

SAN JUAN COUNTY

**REQUEST FOR PROPOSAL
PROJECT CONSULTANT FOR**

***SAN JUAN COUNTY
WAYFINDING SYSTEM
PROJECT***

Deadline for Response:

Friday, May 17, 2019 – 4:00 PM, MST

Contact:

Natalie Randall, Economic Development & Tourism Director

435-587-3235

nrandall@sanjuancounty.org

Introduction

San Juan County is located in Southeastern Utah with Monticello as the county seat. The county is initiating a plan to design and install a comprehensive Wayfinding system for the San Juan County area. San Juan County offers many amenities to visitors and local residents. The most frequented attractions include Canyonlands, Monument Valley, Bears Ears National Monument, Natural Bridges National Monument, Hovenweep National Monument, Goosenecks State Park, and Edge of the Cedars State Park with numerous visitors a year. The visitor attractions, amenities, improved regional air service, main community improvements, trail projects and other recent public improvements call attention to the need for a Wayfinding system that will direct visitors through San Juan County to their destinations.

Project Summary

San Juan County as the contracting agency, is interested in retaining a qualified consultant to guide our office through the planning, design and implementation of a wayfinding system. The project will be coordinated by the Director of Tourism and Economic Development, Natalie Randall, using an outside consultant to plan and design a comprehensive wayfinding system for San Juan County.

This is a multi-agency project, led by San Juan County Economic Development and Visitor Services, with each entity involved on the committee.

1. Utah Department of Transportation
2. Monticello Field Office – Bureau of Land Management
3. Manti La Sal USFS
4. Utah State Parks
5. Glen Canyon National Recreation Area
6. San Juan County Road Department
7. San Juan County Economic Development and Visitor Services
8. Monticello City
9. Blanding City
10. Bluff Town
11. Outlying communities: Mexican Hat, La Sal, Spanish Valley, Montezuma Creek, and Monument Valley

The entities recognize that a comprehensive coordinated wayfinding system is a better approach than separate signage or systems.

Signage shall be modular in nature including identifying markers with logos for the various entities involved. The signs should reflect the character of the communities and attractions.

Important locations and amenities to incorporate into the plan include public lands, trails, parks, recreation opportunities, parking, and institutional facilities. The committee will work to provide the firm with a preliminary list of locations.

The Wayfinding project process will be funded by the county. The Wayfinding project budget is **\$50,000.**

The role of the consultant will be to advise and direct the County, and ensure that the final product reflects best practices and is of a professional quality. The wayfinding system is intended to provide direction for all modes of transportation. The project area will be focused on San Juan County and wayfinding will need to address key sites in and around the cities and county.

Project Goals

- To direct people to major destinations in San Juan County.
- To help people easily navigate the downtown areas.
- To enhance the visitors' and residents' experience in the county.
- To encourage greater visitation to and between attractions.
- To create a new cohesive system.
- To develop plan implementation priorities.
- To create a maintenance plan.

Scope of Work

San Juan County seeks proposals from qualified consultants to assist in analysis, design and development of a wayfinding system project. The chosen firm will be expected to make recommendations in completing all major tasks leading to implementation.

The following scope is to be reviewed and critiqued as part of the response to this request. This critique will be considered during the selection process

1. Existing Conditions
 - a. Tasks
 - i. Inventory and assess existing signage
 - ii. Highway attraction signs
 - iii. Entry signs
 - iv. Directional signs
 - v. Transit signage
 - vi. Downtown signage
 - b. Signage analysis
 - c. Deliverables
 - i. Narrative summary
 - ii. Photographs
 - iii. Sign design
 - iv. Sites of interest list
 - v. Map sites of interest
 - vi. Sign Locations
 - vii. Transit routes/stops
 - viii. Parking areas/pull outs
2. Precedents and Case Studies
 - a. Tasks
 - i. Gather examples of successful way-finding programs for communities of our size and nature

- ii. Find good examples of sign designs and products
 - iii. Find examples of multi-jurisdictional wayfinding sign systems and cooperative agreements
 - iv. Find good examples of integrated mobile technology and kiosks with wayfinding system
- 3. Signage and Development
 - a. Tasks
 - i. Hold a kickoff meeting with the San Juan County Economic Development & Tourism Director.
 - ii. Identify signage types
 - iii. Develop thematic design options and branding
 - 1. Identify thematic options
 - 2. Develop multiple distinct signage design concepts (at least 5 design concepts)
 - 3. Develop sign hierarchy and types
 - iv. Product materials and style
 - 1. Study product design options
 - 2. Assemble examples of material options
 - 3. Develop a materials matrix outlining the cost, durability, and functionality of materials options
 - v. Work with San Juan County and stakeholders to prioritize sign locations and priorities.
 - vi. Cost Analysis
 - 1. Develop cost projections for design and product alternatives
 - vii. Design selection
 - 1. Identify preferred theme and design scheme
 - 2. Present design options before San Juan County
 - 3. Present design options at a public workshop
 - 4. Refine preferred theme and design schemes
 - 5. Present final concepts for review before San Juan County
 - 6. Select preferred option for implementation
 - 7. Create final product examples
 - 8. Coordinate the preferred design option with public land agencies including (but not limited to) UDOT, BLM, USFS, and State Parks
 - b. Deliverables
 - i. Programmatic signage type and hierarchy
 - ii. Presentation of thematic options
 - iii. Material sample boards
 - iv. Cost estimates for system
 - v. Final graphic design and product selection
- 4. Identify mobile technology integration of wayfinding system
 - a. Tasks
 - i. Determine functionality and types of a kiosk system
 - ii. Determine functionality and types of a smartphone application systems
 - b. Cost Analysis
 - i. Develop electronic kiosk cost estimate

- ii. Develop smartphone application cost estimate
 - c. Deliverables
 - i. Develop a mobile technology program report
- 5. Wayfinding System Development
 - a. Tasks
 - i. Identify locations for installation
 - ii. Identify installation priority list
 - iii. Develop funding sources and strategies
 - iv. System maintenance strategies with a multi-jurisdictional system
 - v. Develop standard installation guidelines based on location
 - vi. Coordinate final plan with UDOT, San Juan County, Public Land Agencies, Special Service Districts, Trails Committee, and county cities/communities.
 - b. Deliverables
 - i. System installation maps
 - ii. Scaled installation plans where needed, downtown Monticello for example
 - iii. Implementation priority list with responsible party identified for each sign
 - iv. Interagency cooperation strategy
 - v. System maintenance plan
 - vi. Standard installation guidelines
 - vii. Manufacturing and installation details
 - viii. Wayfinding System Project— a compiled report of all deliverables listed above

Project Expectations

The chosen firm will work with San Juan County on a regular. They will collaboratively review all work completed at each stage, present any recommendations, and give feedback prior to implementation.

The firm chosen will be expected to suggest changes or alternatives to the attached preliminary scope of work as part of their proposal.

An electronic copy of the proposal can be submitted to San Juan County Tourism and Economic Development Director, Natalie Randall at nrandall@sanjuancounty.org by the date outlined below. Any graphics or products submitted for the project are to be the property of San Juan County. No reimbursements will be provided for proposal work.

Submittal Requirements

- 1) Company name, location and contact information including email.
- 2) List and resumes of team members and their roles in the project.
- 3) Project expertise, examples of similar projects with the plan/design budget.
- 4) References, specifically for entities that similar work was completed for.
- 5) Project approach, demonstrating an understanding of the wayfinding project and its objectives.
- 6) Critique of the proposed scope of work.

- 7) Proposed schedule for project completion.
- 8) Budget proposal, showing how the fees are to be allocated.

Selection Process

We anticipate that the Wayfinding Committee or a subcommittee will review the proposals and conduct interviews in person or via conference call. Selection will be based on the evaluation of the following items:

- 1) Understanding the scope of work to be performed.
- 2) Consultant’s methods and project approach.
- 3) Response to the project goals and scope in the request for proposals.
- 4) Team qualifications and experience.
- 5) References and record of performance.
- 6) Work samples.
- 7) Schedule.
- 8) Budget.

Once a firm is chosen, a professional services agreement will be negotiated, and then approved by the San Juan County Commission under the advice of the Wayfinding Committee.

Anticipated Schedule, dates subject to change

ACTIVITY	DUE DATE
Request for Proposal	April 1, 2019
Notification Proposals/Bids Submitted	May 17, 2019, 4PM
Review of Proposals	May 20-24, 2019
Interviews with selected consultants	June 12-14, 2019
Bid Award/Authorization to proceed	July 2, 2019
Project Completion	September 2019
Wayfinding Signs: Phase I	November 2019

RFP Submissions:

Submit the RFP by **Friday, May 17, 2019, 4PM MST** using one of the following methods:

- 1) Mail or deliver three (3) copies to:
San Juan County Economic Development & Visitor Services
Attn: Wayfinding Mast Plan
117 South Main Street
PO Box 490
Monticello UT 84535

- 2) Email to:
Natalie Randall
San Juan County Economic Development and Tourism Director
nrandall@sanjuancounty.org

If you do not receive a reply confirmation email within a few hours, call Natalie or email again to verify receipt of the submission.