



REQUEST FOR PROPOSALS

Springdale Wayfinding and Signage

The Town of Springdale is seeking proposals for a consultant to prepare a visitor wayfinding and signage plan for the Town. The Plan will develop specific, readily implementable recommendations. The goal of the Plan will be to layout a comprehensive strategy the Town can easily and readily employ to improve visitors' ability to navigate through the Town, find available parking, access Zion National Park, locate community amenities and services, and generally get to their desired location with a minimum of confusion.

BACKGROUND AND OVERVIEW

The Town of Springdale is located in Washington County in the southwest corner of Utah. The Town is home to approximately 600 residents who value Springdale's small-town village atmosphere and rural setting. Prolific, redundant, and unnecessary signage detracts from the Town's small-town atmosphere.

In addition to being a small residential community, Springdale is also the gateway community to Zion National Park. The south entrance to Zion National Park is immediately adjacent to the Town. Many visitors entering the Park leave their vehicles in the Town and ride a free shuttle to the Park entrance. Visitation to Zion National Park has increased dramatically over the last several years. In 2013 there were 2.8 million visitors to Zion. Nearly 4.5 million people visited Zion in 2017.

To help mitigate the negative impacts of this rapid increase in visitation the Town has recently started a paid on-street parking program. Additionally, the Town has partnered with the Utah Department of Transportation on a major reconstruction of Utah State Route 9 (the Town's main street). This highway reconstruction was designed to better organize and manage on-street parking, improve the aesthetic nature of the Town's streetscape, and provide better infrastructure for active transportation (walking and biking).

Zion National Park operates a free shuttle system in the Town of Springdale during peak visitor season (March to November). The system is intended to move people from Springdale into Zion in a quick and efficient manner. This system is heavily used, especially during peak visitation weekends and holidays.

Conveying accurate, efficient, and timely information to visitors regarding parking, the shuttle system, location of community amenities, and how to access Zion National Park is critical to help alleviate visitor confusion and traffic congestion. At the same time, prolific signage detracts from the Town's village character.

The Town has identified the need for a comprehensive visitor wayfinding and signage program to make convey accurate information about parking and transportation while still maintaining the Town's village atmosphere. The Town is seeking a consultant to develop this program.

The wayfinding program will help visitors understand where to park their vehicles, the multiple transportation modes available to access Zion National Park (walk, bike, shuttle), and how to get to important community destinations (library, medical clinic, town hall, parks, etc.). The program will help visitors make more informed transportation choices. This in turn will improve the quality of the visitors experience in Springdale, as well as reduce the negative impacts of uninformed transportation choices: illegal parking, visitor confusion, redundant and unnecessary vehicle trips, etc.

The Town has developed a logo and brand for the paid parking program. The Town has installed basic signage to help visitors understand the mechanics of the parking program. The wayfinding plan will evaluate this signage and provide recommendations on how to make it more effective, keeping in mind the Town's overall goal to minimize sign clutter.

As part of the recent State Route 9 project, the Utah Department of Transportation installed two electronic variable message signs in Springdale. The Town is able to place content regarding parking and traffic congestion on these signs. The wayfinding plan will suggest key messages and content to display on the variable message signs.

In addition to physical signage in the Town, the wayfinding plan will include recommendations for other means of distributing visitor information such as: websites, mobile applications, social media, etc.

SCOPE OF WORK

The wayfinding and signage plan will include the following content and areas of analysis:

1. Parking Wayfinding and Signage. The Consultant will develop knowledge of the Town's paid parking program and will understand the dynamics of how, when, and where visitors to Zion National Park park their vehicles in Springdale. The Consultant will also become familiar with the Town's goals and objectives for managing visitor parking in Springdale. Based on this understanding the Consultant will develop recommendations for conveying information regarding how and where to park in an efficient and effective manner. The Consultant will develop:
 - a. A comprehensive parking signage and information theme using colors and graphics to convey as much information as possible, instead of text.
 - b. A GIS based parking map showing available on-street and Town-sponsored off-street public parking locations. The map will include a print format template to facilitate easy printing of the map in the future. This will allow the Town to update the map as new parking policies and locations are developed and be able to print updated copies of the map in the future.
 - c. Recommendations for the location, design, and content of parking related signage (including a review of the Town's existing parking related signage).

- d. Recommendations for parking and traffic related messages to be displayed on the recently installed variable message signs on State Route 9.
 - e. Proactive positive online and social media messaging regarding parking and parking availability (content, timing, etc.). The purpose of this proactive messaging is to both provide visitor information and provide positive public relations information about the parking program.
 - f. Design files for printed material for easy distribution to visitors conveying parking information such as printed maps, tear sheets, brochures, postcards, etc.
 - g. Recommendations for other methods of distributing parking information, such as mobile apps or other technology-based solutions.
2. Pedestrian and Bicyclist Wayfinding Signage. The Town has a developing network of pedestrian and bicycle infrastructure. The wayfinding plan will develop signage and visitor information to help pedestrians and bicyclists make most effective use of this infrastructure. The plan will help visitors to the Town easily navigate the Town on foot or by bike and be able to easily locate the Zion National Park entrance as well as important community destinations. The Consultant will develop:
- a. A comprehensive bicycle and pedestrian wayfinding and information theme using colors and graphics to convey as much information as possible, instead of text.
 - b. A GIS based map of existing pedestrian and bicycle infrastructure in the Town showing important community destinations (library, community center, clinic, post office, etc.). The map will include a print format template to facilitate easy printing of the map in the future. This will allow the Town to update the map as new infrastructure is completed and be able to print updated copies of the map in the future.
 - c. Recommendations for the location, design, and content of pedestrian and bicycle wayfinding signage. This signage should be consistent with and complement the Washington County, Utah active transportation wayfinding signage template.
 - d. Recommendations for other means of conveying wayfinding information to pedestrians and bicyclists, including web-based and technology solutions (e.g. websites, social media, mobile apps).
3. Other Wayfinding Signage Recommendations. Based on the Consultant's experience and expertise, as well as the Town's unique wayfinding and signage needs, the Consultant will make other recommendations for wayfinding and signage with the goal of improving visitors' ability to navigate through the Town, access Zion National Park, find important community destinations, locate available parking, utilize the Zion National Park shuttle system. A related goal is to encourage visitors to use walking, bicycling, the Zion Shuttle system, and public transit (when it becomes available) as primary modes of transportation in Springdale and surroundings, in lieu of private automobiles.

To complete this scope of work the Consultant will perform all necessary research, data collection, public involvement, and analysis to formulate the content and recommendations discussed above. At a minimum the Consultant will:

1. Conduct an in-person review of the Town's existing parking and wayfinding signage and information.
2. Conduct in-person observations of visitors trying to use the shuttle, find parking, use the Town's pedestrian and bicycle facilities, find available parking, access Zion National Park, and otherwise navigate through the Town. Conduct interviews with visitors as they are navigating through the Town to identify problem wayfinding and signage areas that need to be addressed. ***These observations and interviews must be done during the 2018 Labor Day weekend, in addition to at least one other non-holiday period.***
3. Engage local stakeholders while formulating the plan, including stakeholders representing the following groups: Town staff, Town Council and Planning Commission, Springdale residents, local business owners/managers, Zion National Park, Zion Shuttle operators, and the Washington County Tourism Office.

Note: All designs, maps, plans, files, templates, etc. prepared by the Consultant in fulfilling this scope of work will become the property of the Town, and the Town will retain copyright rights associated with all work products prepared in fulfillment of this scope of work.

CONSULTANT QUALIFICATIONS

The Town desires the following skills and capabilities in the consultant:

1. Expertise in wayfinding and visitor information in resort or natural amenity communities.
2. Exceptional design skills.
3. Ability to develop creative and Springdale-specific recommendations for wayfinding and signage (the Town is not looking for generic recommendations lifted from other, unrelated communities).
4. Experience working in small tourist-oriented gateway communities in the western United States.
5. Familiarity with the Town of Springdale and the Zion Canyon area.

BUDGET

The Town has budgeted \$50,000 for this study. Consultants will be selected based on the best value and services provided while staying at or under this budget amount.

SUBMITTAL REQUIREMENTS

Consultants interested in providing the services listed above should prepare and submit proposals pursuant to the details listed below. Proposals must adhere to the format and contain all the required information listed below. Submittals should be prepared economically and be as concise as possible. There is no minimum or maximum length requirement, but submittals should be as brief as possible while still containing all required information. Submittals will be evaluated on quality of content, not on

quality of presentation. Failure to include any of the required information is grounds for rejecting the proposal, regardless of the consultant's qualifications.

1. Format:
 - a. Proposals must be on standard letter sized paper.
 - b. Each page of the proposal must be numbered and must contain the consultant's name in the footer.
2. Content: Proposals should contain all the information listed below. The proposal should present the information in the order it is listed below.
 - a. *Letter of Transmittal*. This letter must contain:
 - i. The consultant's name, address, and contact information.
 - ii. A brief summary of the consultant's key qualifications.
 - b. *Statement of Qualifications*.
 - i. Relevant Experience.
 - ii. Key personnel involved in the project. List the name and relevant experience of the lead personnel that will be involved in the project.
 - iii. Sub-consultants. List any sub-consultants that will be involved in the project, along with their experience and qualifications.
 - iv. Additional Information (optional). This section should be limited to information not covered elsewhere in the proposal that is directly related to the consultant's qualifications to provide the services listed above.
 - c. *References*. Provide name and phone contact information for three individuals who can provide a reference regarding the consultant's professional abilities.
 - d. *Proposed Project Plan*. Include a detailed description of how the consultant plans to provide the services listed in the "Scope of Work" section of this RFP. Include proposed project deliverables and a project timeline. Include any other services or products the consultant proposes.
 - e. *Statement of Proposed Fees*. Include the total compensation the consultant is seeking for the services listed in the "Scope of Work" section of this RFP. **The Statement of Proposed Fees must be in its own sealed envelope and kept separate from the rest of the submittal. In the electronic submittal, the Statement of Proposed Fees must be in a separate file from the rest of the submittal.**

Consultants must submit their proposals electronically in PDF format. The electronic submittal may be submitted via CD, flash drive, or email to dcd@infowest.com with the subject line: Signage and Wayfinding Plan Proposal.

SELECTION PROCESS

After the window for submitting proposals closes (see SCHEDULE section) the Selection Committee will conduct an initial review of all submittals. The first review will evaluate the submittals based on the following criteria:

- A. Consultant’s professional experience and expertise.
- B. Consultant’s experience with wayfinding and signage projects similar in scope, nature and complexity to the Springdale project.
- C. References.
- D. Completeness / Quality of submittal.
- E. Other evaluation criteria listed in section 10-9-6(J) of the Springdale Town Code.
- F. After consideration of all the criteria listed above, costs and value for services.

After the initial review the Selection Committee may elect to select a successful proposal. Alternatively, the Selection Committee may elect to contact proposers to ask for final and best offers, pursuant to the Town of Springdale procurement policy. After scoring all proposals (and all final and best offers, if applicable), the selection committee will make a recommendation to the Town Council regarding the successful proposal. The Town Council will formally award the work and enter into a contract with the consultant.

SCHEDULE

The Town’s selection process for the parking management study consultant will follow the schedule listed below.

- A. Request for Proposals Issued July 17, 2018
- B. Deadline for submissions of Proposals August 8, 2018 (5:00pm)
- C. Initial Review of Proposals..... August 9 - 10, 2018
- D. Selection Committee Recommendation to Town Councilaround August 21, 2018
- E. Work begins no later than August 31, 2018

The Town reserves the right to modify the schedule at its sole discretion in order to best facilitate the selection and review process.

ADDITIONAL INFORMATION

Reserved Rights

The Town of Springdale reserves the right to reject all proposals and re-issue the Request for Proposals. The Town further reserves the right to waive minor irregularities in the qualifications when such a procedure is reasonable in the best interest of the Town.

Amendments

If it becomes necessary to revise or amend any part of this Request for Proposals the Town will post the amended Request on its website.

Concise Submittals

Proposals should be prepared simply and economically, providing a straightforward and concise description of the consultant’s ability to perform the work in the “Scope of Work” section of this RFP.

Demands for Additional Information

Should the Town require additional information from any respondent to reasonably conduct its review of submittals, the respondent shall furnish the requested information in a timely manner.

No Reimbursement for Preparation Costs

Costs to prepare a submittal pursuant to this Request for Proposals are entirely the responsibility of the respondent. The Town will not reimburse any respondent any costs associated with responding to this Request for Proposals.

Requests for Information

All inquiries regarding this Request for Proposals should be directed to:

Thomas Dansie
Director of Community Development
435-772-3434 dcd@infowest.com