

CITY OF PORTSMOUTH, NH

RFP 19-13

REQUEST FOR PROPOSALS

CONSULTING SERVICES

WAYFINDING PROGRAM

Sealed Proposals, plainly marked “RFP 19-13, Consulting Services, Wayfinding Program” on the outside of the mailing envelope, addressed to the Finance/Purchasing Department, City Hall, 1 Junkins Avenue, Portsmouth, NH 03801 will be accepted until 2:00 p.m. on November 29, 2012.

The City of Portsmouth is requesting proposals from qualified consultants for the development of a city-wide Wayfinding Program.

Specifications and Request for Proposal forms may be obtained by visiting the Finance/Purchasing Department section of the City of Portsmouth website at www.cityofportsmouth.com/finance/purchasing.htm.

There will be an **optional pre-proposal meeting on November 14, 2012 at 10:00 a.m.** in Conference Room A, 1st Floor, City Hall, 1 Junkins Ave Portsmouth, NH. All proposers will have an opportunity to ask questions at this meeting.

Requests for additional information should be directed in writing to Juliet Walker in the City of Portsmouth Planning Department at jthwalker@cityofportsmouth.com. The **deadline for questions and requests for additional information is November 16, 2012 at 1:00 pm.**

Addenda to this RFP, if any, including written answers to questions and summary of questions and answers from the pre-proposal meeting, will be posted on the City of Portsmouth website under the project heading.

If you have administrative questions please contact the Finance/Purchasing Department at the following number: (603) 610-7227.

The City of Portsmouth reserves the right to reject any or all proposals, to waive technical or legal deficiencies, and to accept any proposal that it may deem to be in the best interest of the City.

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Addenda to this proposal, if any, including written answers to questions, will be posted on the City of Portsmouth Purchasing website under the project heading. It will not be sent directly to consultants.

OPTIONAL PRE-PROPOSAL MEETING

There will be an **optional pre-proposal meeting on November 14, 2012 at 10:00 a.m.** at Conference Room A, 1st Floor, City Hall, 1 Junkins Ave, Portsmouth, NH. All proposers will have an opportunity to ask questions at this meeting. Written summary of the questions will be provided following the meeting.

PROJECT BACKGROUND/PURPOSE

The City of Portsmouth is a historic New Hampshire port city settled in 1623. It is a compact community (16 square miles) of 21,000 residents situated directly off of Interstate 95 on the Maine / NH border. The city's scenic location on the Piscataqua River and its rich maritime and architectural history make it a popular tourist destination. There are numerous cultural organizations, historic sites, and other destinations that draw a significant amount of visitors to this part of the seacoast.

Portsmouth is a regional employment hub with over 250 businesses located at Pease International Tradeport alone, along with a number of medium to large-size enterprises located throughout the City. Many of Portsmouth's historic sites and visitor attractions are located within the compactly-settled, vibrant and distinctive downtown along with numerous retail shops and restaurants. Route 1B, Marcy Street, and the Memorial Bridge are on-roads portions of the NH Seacoast Greenway, which is the New Hampshire portion of the East Coast Greenway urban trail network. The intended users of the East Coast Greenway are bicyclists and pedestrians. The NH Coastal Scenic Byway follows Routes 1A and B in Portsmouth. The primary intended users of scenic byways are motorized vehicles.

Portsmouth is located within a highly developed regional transportation network and has a mature local transportation system. Interstate 95, a major corridor for travelers in New England, bisects Portsmouth approximately three-quarters of a mile from the central downtown area, and there are five exits off the interstate within Portsmouth city limits. The Spaulding Turnpike

(Routes 4 and 16) is a limited access highway, which provides access from the northwest. Route 33 is another important gateway from the west of the City, and Route 1 provides regional access from Maine and towns to the south and is also an important local connector. The primary mode of travel for visitors is car or bus, but many arrive by bike and occasionally by boat. Once here, many circulate around the downtown and between destinations on foot.

The City maintains and manages over 2,500 public parking spaces. A 900-space parking garage is located in the heart of the downtown and there are seven other public parking lots in and around the downtown area. There are also park and ride lots near Exit 3 east of I-95 and at the Portsmouth Transportation Center at Pease Tradeport.

Despite Portsmouth's regional accessibility, the historical development patterns of the City create challenges for navigating off of the primary entryways along a dense and complex local street network.

Numerous plans and studies developed for the City have referenced the need for a wayfinding system. These are listed below. In addition, the business community, visitor sites, and cultural organizations have all expressed a need for wayfinding that can both help travelers navigate efficiently to destinations and amenities (such as parking), as well as increase site visibility and help attract new visitors.

Reference Plans / Studies and Other Related Reports

- The City's Master Plan (2005):
www.cityofportsmouth.com/masterplan/MasterPlanFinalComplete-Aug2005.pdf
- Islington Street Corridor Improvement Action Plan (2009):
www.cityofportsmouth.com/economic/islingtonstreet.htm
- Downtown Parking Study (1998):
www.cityofportsmouth.com/transportation/DtPrkStdy1998.pdf
- Report on Parking Impacts on Downtown Vitality (2011):
www.cityofportsmouth.com/transportation/FinalParkingReport.pdf
- The Cultural Plan (2002): www.cityofportsmouth.com/planning/CommLifeandArts.pdf
- East Coast Greenway Trail Signage Manual: greenway.org/pdf/trail_signage_manual.pdf
- Destination Portsmouth: www.goportsmouth.com
- Partial list of local cultural organizations and destinations:
www.portsmouthhistory.org/discover_portsmouth_center/partners
- Economic Development Commission Action Plan (2012):
www.cityofportsmouth.com/economic/EDC2012ActionPlan.pdf

PROJECT GOALS

The City's wayfinding program should provide consistent and attractive information to assist the traveling public to navigate efficiently to key destinations within the City. To achieve this, the planning process should:

- Identify policies, criteria, and graphic conventions for wayfinding;
- Coordinate with the City staff and seek input from a Wayfinding Advisory Committee, as well as other stakeholders;
- Consider wayfinding needs for all modes of travel including for motorized vehicles, bicyclists and pedestrians;

- Identify ways that wayfinding can enhance and reflect the distinctive and creative character of the City; and
- Anticipate the continued evolution of downtown and other areas, traffic pattern changes, addition of new destinations and increasing pedestrian and bicycle traffic.

The wayfinding program should include, but not be limited to:

- General information for pedestrians, bicyclists, and motorists;
- Arts and culture destinations;
- Memorial and historical venues;
- Entertainment venues;
- Public parking;
- Visitor information and amenities;
- Landmarks;
- Other popular destinations for visitors;
- Significant municipal/public buildings.

SCOPE OF WORK

The Consultant will work alongside City staff and will additionally seek input from the Wayfinding Advisory Committee with representatives from the cultural community, businesses, visitor destinations, and economic development.

The Consultant's role will be to carry out the scope of work described below. It is anticipated that the selected consultant will use a combination of GIS mapping, illustrative graphics, and written narrative for each of the identified tasks. The proposal should clearly identify the method for documenting or illustrating the deliverables for each task. The Consultant may modify the desired scope of work presented below if, based on their professional expertise and knowledge, they can provide an approach that will more effectively address the goals of this project; however, the consultant shall not delete any requested scope tasks unless explicitly noted.

This project is Phase 1 of the establishment of a wayfinding program in Portsmouth. It is anticipated that Phase 2 will include fabrication and installation of all or a portion of the wayfinding system.

Project Management

It is anticipated that the consultant shall establish a clear and consistent communication framework for the duration of the project. The proposed scope of work should include an effective project management approach that includes regular project updates and coordination between consultant team members. If this proposal involves a team of consultants, the lead firm and designated project manager shall be clearly identified.

Task 1: Inventory and Assessment

- Attend a minimum of one (1) meeting with the Wayfinding Advisory Committee to be coordinated with City staff
- Conduct background research of related local studies / plans

- Inventory principal destinations, attractions, and parking facilities
- Review all modes of transportation to, from and within the city, and work with city staff to establish preferred routes, connections, and parking locations serving destinations and attractions
- Identify decision points along the recommended routes for parking, destinations, attractions, and exiting
- Inventory existing wayfinding signs
- Identify areas where sign clutter is a concern
- Identify potential wayfinding sub-areas or sign districts within the city

Task 2: Recommend Wayfinding Policies and Criteria

- Attend a minimum of one (1) meeting with the Wayfinding Advisory Committee to be coordinated with City staff
- Define wayfinding classification types (including potential alternatives to signs)
- Review existing City sign policies, NH DOT requirements, MUTCD specifications, and Tourist Oriented Destination Sign regulations and determine their applicability to the proposed city wayfinding program
- Coordinate with the City's emergency management officials to understand regional emergency management routing requirements and policies for temporary construction signs
- Review existing signage / branding systems of local cultural / visitor sites and organizations
- Recommend a hierarchy of wayfinding classes that will be used to guide design, content, and location of wayfinding types (e.g. directional, automobile, pedestrian, informational, interpretive, etc.)
- Recommend criteria for determining what types of destinations or attractions are eligible for inclusion in different wayfinding classes
- Recommend a hierarchy of messaging (i.e. the guidelines for order of placement on signage)
- Recommend solutions / alternatives for accommodating sites that are not specifically identified on wayfinding
- Recommend a policy for adoption by the city that provides a clear and fair process for implementation of the city's wayfinding program
- Identify jurisdictions by city, state, federal, private as these relate to wayfinding recommendations

Task 3: Design Standards

- Establish graphic design standards for new wayfinding
- Develop an attractive, readable and easily understood design
- Where appropriate, coordinate or integrate existing wayfinding in the City
- Where appropriate, provide guidance on integrating existing or future City branding (logos and/or tag lines)

Task 4: Wayfinding Plan

- Attend a minimum of one (1) meeting with the Wayfinding Advisory Committee to be coordinated with City staff
- Develop a consistent and standardized wayfinding plan that will enable the city to provide easily understood and comprehensive direction to visitors and residents. The plan should incorporate the recommended policies and criteria identified in Task 2 and should also identify proposed locations for different wayfinding classification types.
- Provide presentation materials for support of City staff public meeting(s)
- Provide presentation materials for support of City staff presentation to City Council

Task 5: Sign Specifications and Bid Documents

- Develop wayfinding design specifications to guide fabrication and installation
- Sign specifications must be coordinated with and be compatible with the construction capabilities of the City's Department of Public Works
- Assist staff with preparation of bid documents for fabrication and installation of wayfinding components

PROJECT DELIVERABLES

- One (1) reproducible hard copy and (1) electronic copy of drafts and final wayfinding plan including narrative, illustrations, and maps documenting the study process and results.
- Design standards should provide sample illustrations and construction drawings for sign installation suitable for seeking construction bids for fabrication and installation.
- The Proposal should specify the deliverables per task. All supporting map information should be provided in GIS format compatible with ArcMap 10.0 and should be referenced to the coordinate system in NH State Plan, NAD83 (1996) with units in feet.
- All information, data, documents, photos, computer records, and other materials of any kind acquired or developed by the consultant pursuant to this project shall be the property of the City of Portsmouth.

PROJECT SCHEDULE

The selected consultant shall be expected to begin work within two weeks of contract signing and complete all tasks in their entirety by June 28, 2013.

CITY ROLE

Planning Department staff will be responsible for administering the project and overseeing the consultant's work on this project. City staff will provide information on related studies and planning initiatives and will make available the City's GIS data layers that have relevance to the project scope. Planning Department staff will be primarily responsible for planning and facilitating public meetings and other community outreach related to this planning process. Printing and mailing costs associated with public communications shall be the City's responsibility.

SUBMITTAL REQUIREMENTS

Proposals shall include the following and shall be organized using each of the elements listed below as section headings:

- A. Firm Description: Provide a brief description of the firm including firm size and area of specialization, location of corporate headquarters, and potential satellite office proposed to handle this project.
- B. Project Team: Provide names and resumes of key staff who will be assigned to the project. Each team member's education and qualifications shall be listed. The project manager shall be clearly identified. If different consultants will be teaming together, indicate the lead consultant.
- C. Project Understanding: Provide a statement summarizing how the consultant and/or project team is particularly qualified for this project.
- D. Scope of Services: Describe the consultant's approach and technical plan for accomplishing the work listed herein. The Consultant is encouraged to elaborate and improve on the tasks listed in the RFP; however, the consultant shall not delete any requested scope tasks.
- E. Project Schedule: The Consultant shall submit a schedule, itemized by task, for completing the scope of work.
- F. Project Budget: The Consultant shall submit a proposed project budget itemized by task and total project cost stated as a firm fixed fee. Labor and direct costs should be identified by task. Hourly rates for project staff shall also be provided.
- G. Comparable Projects: Description of related project experience and role of key staff.
- H. References: Three (3) references, including current contact name and phone number for similar projects.

Submittals shall be printed on two sides of the page and shall not have a plastic cover. Five hard copies and a digital copy of the proposal in a searchable PDF format shall be submitted.

FUNDING

The maximum project budget for Phase 1 of the wayfinding program is \$50,000. The total proposed budget for the tasks included in this RFP shall not exceed this amount. However, the consultant may propose additional tasks that exceed the project budget, but should itemize all additional costs associated with these tasks and should clearly indicate these in the proposal.

EVALUATION CRITERIA

Proposals will be evaluated according to the following:

1. Responsiveness to submission requirements. 10 points
2. Qualifications of firm and project team members. 30 points
3. Previous related work and references. 30 points
4. Understanding of required project work. 15 points
5. Proposal price. 15 points

The City, at its discretion, may select a firm outright or select a finalist(s) for in-person and/or telephone interviews.

CONTRACT DOCUMENT

Upon selection, the highest ranking firm will be invited to enter into contract negotiations with the City. When the contract is executed by both parties, the Consultant will be instructed to commence providing the work outlined in the contract. All information, data, documents, photos, computer records, and other materials of any kind acquired or developed by the consultant pursuant to this project shall be the property of the City of Portsmouth. If the City is unable to reach agreement with the highest ranking firm, the City will enter into negotiations with the next highest ranking firm.

ADDITIONAL INFORMATION

Requests for additional information should be directed in writing to Juliet Walker in the City of Portsmouth Planning Department at jthwalker@cityofportsmouth.com. The deadline for questions and requests for additional information is November 16, 2012 at 1:00 pm. Answers will not be sent directly to interested parties. Written answers to questions will be posted on the City of Portsmouth Finance / Purchasing Department's website under the project heading in the form of an addendum.

INDEMNIFICATION AND INSURANCE REQUIREMENTS

The Contract will require the Consultant to agree to pay on behalf of and hold harmless the City of Portsmouth for all claims arising in whole or in part from its work on behalf of the City.

Consultant will be required to maintain insurance in such form as will protect the Consultant from claims and liabilities for damages for bodily injury, including accidental death, and for property damage, which may arise from operations under this contract. Consultant shall also be required to maintain professional liability insurance. Amounts and coverages shall be subject to contract negotiations.

RESERVATION OF RIGHTS

The City reserves the right to negotiate a contract for specific tasks identified in this scope of work depending on funding availability.

The City of Portsmouth reserves the right to reject any or all submittals, to waive technical or legal deficiencies, to proceed or not to proceed with any subsequent proposal process, or to negotiate without further process any contract as may be in the best interest of the City.

The City further reserves the right to undertake such investigation as it deems necessary to evaluate the qualifications of the Consultant and to evaluate its submittal. Firms may be asked to submit releases as part of the investigation and review of qualifications. Failure to provide a release if requested will result in disqualification. All concepts, designs, information and cost-savings ideas that may be generated during the selection process shall become the property of the City of Portsmouth.