualifications of Key Project Staff and Sub-Consultants

The proposal shall identify key personnel proposed for this project, and their qualifications and experience shall be described for their assigned roles. The proposal will identify areas of project responsibility for key personnel, and their level of commitment. The proposal shall include current resumes for key personnel, including sub-consultants. For this project, the Anchorage Park Foundation is seeking personnel with demonstrated professional experience in wayfinding in parks and along trails and non-motorized transportation corridors.

4.4.4 Management Plan

A management plan shall be prepared which includes a description of how the proposer plans to carry out the project. At a minimum, the following items shall be considered:

- The firm (or firms') organizational capacity for effective and efficient project management, including dependability, timeliness and the submission of progress reports. Where more than one firm is involved, the roles and responsibilities of each shall be clearly outlined.
- An organizational chart summarizing the team structure, roles and responsibilities.
- A staffing plan detailing project assignments by key personnel, together with an estimate of the hours required of each item of the proposed work program.

4.4.5 Fee Schedule

Under a separate cover, submit a copy of a fee schedule for all services which may be required in the performance of this work. The fee schedule shall be all inclusive of overhead, G&A, fringe benefits, profit, insurance, etc. The fee schedule shall not be used in evaluations. Only the highest ranked proposer's fee schedule will be opened for the purpose of commencing contract negotiations.

5.0 EVALUATION CRITERIA AND PROCESS

5.1 Criteria

The criteria to consider during evaluations, and the associated point values, are as follows:

1. Project Methodology and Approach	0 - 30 points
2. Experience of Firm(s)	0 - 25 points
3. Qualifications of Key Personnel	0 - 25 points
4. Management Plan	0 - 20 points
Total Points Available	100 points

5.2 Qualitative Rating Factor

Firms will be ranked using the following qualitative rating factors for each RFP criteria:

- 1.0 Outstanding
- .8 Excellent
- .6 Good
- .4 Fair
- .2 Poor
- 0 Unsatisfactory

The rating factor for each criteria category will be multiplied against the points available to determine the total points for that category.

EXAMPLE: In evaluating the experience factor, if the evaluator feels the response as provided was “Good” they would assign a “qualitative rating factor” of .6 for that criterion. The final score for that criterion would be determined by multiplying the qualitative rating factor of .6 by the maximum points available (30) and the resulting score of 18 would be assigned to the experience factor. This process would be repeated for each criterion.

5.3 Evaluation Process

A committee of individuals will perform an evaluation of the proposal. The committee will rank the proposal as submitted. The Anchorage Park Foundation reserves the right to award a contract solely on the written proposal.

The Anchorage Park Foundation also reserves the right to request oral (in-person or telephone) interviews with the highest ranked firms (short list). The purpose of the interviews with the highest ranked firms is to allow expansion upon the written responses. If interviews are conducted, a maximum of three (3) firms will be short-listed. A second score sheet will be used to score those firms interviewed. The final selection will be based on the total of all evaluators’ scores achieved on the second rating. The same categories and point ranges will be used during the second evaluation as for the first. The highest ranked proposer after the second scoring, if performed, may be invited to enter into final negotiations with the Anchorage Park Foundation for the purposes of contract award.

6.0 SELECTION PROCESS

The proposer with the highest total evaluation points may be invited to enter into contract negotiations with the Anchorage Park Foundation. If an agreement cannot be reached with the highest ranked proposer, the Anchorage Park Foundation shall notify the proposer and terminate negotiations. If proposals are submitted by one or more other proposers determined to be qualified, negotiations may then be conducted with such other proposers in the order of their respective rankings. The second highest proposer may be contacted for negotiations. This process may continue until successful negotiations are achieved. However, the Anchorage Park Foundation reserves the right to terminate negotiations with any proposer should it be in the Anchorage Park Foundation’s best interest. The Anchorage Park Foundation reserves the right to reject any and all proposals submitted.

7.0 SAMPLE CONTRACT OR MINIMUM MANDATORY CONTRACT PROVISIONS

In addition to carefully reading all of the information in the RFP, all proposers must carefully read and review the attached sample contract (Attachment B). The successful proposer shall be required to enter into a contract with the Anchorage Park Foundation, which will be substantially similar to the sample.

List of Attachments:

Attachment A – Trail Identity and Branding Information, Anchorage Trails Style Guide

Attachment B – Sample Contract