



CITY OF WAUPACA & WAUPACA AREA CONVENTION AND VISITORS BUREAU REQUEST FOR PROPOSALS

WAYFINDING SYSTEM DESIGN & BRANDING INITIATIVE

Date Issued: March 23, 2018

Proposals Due: April 20, 2018 by 4:00pm

For more information please contact:

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OVERVIEW

The City of Waupaca and The Waupaca Area Convention and Visitors Bureau (WACVB) invite highly skilled design teams to submit sealed bid proposals to assist with the development and implementation of a Branding Initiative and Wayfinding Signage Program. The City and WACVB are a partnership that seeks proposals from firms or teams that are capable of capturing the unique attributes of Waupaca while also designing a system that is both functional and beneficial for residents and visitors alike.

HISTORY

Waupaca is located in East Central Wisconsin, situated between Appleton and Stevens Point. As the largest city in Waupaca County, Waupaca is home to 6,000 residents year round but becomes a bustling destination spot in the summer when the population count triples. Although the City's population itself is small, Waupaca services a population of 15,000 people from a surrounding radius of 10-15 miles every day. In the mid 1800's the City of Waupaca started to attract settlers due to its proximity to the Waupaca River and potential for water power. With the large influx of Danish immigrants the city became the seat of Waupaca County. Today the Waupaca Area is known for the Waupaca Foundry, the historic downtown, many natural parks, and The Chain O' Lakes.

PURPOSE AND OBJECTIVES

The Waupaca Area is known by many to be a place of abundant opportunities for recreation and relaxation. By developing a new branding initiative the intent is to advance the City's identity as a destination location by focusing on the economical, residential, and community traits that make Waupaca a great place to play, visit, and live. Your goal as the selected consultant will be to envision the area's future while promoting the strengths identified through the RFP process.

The City of Waupaca and The Waupaca Area Convention and Visitors Bureau believe that wayfinding is a crucial way for visitors and residents to discover the attributes that make Waupaca a destination location. Wayfinding should be simple to understand and functionally sound in order to guide people through a space. The information should be delivered in a way as to enhance the space while being accessible to all forms of movement (walking, biking, driving, etc.). The right candidate will provide a high quality system that compliments the values of the area while being financially feasible.

The Wayfinding signage program for the City will be directly correlated with the current project of redeveloping Downtown Waupaca. The redevelopment of downtown has undergone a yearlong "visioning" process that involved community members and outside firms to establish goals for the city to re-emerge as a destination location. The reconstruction of Main Street has a tentative start date of 2018-2019. Interested candidates should correlate their proposal as closely as possible with the themes of the proposed downtown district. More information on the Downtown Plan can be found online at: <http://rdgusa.com/sites/waupaca/>.

SCOPE OF SERVICES

01 – CITY OF WAUPACA OBJECTIVES

Task 1A – City Branding Initiative

Task 1B – City Wayfinding System

02 – WAUPACA AREA CONVENTION AND VISITORS BUREAU OBJECTIVES

Task 2A – Regional Branding Initiative

Task 2B – Regional Wayfinding System

It is expected that the design development process will include: review by a committee comprised of key City and WACVB staff across several departments, at least two public meetings, and final City Council and WACVB approval for each task. The chosen consultant will participate in regular team meetings to give updates; coordinate, participate in, and provide collateral materials for public meetings and City Council and WACVB meetings, and acquire necessary information as appropriate to complete the scope of work. Tasks will be separated into two different committees working exclusively of each other. One committee will be leading the completion of tasks for the Waupaca Area Convention and Visitors Bureau while the other committee will be focusing on the City. Through a partnership between the City of Waupaca and the Waupaca Area Convention & Visitor Bureau, along with the chosen consultant, the established goal is to create a cohesive network of signage that establishes an ongoing administration and maintenance plan.

Task 1A

The City Branding Initiative aims to provide Waupaca with a clearer vision into who we are as a community. The branding will consist of visual elements, messaging and brand expression. The purpose of the branding initiative is to create a simplistic, clear, unified and memorable design to reach targeted audiences who come from a wide variety of backgrounds. While the City already has a seal in place it will be the consultant's responsibility to develop a new brand that incorporates the existing seal. Please refer to Appendix A for the existing City seal.

Deliverables for this task include: a style guide for visual and graphic standards, templates for common needs such as letterhead, web page layout, report covers, and specific extent of colors, fonts, sizing, and schema of all branding components.

Task 1B

As a proposed system, this task will aid in the accessibility of noteworthy locations within the city such as: parking lots, the business districts: specifically Churchill and Fulton streets, downtown, community parks and other places throughout the area. Please refer to Appendix B for an existing wayfinding sign.

The City is interested in potential partnerships with teams that can identify critical components necessary to producing an effective system. Teams should work to produce signs that are apparent to be an integral part of a system. Types of signage should include: gateway signage, vehicular directional signage, pedestrian and bike signage. The ideal proposal will include a system that incorporates locations throughout the city; easily accessible from all major points of entrance. The signage should be detailed enough to promote efficient travel to and from points of interest.

Consultants shall design a system that includes but is not limited to:

- Three (3) proposed themes to communicate the characteristics of the City of Waupaca through the Wayfinding Signage System
- Three (3) main commercial corridors
- Location of individual signs
- A map layout with flow paths from major entrances and exits to the city
- Expected routes taken by both residents and first time visitors from location to location
- Specific sign dimensions
- Font size/styles, color palette(s), symbols, and layouts

Task 2A

The Waupaca Area Convention and Visitors Bureau has utilized the theme ‘Where Memories are Made’ for several years in all of its advertising outlets. WACVB would like to determine if a new theme or brand should be established and if so what would that be. The theme is used in multiple media outlets to attract new visitors and ensuring return of long time visitors to the Waupaca Area.

Consultants shall:

- Lead discussion and help determine whether to use our existing brand or if a new brand should be developed
- If determined to use current brand, redesign brand image by providing 3 examples
 - With graphic design and color choices
 - Guidelines of placement and use
- If determined to create a new brand, provide 3 examples
 - With graphic design and color choices
 - Guidelines of placement and use

Task 2B

Developing a wayfinding program that will encompass a 10-mile radius of the City of Waupaca which we refer to as the Waupaca Area. The programs purpose is to direct visitors to attractions and points of interest and at the same time increase awareness of these hidden gems in the Waupaca area. Attractions and points of interest could include but is not limited to parks, camps, historical sites, silent sport locations, natural resources and businesses. As a part of this task the

consultant will help in developing a comprehensive list of these locations, determining if segmenting or districting our area is needed and determining sign locations.

Consultants shall design a system that includes but is not limited to:

- Three (3) proposed themes which portray the Waupaca Area as a prime place to visit
- Wayfinding sign design specifications
- Determine list of sign locations, type of sign to use and content

QUALIFICATIONS

Priority will be given to candidates with the following:

- A strong project manager skilled at managing complex projects. The project manager must be skilled at managing design projects to ensure that they are delivered within scope, according to schedule, and within budget.
- Proven history of strong design work with regard to community level focus
- A portfolio that offers positive reviews from past clients with specific regard to communication between client and consultant, the ability to capture desired ideas, and understanding of the community in which the project is taking place.
- Expertise in Urban Design
- Branding experience
- Wayfinding Design experience
- Innovative Community Engagement
- A genuine understanding of the community and all it encompasses

PROCESS INSTRUCTIONS

After the city has received submissions from interested parties there will be internal review of each submission. The top three (3) submissions may be contacted to schedule an interview and presentation of their submitted proposals. City and WACVB staff from different departments will collaborate to make up the panel that will conduct the interviews. Once the interviews and presentations have been held the staff will decide on the first and second choice of consultant teams to assume the project. From there, the panel will select the most qualified consultant and will be in contact to finalize the scope and move forward with the tasks outlined in the RFP.

Selection Criteria and Process

Final decisions on awarding a contract will be based on the following criteria:

- Specialized experience of the team and related experience on projects of similar scope in similar type and market communities
- Proposed project approach, including team organization and structure, proposed schedule, and understanding of project objectives

- Thoroughness and completeness of the proposal
- Qualifications, references, and capability of key staff
- Approach to facilitating meaningful public participation through a variety of means and media
- Reasonability of project costs
- Proposed timeline (with preference given to completing the project in 2018)

SUBMITTALS

Proposals must include but are not limited to:

- Cover page, with project manager contact information and an authorized signature accepting the City's and WACVB terms and conditions as stated in this document.
- A detailed approach to this project, including but not limited to scope of work and timeline, and proposed review process and deliverables. The proposal should reflect the respondent's intent, creativity, and understanding of the scope of work.
- Profile of consultant team, including the project manager and key members. This may be presented in the form of very brief personal resumes. The profile should clearly convey previous relevant experience of team members, and provide concise reference to the required qualifications listed above.
- Samples of relevant previous work of key team members (proposal must include relevant samples of work completed by consultant; may include links to external sites).
- Hourly rates of team members.
- Proposed fee structure and general breakdown of costs for each task in proposed scope of work.
- List of at least three relevant references and contact information, including phone and email.
- **Submitted proposals shall be made up of one (1) digital copy and twelve (12) hardcopies.**

Sealed Bids

The sealed bids will indicate the total cost of the proposed project approach and scope of services. A range of total costs may be provided if multiple alternatives have been included in the proposal. Estimated hours to be spent on specific tasks and hourly rate should be broken out to the greatest extent practicable. If hours are to be billed at different rates, a breakdown of hours per wage shall be provided. A sealed bid is required for both the City and WACVB task list.

QUESTIONS

Questions regarding any portion of the City's proposed scope of services may be referred to Brennan Kane, Director of Community and Economic Development for the City of Waupaca. He

can be reached by phone at 715-942-9904, or by email at bkane@cityofwaupaca.org. Questions related to the Waupaca Area Convention and Visitors Bureau may be directed to Terri Schulz, President, who may be reached at 715-258-7343, or by email at terri@waupacaareachamber.com.

TIMELINE

ITEM	DATE
RFP issued	March 23, 2018
Deadline for submitting questions	April 13, 2018
Deadline to submit proposal	April 20, 2018 by 4:00pm
Interview notification for selected consultants	Week of May 7, 2018
Interviews conducted for final consultants	Week of May 14, 2018
Notification of award to chosen consultant	Week of May 21, 2018
Final decision brought to City Council and WACVB	June 5, 2018

TERMS AND CONDITIONS

The City and WACVB reserves the right to accept or reject any or all proposals or portions thereof without stated cause. Upon selection of a finalist, the City and WACVB by its proper officials shall attempt to negotiate and reach a final agreement with the finalist. If the City and WACVB, for any reason, is unable to reach a final agreement with this finalist; the City and WACVB then reserves the right to reject such finalist and negotiate a final agreement with another finalist who has the next most viable proposal. The City and WACVB may also elect to reject all proposals and re-issue a new RFP.

Clarification of proposals: the City and WACVB reserves the right to obtain clarification of any point in a consultant's proposal or obtain additional information. Any request for clarification or other correspondence related to the RFP shall be in writing or email, and a response shall be provided within three (3) business days.

The City and WACVB is not bound to accept the proposal with the lowest cost, but may accept the proposal that demonstrates the best ability and most qualified to meet the needs of the City and WACVB. The City and WACVB reserves the right to waive any formalities, defects, or irregularities, in any proposal, response, and/or submittal where the acceptance, rejection, or waiving of such is in the best interests of the City and WACVB. The City and WACVB reserves the right to disqualify any proposal, before or after opening, upon evidence of collusion, intent to defraud, or any other illegal practice on the part of the consultant.

SIGNATURE BLOCK

Note: Please return this page with your proposal.

This undersigned, an authorized agent of his/her company, hereby certifies:

- () the receipt of this letter to solicit bids (on this date):
- () familiarization with all terms, conditions, and specifications herein stated,
- () company is qualified to perform work and services as proposed,
- () that the proposal submitted is valid until _____ (date).

Company Name

Authorized Signature

Mailing Address

Printed Name

City, State, Zip

Title

Type of Entity (S-Corp, LLC, etc.)

Phone Number

Web Site

Email Address

APPENDIX A



APPENDIX B

