



## Wayfinding Design and System Plan RFI Questions/Answers 11.30.20 Final Update

### Stakeholder/Community Engagement

Q: Are you looking for any online surveys or public meetings to be held to include stakeholders and the public in the design process?

A: We did some initial stakeholder meetings already, but we will likely want to have some online surveys that we can send out to those stakeholders to fine tune what they think needs to be a priority.

Q: What level of public input is anticipated? Typically we include 2-3 public input sessions. Should we assume these will be virtual?

A: They can all be virtual, we have done 2 with low participation, both virtual.

Q: What is the projected growth for Palestine in terms of residents and businesses in 5, 10 and 20 years?

A: Growth has been flat for the last number of years. Residential is the area most needed for growth and some is beginning to happen with some new apartments in the works.

Q: As a related question, what is the basis and projected growth for tourism and visitors to Palestine and surrounds?

A: There are a number of attractions in the area and growth (notwithstanding covid) is steady. Most tourism happens in the spring months with the railroad and festivities occurring then. Secondly around Christmas.

Q: Will the "Visit Palestine" Wayfinding Design and System Plan need to be vetted with the public and stakeholders as a part of this RFI? If so, who are the stakeholders and how many public/ stakeholder meetings should we anticipate for budgeting purposes?

A: The design and plan will not be vetted by the public, but we will have a stakeholder committee consisting of 8-12 members. Stakeholders will include no more than 3 Tourism Advisory Board Members, the Economic Development Director, a Public Works representative, Tourism Marketing, Main Street Coordinator, Hoteliers & a representative from our top 4 Attractions.

Q: What's your vision for the project? How will we measure whether or not the implemented wayfinding solutions have been successful?

A: Number of hotel stays will be one barometer. Finding Texas State Railroad, Davey Dogwood Park. We operate a Polar Express, nighttime train. Not all letters on current signs are reflective, which makes signs difficult to read. Distillery opening in the coming months, which will have scheduled tours. May want to consider pre- and post-installation surveys for residents to weigh in on signage design and efficiency.

Q: In the RFI it states...."using either a new or building on the existing brand concept and logo" – is there a preference for this?

A: As a City, we recently (within the past 6 years) worked to develop new logos for the City of Palestine, but aside from the logo bases being consistent, there are no set requirements for branding. Based on the configuration of the logos, we will likely not want to use the logo on any



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of the signage since it is text heavy and would not lend itself to being interpreted by passing traffic. Visit Palestine (the Tourism department) has a stricter pallet and is exemplified in the website [www.visitpalestine.com](http://www.visitpalestine.com) and features muted jewel-tones.

Q: Who is on the committee to make the final decisions?

A: Members will include Tourism Advisory Board member, PEDC director, City Manager, a representative from Public Works Streets department, Main Street Coordinator, Tourism Marketing Manager, hoteliers and attractions executives.

Q: Is there any community engagement needed?

A: We did some initial stakeholder meetings already, but we will likely want to have some online surveys that we can send out to those stakeholders to fine tune what they think needs to be a priority. The initial stake holder meetings provided some direction, but I think facilitation through the firm would be more beneficial.

### Steering Committee

Q: Given the current pandemic, are all meetings with the Steering Committee expected to be held online?

A: They can all be hosted online via Zoom or another video conferencing tool.

### Schedule

Q: What is the anticipated time line in which work for this project is expected to be completed?

A: Once the RFP is awarded to a firm, we'd like to have the final deliverables within 3 months

Q: What is the anticipated project schedule?

A: The design and system plan phase should be completed within 90-120 days of awarding the contract to a firm.

Q: How much preference is given to local firms within 75 miles?

A: We do not have any firms within a 75 mile radius that I am aware of

Q: When will the "Visit Palestine" Wayfinding Design and System Plan be complete?

A: That is to be determined by the firm selected. As per the response in the next question, the Visit Palestine Wayfinding Design & System Plan is the project that we are soliciting RFP's for.

### Visit Palestine Wayfinding Plan

Q: Does the current Visit Palestine wayfinding plan have any sign types designed?

A: Nothing has been designed at this point. All of our signage is generic green or brown with 6" lettering consistent with TxDOT requirements, but lacking any sort of branding or design. Just basic rectangles, some attractions have no signage at all.

Q: Will the Wayfinding Plan provided by Visit Palestine only include a sign location plan and message schedule or will it also include directions or recommendations for signage design?



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A: It will include the list of signs that are needed on all inbound roads to Palestine and around the loop. The firm will then help Visit Palestine compile a detailed list of the signs that should be within the loop and designated districts. There will be no theme or design direction provided, but we are happy to visit via phone or video conference about the various themes already in place that could be used as a platform to build the new design around.

Q: TXDOT often requires structural engineered drawings, as well as detail site plans for each sign location. Has the City discussed the project with TXDOT?

A: TxDOT has been notified and brought in on the plans we have to begin the project. I have attached the specifications they have identified for your quick reference which includes the formatting on how they would like to see it submitted.

Q: Under Section 4: Assets the RFP says location plan assets like the site plan are being provided by the Owner. Please confirm how the term Owner is being used, as in please identify the named party.

A: Owner will be City of Palestine staff

Q: Shall we assume that the site plans will be provided as a background for the planning we are to do?

A: Yes, it will be the responsibility of the firm to verify and partner with the City on final placement and signage needs.

Q: Are the plans available for distribution and review to confirm we understand the logistics of the site?

A: A modified detail is available and will be provided via email to all firms who have reached out on Monday, November 16, 2020

Q: In the RFP we interpret the writing to be that Visit Palestine is developing a Message Schedule and Sign Location Plans, but in the Addendum, we understand that there may be an Excel listing and general location notes. Please Clarify.

A: Visit Palestine is developing a list and general plans and notes, but the selected firm will need to verify, assess, comment and be able to prepare a detailed message schedule and set of sign location plans.

Q: Is there a City sign shop whose capabilities we should design to? Is there a local sign fabricator contracted with the City we should look into? Would either of them be considered to provide the initial package? Would either of them be considered for maintenance of the sign program?

A: Yes there is a city sign shop and a local vendor. The City may consider them for maintenance of signs but that, depending on the extent of each package, they may not be equipped to handle the initial package.

Q: As designers, we are not licensed to stamp engineering or other drawings. Typically we would design the package and would expect (through requirements in our specifications) that the selected sign fabricator would provide the stamped engineering and calculations for the signs to



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meet the design criteria. The other option is for us to bring on a sub-consultant engineer to this scope. Does the City have a preference?

A: The City understands the difference in the type of qualifications required. Either way is acceptable, but qualify your proposal response by explaining which direction is included in the response.

Q: The RFP indicates that "Visit Palestine" is currently working on a Wayfinding Design and System Plan (The Plan) and the RFP is for: (1) review of "The Plan"; (2) assessment of its completeness;(3)modifications to the plan, as necessary; (4) design of the sign types (as identified in Section 3/ Design Development items A-Z of the RFP), and (5) provision of design intent/construction documents (biddable documents) for aforementioned sign types. Is this summary correct?

A: As part of the RFP, proposals are requested to help the City of Palestine with signage design as well as create of a Wayfinding System Plan (The Plan). Visit Palestine has comprised a detailed listing of the Phase 1 signage and it is attached for your reference. In that process, we are requiring that the firm help the City of Palestine define the key attractions and wayfinding needed inside the loop to each destination. So it should be as follows: (1) Review of the overall City of Palestine existing signage and area attractions and Destinations that will be the focus of the signage and system plan. (2) Review the provided Directional list provided, which represents inbound and the loop signage, to determine the accuracy and appropriateness for each sign and furthermore provide the specific location details for each sign. In addition, create the system plan for the defined attractions and wayfinding needed inside the loop to each destination. (3) Based on that review, the system plan will be developed (4) design the sign types as mentioned above & (5) complete design intent/construction documents (biddable documents) for aforementioned sign types which will include finalized graphics for each sign throughout the plan (not just the sign type) for the next phase of the project which will be an RFP for the Fabrication and Installation of the signage. Please let me know it this is clear.

Q: What consultant assisted "Visit Palestine" with the development of "The Plan"?

A: I think "The Plan" you are referring to is what we are asking of the firms. We are wanting to partner with a firm to help us develop "The Plan". We will be able to provide the sign needs we think are important with directions and notes, but these locations and the number of signs and content will need to be reviewed by the firm which is awarded the program and at that point the System Plan will be developed. Also note, the directional list only includes inbound signage to our top 10 destinations coming into the city from all major roadways and navigation around the loop. So to answer your question, no firm helped us put the Wayfinding Inbound Directional List together.

Q: Will "The Plan" consultant be allowed to bid on this RFP for design through design intent documents?

A: Not applicable

Q: With which TxDOT office will the wayfinding consultant be coordinating?

A: TxDOT Contact

Juanita Daniels-West – TxDOT Tyler



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p} 903-510-9106

e} [juanita.danielswest@txdot.gov](mailto:juanita.danielswest@txdot.gov)

City of Palestine has worked with her previously.

**Q:** Have there been any previous wayfinding efforts for the community? More specifically, what's the history of your Main Street Program?

**A:** Project has been part of City's Strategic Plan for over 11 years. Mary has been with City for 5 years. No signage consistency in the community. Most of Palestine's main thoroughfares through town are TxDOT ROW. Inbound signage needed for southbound Corsicana/Athens traffic. Destinations outside the loop. Overall signage package. Top 10 destinations outside the loop have been identified. Preliminary plan needs to be reviewed and vetted. Vet quantity and types of signs. Choreograph arrival routes. Don't want to over-sign.

Main Street Program originated in 1986-1998 - Went offline for a while but came back on in 2008. One of largest main streets in Texas: 44 blocks. Information Center to Courthouse (~3/4 mile). Majority of pedestrian traffic will be Queen Street to Old Town. Mule Barn, Cotton Gin, former industrial area completely revitalized. Buildings date back to early 1880's. Some 1960's stucco overlays. Some building owners are using buildings for storage, which is against code. ~40% of buildings downtown are occupied, but we're working on it. Building improvements discouraged due to perceived higher property taxes = poor incentive. City is emphasizing rental income as incentive for improvements. Downtown = Arts & Culture District. 1/3 of downtown, in the middle, is designated as historic. Historic signs in place that read "Hist Dist" which may be confusing. May want to consider shingle-type signs for downtown businesses, accommodated sidewalk views. Two existing pedestrian kiosks in one of our parks as design precedent. "We're in Piney Woods Region. We're a 'train town'". Corsicana's signage is viewed as a good precedent: Signage is conspicuous when you enter town. Carthage MO pedestrian signage is really nice. Historic districts are clearly identified. Maple Tree Festival. Fire hydrants painted?

**Q:** What is your Sign Inventory?

**A:** We don't have an inventory of our signage. TxDOT doesn't either. Our staff of 6 is now a staff of 2, but we may be able to generate an inventory of sorts for existing signage. Austin stone monument with "Palestine" letterforms at 5-6 gateways. "The Loop" is Loop 256; approx. 12 miles long.

**Q:** Does the historic downtown currently have a brand?

**A:** At this time, Palestine Main Street has a logo, but not a defined brand.

**Q:** Does the historic downtown and the historic districts need their own individual brands and how many historic districts are there?

**A:** At the time of the RFP, we do not anticipate needing individual brands for the historic neighborhood districts, but Main Street will likely be broken into zones such as Old Town, New Town, etc. We have one historic Main Street district and 3 historic neighborhood districts.

**Q:** How many specific neighborhoods are there and do they each need their own identity?

**A:** 3 historic neighborhood districts and we do not anticipate building out individual identities, but this may be a questions for the stakeholder meetings.



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Q: Can we review the existing design standards?

A: Not applicable. This does not exist.

Q: Can you share if there is an outside consultant working with Visit Palestine to develop the Master Plan?

A: There is no outside consultant working on the Master Plan. As a department, we have a Strategic Plan and at the direction of the Director for Palestine Economic Development, a Master Plan would be a city wide project that would be facilitated through the City Manager's office.

Q: Can you share the "Visit Palestine" Wayfinding Design & System Plan (The Plan)? It will be important for all bidders to understand clearly, so that we can understand the breadth of work already undertaken in the "Visit Palestine" Plan and will allow us to exclude from our effort.

A: Please see the document at this link:

<http://www.cityofpalestinetx.com/media/ordli2yz/wayfinding-inbound-directional-list-palestine-texas.pdf>

Q: One of the deliverables requested under Phase 4 is: All signage fabrication level drawings of all sign types complete with engineering stamp. Most signage designers are not engineers but will provide design intent/construction documents that allow for bidding purposes. Awarded sign fabricator then produces shop drawings and engineered & stamped shop drawings for review. Can you confirm the expectation or reasons for this requirement?

A: The City understands the difference in the type of qualifications required. Qualify your proposal response by explaining which direction is included in the response.

### **Cost Breakdown**

Q: Are you looking for a fee schedule that shows the hourly rates of our employees? Or are you looking for a fee schedule that outlines the tasks for the project and provides the hourly rates and costs of the tasks? Should the cost breakdown include reimbursable expenses?

A: We would like a fee schedule that outlines the tasks for the project and hourly rates and costs of the tasks. We ideally would like that to roll up to a total contract number so we can amend our budget for that amount. We would also need a separate fee schedule for post contract so that if we get a new attraction, we can come back to the firm and have a sign designed to match after the fact. It is very hard to determine how to request the fees because we don't know how much information we may be missing that you will need to complete the project. We will provide the firm with an excel document listing the signs that need to be designed and the directional arrows that should be included for all phases of the project, but we will not have the interior loop listing until after a firm is selected because we will utilize the firm's expertise to help us determine what signage.

Q: What is the budget allocated for the plan development?

A: We did not set a budget for the plan development, but we will be providing a detail of all of the signs that need to be removed and what signs we want implemented for phase 1, and then will partner with the firm to determine what additional signs are need for phase 2-4. Phase 1 will



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be Trailbazing type signage from all inbound highways and the loop around town. Phase 2 will be vehicle directional signage and district identity signage. Phase 3 will include Pedestrian signage and maps/ kiosks for Main Street. Phase 4 will be signage for the parks and community forest. We expect to have Identification signs as well as banner/regulatory/primary arrival signs for each destination that is included in each phase. We are expecting a complete digital sign file for all 4 phases so that we can roll out each phase over the next 5 years. After we receive the design and system plan, we will go out to bid for manufacturing and installation with locked 5 year pricing so we can budget based on the type of signs we want to implement each fiscal year.

Q: Is there a not-to-exceed budget you have in mind for the design and planning? I only ask this because it will give us an understanding of the level of execution anticipated. If it's low, we have to streamline our process, on the high side, we know that there is higher expectation of service and opportunity for deeper design investigation.

A: We do not have a "not to exceed budget" in mind, but I would expect that \$45,000 would cap us out for this phase of the project. Please take a look at our website [www.visitpalestine.com](http://www.visitpalestine.com) so you can get a good idea of our community from a visitor perspective. We are a heritage based destination. We won't need modern/contemporary shapes/design schemes. We will want to be very authentic to our destination in the Piney Woods Region of East Texas.

Q: We understand the requested fee schedule include Programming, Schematic design, Design Development, and Technical Specifications comprised of message schedule illustrations, location plans, design intent drawings, and CSI specifications. It is to be broken down to a) a lump sum for the scope as outlined, and b) an hourly or per/sign type fee for individual add-ons should they occur. Please confirm.

A: Correct.

Q: If the City would like us to be involved in the oversight of the Bidding Process and/or Contract Administration of the sign packages with Bidders/Fabricators, that may be treated as an extension to the original contract?

A: Yes, it may be.

Q: What is the design-through-design-intent-documents budget for this RFP?

A: The budget should not exceed \$45,000.00

Q: I don't see reference to a Contract Administration phase. Should we assume Contract Administration is not part of the base scope? (This seems like a reasonable assumption since we don't know the signage costs and the implications to a prospective first-phase installation.)

A: Yes, Contract Administration is not part of the base scope, but if you'd like to include that information as an option, you are welcome to. This is the first time our community has taken on a project like this, so I would be interested in knowing what that portion may cost. It may be a second RFP once the Design and System Plan is complete, which would then also include writing of the RFP for Fabrication and Installation services.

Q: What is the budget for the project?

A: The budget should not exceed \$45,000.00



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Q: The document asks for a fee schedule and hourly rates for the implementation plan development? Can you explain what you are looking for here?

A: We would like a fee schedule that outlines the tasks for the project and hourly rates and costs of the tasks. We ideally would like that to roll up to a total contract number so we can amend our budget for that amount. We would also need a separate fee schedule for post contract so that if we get a new attraction, we can come back to the firm and have a sign designed to match after the fact. It is very hard to determine how to request the fees because we don't know how much information we may be missing that you will need to complete the project. We will provide the firm with an excel document listing the signs that need to be designed and the directional arrows that should be included for all phases of the project, but we will not have the interior loop listing until after a firm is selected because we will utilize the firm's expertise to help us determine what signage.

### Sample Documents

Q: Signage and planning documents we have created for similar wayfinding projects can be quite extensive in page count, depending on the type of project deliverable. Is it acceptable to show pages from these documents instead of the full document?

A: Yes, I would encourage you to research what our community is centered on and look to submit signage examples based on projects that may be similar in scope. We are not a contemporary community, we are heritage based, so real techy designs won't resonate as quickly with us, although we do understand that it may provide visibility to your firm's design capabilities.

Q: Are you looking for any past project descriptions and photos or images of work to demonstrate experience or do you only want sample documents?

A: Past project would be acceptable. We do not expect any firm to pre-design anything for our community prior to being contracted to do so.

Q: Referencing Sample Documents: Provide examples of wayfinding signage and planning documents for similar wayfinding signage services the firm has done for other municipalities. Is the expectation that we submit complete documents for "example wayfinding" projects or representative "project sheets" with project description and photos? I ask because "example wayfinding" projects often contain dozens of plans and detail sheets yet "project sheets" maybe have only a few sheets to describe the project. Since you are asking for nine (9) hard copies of our submission, if we submit complete "example wayfinding" projects this could potentially be many hundreds of printed sheets. Is it possible to include "example wayfinding" projects on a thumb drive?

A: Your project sheets will suffice as examples, we do not need a full packet. Submit an example of artwork designed and installed and a page from a System Plan that goes with it and any other pertinent information you deem valuable for consideration.

### Pre-proposal Conference



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Q: Is this a private call with the City Manager to discuss the RFP or are you trying to schedule an online meeting for interested vendors to ask questions?

A: This would likely be with me instead of the City Manager, but would be for interested vendors to ask questions and discuss high level goals about our community priorities.

Q: Due to COVID-19, would the City Manager be amenable to a virtual Pre-Proposal Conference meeting prior to the November 25th deadline for questions?

A: We would be happy to participate in a virtual Pre-Proposal Conference at any mutually agreed upon time prior and up to November 25<sup>th</sup>. Please contact Mary Raum at [mraum@palestine-tx.org](mailto:mraum@palestine-tx.org) to schedule. The meeting will be with the Visit Palestine Tourism Marketing Manager.

Q: The prebid call is just one on one? Will there be an addendum issued with all questions addressed?

A: You will be able to see all RFI Q&A's submitted by all firms inquiring about the project at this link: <http://www.cityofpalestinetx.com/search?sort=new&s=wayfinding>

### Submission

Q: What electronic file format is that plan in? Can we receive a copy of it prior to submitting a proposal?

A: The initial destination list will be provided in excel format and available on Monday, November 2, 2020. We will need help to determine how many signs will be needed to drive guests to each attraction/destination and will need help determining the number of signs we will need for phases 2-4. If your proposal could include a price per design if we need to come back and request an additional sign after the contract is complete.

Q: We see when the RFI questions are due on a specified date, but when will the responses be provided by? Please confirm.

A: We will issue responses via email within 48 hours of the inquiry.

Q: Under Bid Response Requirements, the RFP requires nine (9) copies of the Statement of Qualifications. We have responded for other projects where others have required multiple full copies of the RFP Response. Please confirm if you really want nine (9) qualification packages or nine (9) full copies of the RFP Response.

A: We do want 9 full copies of the RFP Response

Q: What is the schedule for delivery of the scope of work?

A: The City of Palestine has not completed a project of this nature, so realistically we expect the project to be complete within 6 months of the program being awarded, unless you can provide a timeline that will help us define a more reasonable delivery period.

Q: If we partnered with a fabrication firm, would working on this project preclude firms for submitting for the fabrication bid?



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A: We would still go out for bid on the fabrication and installation and the firm would be able to bid on the project.

Q: The Document “Request for Proposal” request (9) copies of the Statement of Qualifications. Are we only sending in qualifications or are we sending in a proposal with pricing at this time? Do you only want hourly rates at this time?

A: We would like a fee schedule that outlines the tasks for the project and hourly rates and costs of the tasks. We ideally would like that to roll up to a total contract number so we can amend our budget for that amount. We would also need a separate fee schedule for post contract so that if we get a new attraction, we can come back to the firm and have a sign designed to match after the fact. It is very hard to determine how to request the fees because we don't know how much information we may be missing that you will need to complete the project. We will provide the firm with an excel document listing the signs that need to be designed and the directional arrows that should be included for all phases of the project, but we will not have the interior loop listing until after a firm is selected because we will utilize the firm's expertise to help us determine what signage.

Q: Can we email our proposal in versus sending 9 hard copies due to current covid WFH Restrictions.

A: We do want 9 full copies of the RFP Response as the City is not permitted to incur any expenses related to the RFP and if anyone on the reviewing committee wants a hard copy, we would not be able to print it.