



## Wayfinding Design and System Plan RFI Questions/Answers

### 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.

### 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

### 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?

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?



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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.

### 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 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.



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### 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 firms 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.

### Pre-proposal Conference

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.

### 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.