



Request for Proposal

Wayfinding Design and System Plan, City of Palestine, TX

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CITY OF PALESTINE REQUEST FOR PROPOSALS (RFP)

for

Wayfinding Design and System Plan

October 2020

RFP 2020-029

City of Palestine

504 N. Queen St.

Palestine, TX 75801



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Section 1 - Background

Palestine is a city in and the county seat of Anderson County in Texas, United States. As of the 2010 census, the city population was 18,712. Palestine was named for Palestine, Illinois, by preacher Daniel Parker. Another source says that it was named by migrant Micham Main for the same hometown.

Palestine is a small town located in the Piney Woods, equidistant from the major cities of Dallas, and Houston, Texas, and Shreveport, Louisiana. It is notable for its natural environment, including the dogwood floral blooming season, for having 23 historical sites on the National Register of Historic Places, and as the western terminus of the Texas State Railroad. This steam-and-diesel railroad museum operates tourist trains between Palestine and Rusk.

Section 2 - Purpose

Downtown urban centers can be difficult for the directionally challenged to explore, experience and enjoy. Very few cities were planned on a strict grid system that is easy for anyone to adapt immediately and even then, people have difficulty feeling assured when exploring a new city.

Cities are as diverse as their citizens and visitors. They have character and experience ever-changing utilization. For instance, you may be moving through a complex built environment with or without a map, but the sense of space may be different for many of us. Some of us use mind-mapping, beacons, landmarks, and distance perception to move effectively. Spatial awareness is something that needs to be fostered, developed, and created purposefully and cannot usually be designed by those who are all too familiar. The wayfinding design of these elements does not happen by accident, but rather is engineered. We empathize with the needs of our visitors and realize that there are several rewards provided to a community that responds appropriately to these needs.

The City of Palestine understand and expect the new signage system will need to perform in many ways to be deemed effective. It must create a sense of place or brand, must promote ease of use and movement, shall drive forth and increase visitation, and should further bolster tourism. It also should possess character, should be expandable as the city gains in area, and should address ample flexibility so that though all situations requiring signs may not have been considered, that a rational adjustment here or there from the system designed should suffice. To recap as these elements are central to our request, the primary key performance indicators areas as follows:

- Provides a sense of place / brand – Provide community identity
- Enhance visitor experience
- Supportive of Tourism / Commerce
- Unique in character
- Expandable / Flexible
- Sustainable / Serviceable
- Improve roadway safety

Section 3 - Objective

The Palestine Wayfinding Design & System Plan (The Plan) is to be designed to effectively direct tourists to the City's major attractions at each major Gateway into the city, should support the journey into major districts within the city, and shall further support transition to and from other smaller attractions, venues, and interesting features. In order to effectively perform the task of stitching this together, routes will be designed to carry the



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visitor past numerous attractions and points of interest through major districts with a consistent branded look city-wide.

Branding (Design):

- shall focus on community amenities, strengths and goals to form a cohesive, positive image in both graphics and message.
- will create a distinct, unique and recognizable identity for the City of Palestine and establish a strong Sense of Place using either a new or building on the existing brand concept and logo.
- establish the City and specifically the historic downtown, attractions and parks as “destinations.”
- will embrace the City’s heritage and charm while promoting potential for growth.

The Wayfinding & System Plan:

- shall be developed to distinguish areas of the City apart from one another, including the historic downtown and historic districts.
- shall recommend signage and design for gateway points to welcome and guide travelers from major entrance points into and within the City toward attractions, downtown, visitor information center, parks, and other important destinations inside/outside the community such as the airport.
- will establish standards for citywide wayfinding signage that is reflective of the City’s character and specific neighborhood identity.
- will design standards for policy, design criteria, and graphics to provide guidance to the City as they implement signage and site location plan for multi-modal and multi-destination wayfinding systems.
- will establish polices and develop criteria that serve as hierarchies for destinations, routes and modes.
- will develop estimates to achieve recommended signage plan.
- Shall be in compliance with all TxDOT requirements for Wayfinding Signage (reference Section 2D.50 Community Wayfinding Signs of the Texas Manual on Uniform Traffic Control Devices document)

Section 4 – Assets Provided

“Visit Palestine”, a department that is linked to tourism and commerce with the City of Palestine, is currently working to develop a Wayfinding Design & System Plan (The Plan). This plan will be the culmination of the City’s stakeholders and efforts to provide visitors with signage that will help them navigate through Palestine during their time in our destination. The Plan will include the placement and content of all vehicle and pedestrian wayfinding signs, area identifiers such as historic municipal buildings, parks and historic districts; primary, secondary and tertiary gateway signage, event and celebratory signage, and multi-modals driving, biking, hiking and paddling trail wayfinding plans.

Assets being provided by the Owner as follows:

Location plan document both digital & printed with sign locations documented

- Must be formatted by selected vendor to reflect changes, phases, modifications

Message Schedule – formatted in Microsoft Excel

- Phasing shall be reflected on the message schedule
- Messaging shall be reviewed and audited for accuracy and orientation

Section 5 – Tiered areas of concentration

As mentioned, “Visit Palestine”, a department that is linked to tourism and commerce with the City of Palestine, is currently working to develop a Wayfinding Master Plan. The Plan will include the placement and content of all vehicle and pedestrian wayfinding signs related to the following Tiers of Destinations.



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Tier 1 | Districts

Large areas designated as cluster areas for Primary and Secondary Destinations

Tier 2 | Primary Destinations

Destinations identified as an initial draw, what initially brings people to a District.

Tier 3 | Secondary Destinations

Destinations likely to encourage people to extend their visit to Palestine once their business at their Primary Destination is complete. Encourage people to spend more time in a district.

Tier 4 | Points of Interest

Primarily pedestrian destinations.

The wayfinding strategy, standards, and recommendation report of “Visit Palestine” should consider the above passenger feedback sources during the assessment and recommendation phases. Changes to the foundational data provided may change. Prospective bidders shall reflect an awareness that there may be changes to both Tiers and Areas of Concentration.

Section 6 – Signage Elements requiring design

We expect the selected bidder to use the architectural model as it is a tried and true methodology that helps the progress stay on track, on budget, and on time. The following are the phases and the responsibility required attributed to each.

Phase 1 | Programming

Programming is the basic outlining of locations and messaging that live in an environment and detailing what needs to happen where in a graphically communicated method. As mentioned, “Visit Palestine”, a department that is linked to tourism and commerce with the City of Palestine, is currently working to develop a Wayfinding Design and System Plan. The Plan will include the placement and content of all vehicle and pedestrian wayfinding signs related to the following Tiers of Destinations. Though stakeholders will be contributing greatly to the tasks within this phase, there are to be a few deliverables that you will be accountable for.

Deliverables:

- | | |
|-----------------------------|---|
| • Project Schedule - | Timing and phasing requirements for adequate completion |
| • Location Plan Review - | Digital and printed location plans with comments |
| • Message Schedule Review - | Digital and printed message schedules with comments |
| • Recommendation Report - | Digital report of recommendations, changes to the plans |

In Phase 1, the successful bidder will begin by organizing the project, creating a comprehensive work plan, establishing roles and responsibilities, reviewing the existing planning assets provided, budget and create a detailed schedule. This step is also about learning and gathering information to inform our design process.

We feel it is important to quickly come to an understanding regarding the logistics, specifically where the signs are on the property. This will require a fairly in-depth survey of the signage that shall be included in the programming phase. We also expect familiarization and audit of messaging to make the city aware of any questionable locations, messages, or uses for signs in the existing plans provided.

Please note that all signs should be assessed, and recommendations should be made for each sign across the entire system and community, as detailed in the scope above. From the assessment and audit, a



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recommendations report should be included that makes recommendations for each sign location (or for areas that are missing a sign) to meet the sign wayfinding strategy and adhere to the standards.

The recommendation report must include a written explanation to support new sign locations and suggested adjustments. The recommendation report should place a prioritisation on the sign installation to determine the phasing of the introduction of the signs (i.e.: the report should identify the most critical and least critical sign changes).

The recommendation report can include renaming of areas, renumbering, or other significant changes to identification of locations, but the report should provide a significant justification of the reasons for the change. The report should assess the feasibility of the change based on the wayfinding strategy developed in the previous deliverable. The recommendation report should include references to models where a similar change has been successfully implemented by your firm or another.

Phase 2 | Schematic Design

Phase One focuses on the question of “why is a sign placed in a certain place” to “how does it look & feel”. Within Phase Two, we expect our signage consultant to provide three aesthetically unique but limited sign families for consideration.

Designs will begin to yield insightful options in terms of fabrication methods, position, performance characteristics, lighting, budget, and overall impression. We expect that there may be some revisions, rounds, and approvals required to find an adequate selection to be used as an inspiration for the rest of the signs.

The signage we expect to be used for this phase is as follows:

Categorical Items for Schematic Design of four (4) Signs

- one (1) primary Identification sign
- one (1) primary vehicular directional sign for trailblazing
- one (1) pedestrian directional / kiosk design
- and one (1) pedestrian branding element such as a pole mounted banner, etc.

Number of Schematic Design Aesthetics: three (3) unrelated families of the four signs.

- The designs shall not be too similar from one design to the other
- The designs shall not be too different in terms of cost to manufacture
- The size and features of corresponding options shall not be too varied

Successful proposer shall create a design presentation of three aesthetically different designs with examples of how the design would look in the following contextual uses. Not all sign types will be drawn, but all three aesthetic designs shall be provided for review & discussion. These drawing sets will have a wider range of appearance in terms of design. We will be counting on you to make decisions about design in a timely manner so that we can maintain the schedule.

Phase 3 | Design Development

Destinations likely to encourage people to extend their visit to Palestine once their business at their Primary Destination is complete, encourage people to spend more time in a district. After reviewing the options developed in Phase Two and reflecting on your deliverables and input, we will work to refine and develop a narrow number of concepts that will best inform, direct, and identify interior and exterior locations.



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During this phase, development will expand into color palette, graphic elements, and manufacturing methods. In addition, the shareholders identified in the initial phase will then be engaged to review these final designs which have been expanded to account for all distinct conditions identified in Phase One programming.

Deliverables:

- Design Development Package including front, side and plan view drawings of all sign types
- Visual Message Schedule – Layout of all sign messages on signage within system
- Project Cost Analysis based on the complete design (budgeted based on partial spec.)
- Sign Types included are as follows:

A. Banner Post	Double sided banner application, existing post
B. Banner Post	Double sided banner application, new post
C. Banner Post	Single sided banner application, existing post
D. Banner Post	Single sided banner application, new post
E. Trailblazing Sign	Large single-faced TxDOT sign
F. Trailblazing Sign	Medium single-faced TxDOT sign
G. Vehicle Directional	Medium double-faced sign in downtown conditions
H. Vehicle Directional	Small double-faced sign in downtown conditions
I. Identification Sign	Large single-faced monumental sign
J. Identification Sign	Medium single-faced monumental sign
K. Identification Sign	Medium double-faced monumental sign
L. Identification Sign	Small double-faced monumental sign
M. Regulatory Sign	Decorative parking control sign
N. Regulatory Sign	Standard parking control sign
O. Regulatory Sign	Decorative traffic control sign
P. Regulatory Sign	Standard traffic control sign
Q. District Identity Sign	Decorative district identity sign
R. District Identity Sign	Standard district identity sign
S. Roadway Sponsorship	Standard identity sign / TXDoT
T. Address Sign	Decorative freestanding district branded sign
U. Pedestrian Directional	Decorative freestanding district branded sign directional sign
V. Pedestrian Directional	Standard freestanding district branded sign directional sign
W. Primary Arrival Sign	Large freestanding double-faced sign
X. Primary Arrival Sign	Large freestanding single-faced sign / monument wall
Y. Map and Info Kiosk	Large pedestrian scale decorative mapping / info kiosk
Z. Map and Info Kiosk	Medium pedestrian scale decorative mapping / info kiosk

Phase 4 | Technical Specification

Once a final graphic brand has been approved and the final signage designs are approved, we can build construction documentation, collect the location plans and message schedules, and create final production artwork for the graphic brand and produce a graphic standards manual to guide the program through fabrication and implementation.

Deliverables:

- All signage fabrication level drawings of all sign types complete with engineering stamp.
- Note: Stamp may not be required for all sign types.
- Mode of delivery shall be in PDF digital version as well as a printed version.
- Project manual shall be published via PDF and digitally
- All drawing assets developed shall be saved in an EPS format
- All fonts and color specifications shall be provided both printed and digitally



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- All signs shall be in compliance with all TxDOT requirements for Wayfinding Signage (reference Section 2D.50 Community Wayfinding Signs of the Texas Manual on Uniform Traffic Control Devices document)

Bid Response Requirements

The detailed requirements set forth are mandatory. Failure to respond to a specific requirement may result in disqualification. The City of Palestine, TX reserves the right to accept or reject any or all proposals. Proposers are reminded that proposals will be considered exactly as submitted. Points of clarification will be solicited from proposers at the discretion of the City of Palestine, TX. Those proposals determined not to be in compliance with provisions of this RFP and the applicable law and/or regulations will not be processed.

City of Palestine, TX reserves the right to enter into negotiations with a single firm OR may create a short list of firms, based upon qualifications and pricing and may conduct interviews, engage in further discussion, or negotiate pricing terms.

Responses to this RFP must include the following:

1. Cover Letter and Table of Contents

The RFP must include a cover letter giving a brief summary of the contents of the RFP and a table of contents laying out each section with corresponding page numbers.

2. Introduction and Qualifications

This section will need to contain an overview of the firm and any proposed sub-contractors. The introduction shall indicate the legal name, address, website, telephone number, and local contact. The firm will provide an overview and history of the firm including identifying all firm members who will be working on this project and their experience. The firm will also describe its history on similar wayfinding signage projects and identify other municipalities for which it has provided similar services in the past.

3. Cost Breakdown

Provide a fee schedule, including hourly rates for the completion of wayfinding signage design and implementation plan development.

4. References

Provide at least three references or portfolio pieces for which the firm or a member of the firm has performed similar services.

5. Sample Documents

Provide examples of wayfinding signage and planning documents for similar wayfinding signage services the firm has done for other municipalities.

Delivery: Proposals must be sealed. Proposals may be mailed or hand-delivered to the City of Palestine, City Secretary. Sealed proposals for Wayfinding Design and System Plan are due to the City Secretary's Office by 3:00 p.m. on Monday, December 14, 2020.

Proposals are required to include nine (9) copies of the Statement of Qualifications.

Please include on the sealed bid envelope:

"SEALED RFP 2020-029 - TO BE OPENED: MONDAY, December 14, 2020 at 5:30 P.M."



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Proposals received after this time will be returned unopened. The City reserves the right to reject any and all proposals, to request additional information concerning any proposal for purposes of clarification, and to waive any irregularities and informalities in the submittal and evaluation process. This RFP does not obligate the City to pay any cost incurred by respondents in the preparation of the proposal. Furthermore, this RFP does not obligate the City to accept or contract for any implied services.

Mailing Address and Hand Delivery Address:

Teresa Herrera, City Secretary
ATTN – SEALED RFP 2020-029 - TO BE OPENED: 12/14/2020 AT 5:30 P.M.
504 N. Queen Street
Palestine, TX 75801

Your proposal shall be governed by the following schedule:

Monday, December 14, 2020 at 3:00 p.m., Central Standard Time (“CST”)

Sealed, written proposals due at Palestine City Secretary’s Office. Proposals received after this time will not be considered.

Wednesday, November 25, 2020 at 5:00 p.m., CST

Deadline for inquiries, questions, requests for information, or pre-proposal conference with the City Manager and staff. All questions must be submitted in writing.

Pre-Proposal Conference:

The City Manager or staff will meet with any respondent prior to 5:00 p.m. on Wednesday, November 25, 2020, to provide any additional information. Proposers must schedule an appointment by contacting the City Manager’s office at 903-731-8415 to schedule the pre-proposal conference.

Monday, December 14, 2020 at 5:30 p.m., CST

Opening of sealed RFPs during the Palestine City Council meeting. To be considered for this engagement you must meet the qualifications and satisfy the requirements set forth in this RFP.

Communications/Inquiries: All communications regarding the submission of your proposal are to be in writing directly to Mary Raum at mraum@palestine-tx.org.

Proposals will be reviewed by Staff the week of December 15 through December 23, 2020.

Interviews with finalists will be held the week of January 11 through 15, 2020, if necessary.

Review and Right of Refusal

City of Palestine, TX will evaluate the proposals based on the factors outlined within all requested documentation, which shall be applied to all eligible, responsive proposals in selecting the successful submitter. Proposals will remain in effect for 90 days. Proposals cannot be altered or amended after the submission deadline. Any interlineations, alterations, or erasures made before bid opening must be initialled by the signor of the proposal, guaranteeing authenticity.

City of Palestine, TX reserves the right to disqualify any proposal for, but not limited to: person or persons it deems as non-responsive and/or non-responsible; a failure to respond to each section; or whose experience does not describe the competencies required.



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In connection with the evaluation, the City may invite one (1) or more applicants to make an oral presentation to the City Council.

The following information will be taken into consideration during the evaluation process:

1. Meets qualifications identified in the Request for Proposal.
2. Complete and clear responses to requested information.
3. Familiarity with laws and regulations governing Texas municipalities and operating procedures relative to conduct City business.

(Review and Right of Refusal cont'd)

4. Ability to provide the full range of services requested.
5. Demonstrates sound judgment, integrity, and reliability as determined by the references provided.
6. Cost of providing basic and hourly services as per the submitted rate schedule.
7. Results of an oral presentation to Council (if required).
8. Preference will be given to firms located within 75 miles of Palestine.

Proposal packages will be available on Monday, October 26, 2020 at 8:00 a.m., from the City Secretary's Office, 504 North Queen Street, Palestine, TX or on the City of Palestine's webpage: www.cityofpalestinetx.com. For a copy of the RFP package, access the City Web Site: www.cityofpalestinetx.com or phone Teresa Herrera, City Secretary at 903-731-8414 or e-mail: therrera@palestine-tx.org. Notice: Any notice provided by this RFP or required by law to be given to the respondents by City of Palestine shall be deemed to have been given and received on the next business day after such written notice was deposited in the U.S. Postal Service mail facility in City of Palestine, Texas by registered or certified mail addressed to the respondent at the address provided in the sealed respondent. Any interpretation, corrections, or changes to this Request for Proposals will be made by addenda. The sole issuing authority of addenda shall be the City of Palestine City Secretary. Addenda will be mailed to all who are known to have received a copy of this Request for Proposals. Bidders shall acknowledge receipt of all addenda.

City of Palestine, TX reserves the right to make such investigations of the qualifications of the proposer as it deems appropriate. Award of any project may be made without discussion with proposers after responses are received. City of Palestine, TX reserves the right to cease contract negotiations if it is determined that the Proposer cannot perform services specified in their response.

Contract Term

The City will require the selected respondent to sign a separate, formal contract that fully incorporates all provisions of this solicitation. The City reserves the right to modify terms and conditions of any proposed contract during negotiations with the respondent.

Assignment: The selected respondent shall not sell, assign, transfer, or convey any resulting contract in whole or in part without the prior consent from the City Council.

Termination of Contract: The City of Palestine reserves the right to terminate the contract immediately in the event the successful respondent:

1. Fails to meet delivery schedules.
2. Defaults in the payment of any fees.
3. Otherwise fails to perform in accordance with this contract.
4. Becomes insolvent and/or files for protection from bankruptcy law.

Termination of Convenience: The termination of the contract may be terminated without penalty, by either party by providing thirty (30) day's written notice to the other party, or under any other provisions provided by City Charter.