



OLMSTED FALLS

Request for Proposals

Wayfinding & Branding Master Plan

RFP #19-01ED

City of Olmsted Falls

Issued: May 2, 2019

Due: May 17, 2019 by 4:00 p.m.

City of Olmsted Falls
Department of Economic Development
26100 Bagley Road
Olmsted Falls, OH 44138
paccordino@olmstedfalls.org 440.427.2357
www.olmstedfalls.org

Sealed proposals are due on or before 4:00 p.m. on Friday, May 17, 2019.

All proposals should be clearly titled **City of Olmsted Falls Request for Wayfinding & Branding Master Plan RFP #19-01ED**. If hand-delivering, please come to City Hall, Clerk of Council Office on the 1st floor.

Sealed proposals, with four (4) copies of all materials, should be hand-carried or delivered by traceable means to the City of Olmsted Falls Clerk of Council and time/date stamped. *Electronic submissions will not be accepted*. Proposals should be addressed as follows:

**City of Olmsted Falls
Request for Wayfinding & Branding Master Plan RFP #19-01ED
26100 Bagley Road
Olmsted Falls, OH 44138**

Proposals must address all the issues reflected in the following outlined requirements, with an attached total price summary, in order to be considered responsive. Questions regarding this request for proposals should be directed to Paula Hennessey Accordino, director of economic development at 440.427.2357 or paccordino@olmstedfalls.org.

INTRODUCTION

The City of Olmsted Falls, hereinafter referred to as “the City,” is seeking a consultant skilled in wayfinding and community branding to develop a two-part study that includes 1) a community branding study; and, 2) a wayfinding signage study that will formulate a final, master plan for the City relating to a comprehensive navigational plan.

The Branding Plan:

- shall focus on community amenities, strengths and goals to form a cohesive, positive image in both graphics and message (mission statement development in graphics form).
- will create a distinct, unique and recognizable identity for the City of Olmsted Falls apart from surrounding communities 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 and parks and waterfalls as “destinations.”
- should consider ways to position residential, commercial and business districts as premier destinations.
- will embrace the City’s heritage and charm while promoting potential for growth and inspiring new thoughts about business development.
- will distinguish the City from neighboring Olmsted Township and North Olmsted in essence and character.

The Wayfinding & Signage Plan:

- shall be developed to distinguish areas of the City apart from one another, including the historic downtown and central business district.
- shall recommend signage and design for gateway points to welcome and guide travelers from major entrance points into and within the City toward schools, City Hall, downtown, south, library, churches, and other important destinations outside the community such as the hospital.
- 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 policies and develop criteria that serve as hierarchies for destinations, routes and modes.
- will develop estimates to achieve recommended signage plan and recommend funding sources and strategies to fully accomplish the plan.

OVERVIEW

The City of Olmsted Falls encompasses 4.12 square miles and is situated approximately 18 miles southwest of the City of Cleveland with a population of 8,900. It is located 6 miles from Cleveland Hopkins Airport and 7.2 miles from Nasa Glenn Research Center. The 2016 poverty rate indicated 3-percent.

In October 2018, the administration rezoned 9.74 acres to mixed use traditional neighborhood adjacent to the historic downtown. This will pave the way for the first new development within the historic downtown. The City is also focused on new commercial and residential development to increase the tax base.

The city has an unusually young population with a median age of 44, which makes it an appealing community for corporate, commercial, retail and residential development. There is great potential to engage residents in the development of a wayfinding and branding process to strengthen residential growth through greater transportation equity that a wayfinding plan would generate.

PROJECT TIMELINE:

May 2 & May 9, 2019	RFP Advertised
May 2 – May 17, 2019	Question and Answer Period
May 17, 2019	RFP Submission Deadline
May 20 – May 29, 2019	Review of Proposals
May 30, 2019	Vendor Selection Made
June 4, 2019	Contract Approval & Initial Meeting with Consultant
June - September, 2019	Discovery Workshop, Wayfinding Analysis, Community Brand Platform Development
October 2019	Design Development Plan, Sign System Plan, Public Information Meeting
November 2019	Plan Revisions
November 2019	Implementation Plan and Funding Strategy

SCOPE OF WORK:

1. Information Gathering

- a. Conduct assessment of current brand and wayfinding signage. Assessments should focus on target areas including historic downtown, residential areas, and recreation.
- b. Identify user groups, specific needs, and brand and wayfinding challenges.
- c. Based on 2016 Master Plan, develop initial design concepts for branding and wayfinding signage for discussion.

2. Develop City Brand Concepts and Multi-use Wayfinding Graphics

- a. Revisit the City's logo and develop brand use and style guide.
- b. Create a visual identity that captures the values and uniqueness of the City.
- c. Develop a brand document depicting the values of City.

3. Develop Wayfinding Signage Types and Placement

- a. Recommend Branding and Wayfinding Signage types (direction markers, street signs, gateway monuments, bikeway signs, boundary markers, designation of City limits).
- b. Create basic design schematics to be prepared and presented, including sign types, sizes, shapes, fonts, heights, spacing and style.
- c. Create a map using GIS to recommend wayfinding signage location.
- d. Develop installation location recommendations ensuring all local and state code regulations are met.
- e. Develop a phased plan for installation.
- f. Recommend signage policy in accordance with existing ABR guidelines and all regs.
- g. Provide an electronic copy of the final plan that includes specs for each sign design.

4. Design Signage Elements

- a. Provide recommended universal design standards for wayfinding elements reflective of the City's identity.
- b. Present up to three preliminary design concepts.
- c. Provide written statements for design rationale behind signage recommendations.

5. Meetings

The selected consultant will work with a committee selected by the economic development director. Three on-site meeting will be required. Additional on-site meetings may be held.

6. Completed Master Plan

RESPONSE FORMAT

Please provide four (4) copies of the following information to be considered:

- a. Include a cover letter summarizing the firm's qualifications and experience relating to wayfinding, community branding and signage plan development.
- b. Provide descriptions and qualifications of individuals from the firm who would be involved with the project.
- c. Identify any portion of the scope of work to be subcontracted.
- d. Provide a description of three (3) similar projects, including images of final branding, signage and wayfinding systems that have been implemented.
- e. Provide a written description of your firm's intended approach to the project demonstrating an understanding of issues and your firm's unique ability to successfully complete the project.
- f. Explain how your firm would meet project deadlines and deliverable schedule.
- g. Provide a lump-sum estimate for the total cost of items described within the Scope of Work as defined.

SELECTION CRITERIA

Staff will evaluate the proposals based on the following:

- Demonstrated understanding of the Scope of Work to be performed
- Description of consultant's proposed methods and procedures
- Qualifications of the firm and demonstrated success on past wayfinding branding projects
- Firms should have a location within Cuyahoga County
- References of three clients for whom wayfinding/branding projects have been performed
- Budget

Proposal Content

The evaluation and selection of a consultant and the award of a contract will be based solely on submissions meeting requirements outlined in the RFP. Failure to respond to each requirement may result in rejection of the proposal.

Consultant Qualifications

The City of Olmsted Falls may make investigations as it deems necessary to determine the ability of a consultant to perform the work, and the consultant shall furnish to the City all such information and data for this purpose, as the City may request. The City reserves the right to reject any proposal if the information submitted fails to satisfy that the applicant has the experience and qualifications necessary to perform the work successfully and meet the obligations of a contract.

Acceptance/Rejection of Proposals

The City reserves the right to accept or reject any statement of proposals submitted. Further, the City makes no representations that a contract will be awarded to any proposer responding to this request. The City expressly reserves the right to reject any proposal responding to this request without owing any reason for the rejection.

Consultant Interviews/Presentations

Proposals will be considered only from firms that demonstrate a broad and extensive experience in municipal wayfinding and branding within Cuyahoga County and offer:

Clarity in its ability to demonstrate an understanding of the project's objectives and technical requirements along with the ability to meet project goals and deadlines

Overall quality of response including the approach and methodologies the consultant will use.
Demonstration of past ability to complete similar projects within agreed upon deadlines along with references from these projects.

Capacity and professional experience of key personnel to undertake and complete project in allotted timeframe.

Incurring Costs

This request for proposals does not in any way commit the City to award a contract, pay costs associated with or incurred in preparing the submission or to make the submission.

Timetable

The timetable for the project has a mandatory completion date of December 31, 2019.

GENERAL ASSUMPTIONS AND NOTES:

The City reserves the right to reject any or all responses and to waive any formality in the process.

The City reserves the right to reject any response for noncompliance with the provisions outlined in this RFP.

In its sole discretion, the City may choose not to award a contract because of unforeseen circumstances or if it is determined to be in the best interest of the City not to do so.

The City reserves the right to select a consultant without interviewing any candidates.

The consultant shall have primary responsibility for coordinating, reviewing and editing information obtained from its team members to ensure that the individual sections of the work submitted are prepared as part of one cohesive framework and/or documents consistent in style and content.

All information not in the public domain disclosed by the City to the consultant for project completion purposes or information that comes to the attention of the consultant during the course of performing such work is to be kept strictly confidential.

The consultant selected must carry insurance policies, which protect the City, its elected and appointed officials and employees from any claims, suits, etc. of the consultant's employees or equipment used for the project on those items listed in the Scope of Work. In addition, liability insurance coverage must be provided to protect from claims under worker's compensation and from claims arising out of the performance of professional services caused by any errors, omission or negligent acts for which he/she is liable.

QUESTIONS AND SUBMITTALS:

Questions regarding RFP #19-01ED should be directed to Paula Hennessey Accordino, director of economic development at 440.427.2357 or paccordino@olmstedfalls.org.

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NO ELECTRONIC SUBMISSIONS WILL BE ACCEPTED.