
CITY OF LANGLEY REQUEST FOR PROPOSAL WAYFINDING STRATEGY

SUBMIT PROPOSAL TO

Brigid Reynolds
Director of Community Planning
City of Langley
112 2nd Street
Langley, WA 98260
(360) 221.4219
planning@langleywa.org

DUE DATE: THURSDAY MAY 24, 2018 BY 4:00 P.M.



CITY OF LANGLEY WAYFINDING STRATEGY

Request for Proposal

INVITATION

The City of Langley, Washington, is seeking the services of qualified consultants with expertise in planning, graphic design and municipal wayfinding to complete a Community Wayfinding Strategy and to begin its implementation.

COMMUNITY BACKGROUND

The City of Langley is a small historic town located on the south end of Whidbey Island overlooking Saratoga Passage. It is a charming community that is characterized by the convergence of beautiful and inspiring natural environments and its historic downtown. Because of these assets Langley has been called the “Village by the Sea”. It is a vibrant, artistic, human-scaled and walkable community that supports social and cultural connections amongst locals and visitors. Although the City is one square mile, it is the artistic, cultural, retail, service and entertainment center for South Whidbey, attracting visitors, retirees, businesses and new families. The City has a downtown core, secondary commercial districts, a marina, an ‘arts and recreation’ district, and surrounding residential neighborhoods as well as parks and open spaces scattered around the community.

The City’s population is 1,135 and its citizens are very engaged. The City has eight citizen commissions including Historic Preservation, Design Review, Arts Commission and Planning Advisory. There is an active Chamber of Commerce and Langley Main Street Association, both of which work closely with business owners and City to promote and enhance the community.

PROJECT BACKGROUND

The Planning Department has been working on wayfinding since the 2016. Over that period staff prepared a Wayfinding Backgrounder that outlines many of the issues, includes a comprehensive inventory of wayfinding signs and elements found throughout the community and provides various recommendations. An ad-hoc committee has been formed to help guide the work. The committee is comprised of representatives from the Arts Commission, Langley Main Street Association, Second Street Market, Parks and Open Space Commission and the Design Review Board. A Needs Analysis has recently been completed which further refines the inventory, issues and recommendations. These two documents and supporting graphics form the basis of this request for proposal. These documents can be found as Attachments 1 and 2 of the RFP.

Project goal

Complete a Wayfinding Strategy for an attractive system of signage and wayfinding elements that establishes unified design standards for a city-wide wayfinding program that can be implemented in phases over multiple years as budget becomes available.

Project Objectives

The primary objective is to build on the Wayfinding Backgrounder and Needs Analysis to establish a functional system of community signage and wayfinding elements that embodies Langley’s unique character and effectively directs people around the city.

Specific project goals include:

- Using the existing background work to develop a wayfinding system that allows people to comfortably navigate their way around the community.



- Eliminating sign redundancy and reducing visual clutter created by unneeded signs.
- Designing for a range of modalities.
- Establishing an implementation plan with short, medium and long-term priorities.
- Fabricating short term priority elements.

SCOPE OF WORK

The proposed scope of work is intended to be a general outline of the work we anticipate be included in the process. It is not an all-inclusive description of the elements to be included in the plan or associated activities.

1. Review and build on the Wayfinding Strategy and Needs Analysis.

- Using the Wayfinding Backgrounder and Needs Analysis to prepare a final Wayfinding Strategy.

2. Recommend signage types and elements that should be added, replaced or consolidated.

- As outlined in the background documents there are many different signs located around the City but they may not be in the best location or there are gaps. For example, districts with amenities or services outside of the downtown core lack wayfinding elements.
- Create a process for the consolidation and reduction of current clutter of signage.
- Identify short, medium and long-term priorities areas for removal and replacement.

3. Recommend design standards for wayfinding elements that incorporate the City's logo and reflect the City's identity.

- Currently there is no cohesive or unifying theme for the signs and elements distributed around the City.
- Prepare a minimum of two schematic design concepts from which a final design concept will be selected.
- From the final design concept selected by the City – submit final design drawings that include detailed specifications for fabrication, dimensions, materials, colors, and installation requirements.
- Schematics should include, at a minimum, the following sign types: directional, pedestrian, park, trail, parking, and destination identification.
- All changes must be in accordance with Washington State Department of Transportation (WSDOT) and the Manual on Uniform Traffic Control Devices (MUTCD) standard.
- Provide full cost analysis of all
 - Construction and manufacturing costs
 - Installation costs, and
 - Long term maintenance costs

4. Engagement

The committee will act as advisors to staff and the consultants on the development of the strategy. Staff anticipates an initial meeting with staff and the advisory committee for an overview of the project and to gather information. This will include a tour of the City.

Two engagement events are to be held to consult with the community:

- To present and receive input on the two design concepts and short-term priorities.
- To present the final draft wayfinding strategy.



5. Staff Responsibilities

- Coordinating and advertising the public events and provide recommendations as to how the events should be structured.
- Provide maps, GIS information and data, as needed.
- Provide materials for meetings, as needed.

6. Deliverables

- A summary of research and findings that led to the final recommendations of the plan.
- An electronic copy of the final plan which includes specific of each sign design including detailed specifications for fabrication, dimensions, materials, colors, and installation requirements.
- A detailed location map that includes position and type of sign at each location.
- A recommended phase plan and signage policy for implementation.

SUBMITTAL REQUIREMENTS

Proposals must be provided electronically. Proposals must be clear, succinct and not exceed 20 pages, excluding any addendum attachments. Only complete submittals will be considered for evaluation. All proposals and attachments will become part of the public record. Proposal content must include the following:

1. Cover letter
2. Firm description. Describe your firm's area of expertise, type of organization, length of time in business, number of employees, and other information that would be helpful in characterizing your firm.
3. Project team. The names and qualifications of personnel in the firm who have worked on similar projects and would be made available to work on this project. Identify the Project Manager who will be responsible for the day-to-day management of project tasks and who will be the key point of contact with the City. Identify and sub-consultants (if proposed) and describe their role in the project.
4. Scope of work. Provide a succinct, but detailed description of the process and products that would be delivered based on the Scope of Work section of this RFP.
5. Project schedule and budget. Submit a schedule, itemized task, for completing the scope of work. Include the following cost categories in tabular format.
 - a. Labor costs by:
 - i. Individual (name)
 - ii. Estimated hours by task
 - iii. Hourly rate and total cost
 - b. Overhead. Show as a percentage of labor cost.
 - c. Other direct costs. Itemization that may include but are not limited to:
 - i. Transportation
 - ii. Lodging and meal per diem
 - iii. Printing
 - iv. Communication
 - d. General administrative costs. Indicate base used and basis therefore, percentage and total.
 - e. Total project budget.
6. Work samples. Provide digital copies of two example work products that most closely match the product desired in this RFP (weblinks are preferred).



7. References. Include three references for similar projects, including current contact information.

Proposals must be submitted electronically by 4:00 pm on May 24 to be considered. No amendments to proposals will be accepted after this time. The City of Langley reserves the right to accept or reject any or all proposals.

Submit electronic proposal to:
Brigid Reynolds MCIP, RPP
Director of Community Planning
112 2nd Street
Langley, WA 98260
(360) 221.4219
planning@langleywa.org

All costs incurred by the consultants in the preparation of the response to this RFP, including presentations and/or participation in an interview, shall be borne solely by the respondent.

CONSULTANT SELECTION AND EVALUATION PROCESS

Proposals will be accepted from individuals, organizations (profit or non-profit), or other collaborative arrangements that:

- Are qualified to conduct business in the State of Washington and the City of Langley
- Have experience in the design of signage and wayfinding specification packages from conceptual design to fabrication and installation.

The City reserves the right to:

- Qualify, accept, or reject any or all proposals as deemed to be in the best interest of the City.
- Accept or reject any or all proposals and to waive irregularities or technicalities in any proposals when in the best interest of the City.
- Accept or reject any exception taken by a proponent to the terms and conditions of the RFP.
- To request additional information to clarify the content of a proposal.
- To verify the information received in a proposal. If the proponent knowingly and willfully submits false information or data, the City reserves that right to reject the proposal. If it is determined that an agreement was awarded based on false statements or data submitted in response to this RFP, the City reserves the right to terminate the agreement.
- Withdraw the RFP at any time without prior notice. The City makes no representation that any contract will be awarded to any respondent to the RFP.

Interviews may be held to determine the final successful consultant. Any costs associated interviews shall be the responsibility of the respondent.

If an insufficient number of proposals are received or the proposals received are inadequate or do not meet the terms of the RFP or are not cost effective, the City may, at its sole discretion, reissue the RFP or enter into a contract with a consultant of its choice.



Evaluation Matrix

Criteria	Points
Responsiveness and completeness of RFP	5
Team and subconsultant qualifications, credentials, and experience	25
Approach and project understanding	25
Plan budget and value to the City	20
Team schedule and availability	10
Use of local professionals	10
Value added	5

The City will conduct a preliminary evaluation of all proposals to determine compliance with requirements and mandatory document submissions.

The City encourages:

- The use of local professionals in each project to retain maximum economic benefits tied to the community.
- Successful firms to plan and budget for minimum required travel costs as part of the project to make the best possible use of the City's funding.

Minority and women-owned firms and veteran-owned firms are afforded the maximum practicable opportunity to compete for and obtain public contracts for services.

Consultant Selection Schedule

The following is the proposed schedule and key dates for finalizing a consultant contract. All dates are subject to change.

RFP Issued	April 13
RFP Close	May 24
Question period ends	May 16
Review of proposals	May 25 to 31
Consultant selection	June 1
Resolution authorizing contract by City Council	June 4
Project Commencement	June 11

Questions received from consultants related to proposal submissions and their responses will be posted on the City website. All questions must be received by May 16. Any questions received after May 16 will not receive a response.

BUDGET

The budget for this project is \$20,000. However, approximately 30 percent of the budget must be used for the fabrication and installation of phase I recommendations.

INQUIRIES

Direct questions regarding the RFP to:

Brigid Reynolds, Director of Community Planning

City of Langley

planning@langlewa.org