



**REQUEST FOR PROPOSAL
CONSULTANT SERVICES FOR
Lower Appomattox River Heritage Trail Brand Identity,
Logo Design and Signage Master Plan**

The Friends of the Lower Appomattox River (FOLAR) is seeking proposals from qualified professionals with experience in community branding and wayfinding to provide planning and design services in developing a Brand Identity, Logo Design, and Signage Master Plan that considers welcome signage, informational signage, wayfinding signage and historic and cultural interpretive signage. Once implemented, the signage should improve the visitor experience along the Lower Appomattox River (LAR) Heritage Trail by helping them reach their desired destinations, increase community identity, support and enhance the community's sense of place and create a unified multi-layered signage system.

Sealed proposals, with one printed copy and a copy on a flash drive enclosed, will be accepted at the Crater Planning District Commission office, 1964 Wakefield Street, P.O. Box 1808, Petersburg, VA 23805, until 3:00 p.m., April 11, 2016. Proposals should address, at a minimum, the areas outlined in the following Statement of Work. Consultants should indicate how each of these tasks will be undertaken and the specific steps necessary to accomplish those tasks.

STATEMENT OF WORK for Lower Appomattox River Heritage Brand Identity, Logo Design, and Signage Master Plan

PROJECT OVERVIEW The Lower Appomattox River is a major tributary of the James River and an important regional asset that is unique and irreplaceable. The lower portion of the river meanders 23 miles eastward through six municipalities: beginning at the Brasfield Dam in Chesterfield County, it flows through Dinwiddie, and Prince George Counties, and the Cities of Colonial Heights and Petersburg, and converges with the James River at historic City Point in the City of Hopewell (Corridor Municipalities). The entire length of the lower portion is designated a 'Virginia Scenic River.' The six Corridor Municipalities along with the Friends of the Lower Appomattox River (FOLAR), a registered 501c3 nonprofit corporation, and the Crater Planning District Commission (CPDC) have recognized the potential for the development of a publicly-accessible, multi-use trail along the river corridor and have collaborated on establishing the Lower Appomattox River Heritage Trail.

The goal of FOLAR, CPDC, and the Corridor Municipalities is to establish a contiguous multiple-use trail along the entire length of the Lower Appomattox River corridor and at the same time develop a unifying brand identity and a wayfinding/interpretive signage plan to enhance the trail experience, reduce barriers to trail engagement, increase learning opportunities, and facilitate mapping and tourism communications. The branded system will also serve to enhance the marketing of our plan to funders and to the public, thereby playing a crucial role in the development of our trail system and in soliciting significant private investment.

FOLAR is advertising two separate RFP's concurrently, one for development of the "Trail Master Plan" and this one for development of the "Trail Brand Identity and Signage Master Plan." Each RFP will be awarded separately. It is intended that development of brand identity and signage occur simultaneously

with Trail Master Plan development and each will inform the other under the oversight of the project work group. Copies of both RFP documents can be accessed online at www.folar-va.org

The objectives of the LAR Heritage Trail Brand Identity and Signage Master Plan are:

- To create a unifying brand identity and sense of place that takes into account natural surroundings, history, culture, and communities and enhances the user experience
- To create a logo and brand guidelines
- To create a consistent signage and wayfinding system across a range of signage mediums
- To create a signage and wayfinding system that directs visitors to landmarks, facilities, activity centers, and services
- To promote the region's identity as a premier recreational destination
- To establish a plan for ongoing maintenance for the system

Services required include, but may not be limited to, the following:

Task 1: Kick-off and Coordination Meetings with the Working Group.

The consultant will facilitate a project initiation or “kick off” meeting with the project’s working advisory group. This group will consist of representatives from the various agencies and Municipalities involved in the project and other project stakeholders. An overview of the project shall be presented at the meeting. Participants will be given an opportunity to identify issues and concerns to be addressed during the planning process.

Other Project Meetings: As a regional project that encompasses several localities and types of stakeholders, in addition to the kickoff meeting, the contractor should expect to conduct a reasonable number of meetings with various project partners, internal and external stakeholders (including community committees and/or associations), the project team and regulatory and advisory commissions to gather input and feedback at various stages of the project. Please be specific about the number and type of meetings you propose.

Task 2: Brand study and Creation of Logo

The consultant will conduct a study to identify core strength and brand essence and create a Brand Brief for the LAR Heritage Trail. Study should involve but is not limited to review of relevant literature as well as regional/partner brand/logos provided by project team, trail site visits, facilitation of focus group of key stakeholders, and electronic survey to constituents (local residents, municipalities, funding sources, etc.). A variety of options should be explored, with a minimum of three (3) initial design concepts chosen for presentation. Concepts should consider other existing regional brands/logos for possible combined use where trails or facilities may intersect, overlap, etc. (For example, the LAR Heritage Trail overlaps with a section of the East Coast Greenway through localities of Chesterfield, Dinwiddie, and Petersburg.) The project team will determine final design concept for refinement and final logo. Finished artwork will be produced and provided in electronic format using standard file types, including vector format (i.e. pdf, ai, pst) and image format (i.e. jpg, gif, eps). Consultant should provide a brand style guideline document with finished artwork.

Task 3: 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 trail system. For example, 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 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 residents? What signs are appropriate at intersections?

Specifically the hierarchy of signs should include in some form:

- General ID signs: Signs that identify the trail, which include the trail logo prominently displayed.
- Street signs: At every street crossing. These signs should also allow for destination signs to be installed underneath, directing trail users to nearby attractions and/or municipal facilities.
- Trail Map Signs: Located at every major trailhead. Signs will include entire length of trail, with a “you are here” locator. Additional language may include specific municipal rules and regulations for trail use, as well as tips for bicyclists and pedestrians using the trail (safety, courtesy, etc.).
- Mile Markers: Smaller signs which would identify every half-mile of the trail length.
- Community Entrance Signs: Placed at the entrance to each community along the trail.

Task 4: Develop Signage Design Guidelines

The consultant will develop design guidelines for a trail wayfinding system incorporating the final brand identity and logo. The consultant will develop a minimum of three (3) preliminary design concepts to present to the project team. Concepts should consider other existing regional brands/logos and incorporate signage with flexibility to allow accommodation of other regional brands. (Using the previous example where the LAR Heritage Trail overlaps with a section of the East Coast Greenway through localities of Chesterfield, Dinwiddie, and Petersburg, the sign would accommodate brand/logos/seals of those entities.) 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. It should include recommend themes, materials, dimensions, layouts, colors, fonts, images, structures and other key features for all signage types within the design guidelines. The final design guidelines should include a document, and construction ready details, formatted in AutoCAD, vector format (i.e. pdf, ai, pst) and image format (i.e. jpg, gif, eps), and suitable for printing.

Task 5: Cost Estimates

The consultant will provide preliminary cost estimates for fabrication and installation of all wayfinding materials.

Task 6: Draft Signage Master Plan.

A draft Signage Master Plan Report summarizing the information and recommendations associated with Tasks 1 through 5 above shall be prepared. One (1) bound copy and an electronic version on flash drive of the Draft LAR Heritage Design Guidelines and Signage Master Plan shall be provided to FOLAR for review and comment by Municipalities and Stakeholder team.

Task 7: Public Meetings/Presentations.

A minimum of one public meeting shall be conducted to present the Design Guidelines and Signage Master Plan and solicit comments from the public and other interested parties. The meetings shall occur in an open-house format and will be located in areas which are in proximity to the trail selected by FOLAR. A summary of written comments received at the meetings shall be prepared, and comments and suggestions integrated into the plan as appropriate. A minimum of one presentation shall be conducted for FOLAR and the Stakeholder team.

Task 8: Final Signage Master Plan.

Revisions to the Draft Design Guidelines and Signage Master Plan report shall incorporate comments

received from FOLAR and stakeholder team and other reviewers. Comments received from outside agencies and reviewers shall be discussed FOLAR and stakeholder team prior to the incorporation into the plan. Eight (8) bound copies of the Final LAR Heritage Trail Design Guidelines and Signage Master Plan shall be provided to FOLAR. The digital files associated with all final graphics, maps, report text and illustrations shall be provided to FOLAR. All final sign details in both pdf and AutoCAD format, vector format (i.e. pdf, ai, pst) and image format (i.e. jpg, gif, eps). Files shall be provided on flash drive. The Final Design Guidelines and Signage Master Plan shall include an Action Plan that lists key actions that need to be taken to implement the proposed plan, and the order in which they should be addressed.

PROJECT SCHEDULE

Work for the project shall be completed no later than eight (8) months after the selected consultant has received notice to proceed. Total proposal should not exceed ten (10) pages in length.

PROPOSAL EVALUATION

The following represents the principal selection criteria that will be considered during the proposal evaluation process. Up to a total of 100 points will be awarded through the proposal evaluation process:

- Qualification of staff – 20 points
- Experience (i.e. previous trail planning or similar project) – 20 points
- Cost – 30 points
- Method of Approach (concisely describe how tasks 1- 8 will be accomplished) – 30 points

All proposals should also provide the following:

- Personnel who will work on the project and their qualifications to be conducting the project work
- Summary of background and experience on similar projects
- Name, phone number and address of three references from similar scope of service engagements.

All applicants must respond in concise detail to each element of this RFP in order to be considered for contract award. FOLAR also reserves the right to reject any and all proposals.

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. Total proposal should not exceed 10 pages.

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.

INSURANCE

The successful firm shall maintain the following insurance requirements during the time of performance of these services and contract period.

- a. General Liability Insurance, with a combined single limit of \$1,000,000 for each occurrence and \$1,000,000 in the aggregate
- b. Automobile Liability Insurance, with a combined single limit of \$1,000,000 for each person and \$1,000,000 for each accident
- c. Worker's Compensation Insurance in accordance with statutory requirements and Employer's Liability Insurance, with a limit of \$500,000 for each occurrence
- d. Professional Liability Insurance, with a limit of \$1,000,000 annual aggregate

STATEMENT ABOUT PROPOSAL PROCESS AND CONTRACT AWARD

This RFP is not to be construed as a contract or commitment of any kind. This RFP is part of a grant process and the project contract will only be awarded once grant funding has been committed. FOLAR shall not be liable for any loss, expense, damage or claim arising out of the advice given or not given or statements made or omitted to be made in connection with this RFP. FOLAR also will not be responsible for any expenses which may be incurred in the preparation of this RFP.

COPYRIGHT

All artwork created by the selected Consultant for the development of the signage design guidelines, to include the Project logo and individual sign type designs, must be solely the result of the design and artistic effort of the Consultant, not infringe upon any copyright or the rights of any person and may not have been accepted for sale elsewhere. All artwork acquired through development of the signage design guidelines shall be acquired in the name of FOLAR.

SELECTION PROCESS TIME FRAME

March 9, 2016 - RFP's are sent to identified firms

April 11, 2016 - Firms submittals received at CPDC office by 3:00 p.m.

April 12, 2016 - Selection Committee reviews submittals and short lists firms

April 13, 2016 - Selection Committee presents short lists of firms to full board (electronically)

April 18, 2006 - Selection Committee interviews short-listed firms (if necessary)

April 28, 2016 - Selection Committee presentation to stakeholders

May 2016 - Determination of contract award

For more information or questions about this project proposal please contact:

Wendy Austin

Executive Director

Friends of the Lower Appomattox River

ContactUs@folar-va.org

M) 804-543-0325