



"Small Town Atmosphere
Outstanding Quality of Life"

REQUEST FOR QUALIFICATIONS & PROPOSAL WAYFINDING SIGNAGE MASTER PLAN

The Town of Danville (the "Town") is issuing a Request for Qualifications and Proposal (RFQ/RFP) from qualified firms to develop a master wayfinding signage program that:

1. Guides travelers from the freeway to town-wide public facilities (parks, community centers, points of historical interest, etc.);
2. Guides travelers from the freeway to Downtown Danville and its municipal parking facilities, and once parked;
3. Guides pedestrian travel from within Downtown Danville to its array of shopping and dining destinations; and
4. Establishes universal design standards for Town-wide wayfinding signage that is reflective of the Town's identity.

A. BACKGROUND

With just over 40,000 residents, Danville is well-regarded for its unique small-town feel. The Town's array of historic sites, scenic bike trails, and charming downtown shopping contribute to the vibrancy of Danville's atmosphere. In recent years, the Town has implemented various economic development programs and improvements, including Shop Local events (a "Shop Danville" initiative), to attract local and Bay Area shoppers to the Town's retail areas and other points of interest.

The development of a master wayfinding signage program is part of an overall economic development effort to attract tourism activity within the community and region. The Town's adopted *Blueprint for Action*, which outlines a program of economic development activities that promotes the "Shop Danville" concept, specifically recommends the implementation of an enhanced -- directional and event-related -- signage as a long-term goal. Directional signage would lead visitors from Interstate 680 (I-680) exits to key areas of the Town (subject to Caltrans approval). A part of the master signage program would identify appropriate locations for permanent entry portal signage into downtown Danville. In addition, the program calls for establishing universal design standards that take into account street-level visibility, safety, maintenance and replacement costs.

510 LA GONDA WAY, DANVILLE, CALIFORNIA 94526

Administration
(925) 314-3388

Building
(925) 314-3330

Engineering & Planning
(925) 314-3310

Transportation
(925) 314-3320

Maintenance
(925) 314-3450

Police
(925) 314-3700

Parks and Recreation
(925) 314-3400

B. SCOPE OF WORK

The selected qualified firm would be retained to develop a Wayfinding Signage Master Plan with the following overall work tasks:

Task 1: Assess Existing Conditions and Needs

- 1.1 Conduct a brief assessment of current wayfinding signage to Town facilities and the downtown, from within the following areas:
 - a) Interstate 680 corridor (Caltrans right-of-way);
 - b) Town roadways, including entry points into Danville from freeway off-ramps and neighboring communities; and
 - c) Pedestrian and vehicular wayfinding signage within the downtown; and
- 1.2 Identify user groups, their specific needs, and potential wayfinding difficulties, particularly as they affect the disabled, senior citizens and new visitors to the area.

Task 2: Develop Recommendation on Signage Types and Placement

- 2.1 Recommend wayfinding signage types that should be added, replaced or consolidated (e.g., direction markers, street signs, parking signage, public facility identification signage, freeway signage, gateway monuments, orientation kiosks, and boundary markers designating the Town limits and the “downtown core”);
- 2.2 Using Town aerial imagery and/or GIS resources, create a map of recommended wayfinding signage locations;
- 2.3 Briefly identify other opportunities for temporary or changeable special event/marketing signage;
- 2.4 Develop a list of recommended terminology and/or design icons for primary and secondary destinations (e.g., landmarks, public facilities, retail and dining destinations); and
- 2.5 Prepare a Statement of Probable Cost for the fabrication, installation, and maintenance of the system, including number of various sign types and locations.

Task 3: Design Signage Elements

- 3.1 Recommend universal design standards for wayfinding elements that are reflective of the Town's identity and consistent in color, font, materials, architectural elements and graphics;
- 3.2 Present three (3) schematic design concepts of signs, parking signage, and/or other wayfinding elements that could be constructed and installed as part of a separate capital project; and
- 3.3 Submit three (3) final design drawings, including: exact dimensions, letter heights, materials, mounting details, color specifications and material performance standards, with written statements regarding rationale for design choices.

Deliverables

The final deliverable shall be a Wayfinding Signage Master Plan that contains the written analysis, recommendations and designs developed in Tasks 1 through 3. In addition, the Consultant shall deliver a presentation on the Master Plan to the Town Council at one meeting.

D. RESPONSE FORMAT

All submittals shall provide the following information for consideration and state the period it shall remain in effect:

- a. **Introductory Letter:** Please include a cover letter summarizing your firm's background, resources, relevant experience cost estimate for the total project.
- b. **Descriptions of Firm, Management, and Team Members:** Include descriptions of your organization and team. This should identify the project manager and the day-to-day contact person for the job. Please also include a resume for each of the key team members.
- c. **Description of Subcontractors:** Identify any portion of the scope of work that will be subcontracted. Include firm qualifications (brief) and key personnel, telephone number, and contact person for all subcontractors.
- d. **Experience with Similar Projects:** Provide a description of at least three (3) similar projects, including images or schematics of previous wayfinding design work.

- e. **References:** Provide at least three (3) client references relevant to this type of project.
- f. **Project Approach:** Provide a written description of your firm's intended approach to the project that demonstrates an understanding of the issues and tasks at hand, and the firm's ability to fulfill them.
- g. **Budget Proposal:** Provide itemized costs for the elements listed in the Scope of Work, including travel expenses for consultants traveling from outside of the San Francisco Bay Area. Please also include a fee schedule for supplemental changes that may be charged for unforeseen work tasks, such as public meetings and additional design concepts.
- h. **Project Schedule:** Provide an explanation of how your firm would meet the project schedule and deliverables.

E. SELECTION CRITERIA

The Town of Danville will evaluate the proposals based on the following factors:

- Understanding of the scope of work to be performed;
- Consultant's proposed methods and procedures;
- Qualifications of the firm and experience with past projects;
- References; and
- Budget Proposal.

During the evaluation process, the Town may request additional information or clarifications from the proposers.

F. CONSULTANT SELECTION SCHEDULE

Milestone	Date
Release RFQ/RFP	October 27, 2010
Deadline for question submittals	November 17, 2010
Addendum sent (if needed)	November 26, 2010
Proposals Due	December 6, 2010
Review of Proposals	Week of December 6, 2010
Interviews	Week of December 13, 2010
Selection of Consultants	After interviews completed

October 27, 2010

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G. INQUIRIES

Questions regarding the RFP/RFQ should be directed to: Nat Rojanasathira, Transportation Program Coordinator at (925) 314-3382 or via e-mail at: nrojanasathira@danville.ca.gov. Questions submitted in writing by November 17, 2010 may be included in an addendum which would be distributed no later than November 26, 2010.

H. DEADLINE AND DELIVERY

Four (4) copies of the Summary of Qualifications & Proposal shall be submitted to the Town of Danville, 510 La Gonda Way, Danville, CA 94526, Attention: Nat Rojanasathira, Transportation & Economic Development Department. Please also include a digital version of the proposal in PDF format (compact disc format with the proposal or via e-mail to: nrojanasathira@danville.ca.gov).

The deadline for the submittal of the proposal in both formats is Monday, December 6, 2010 at 5:00 p.m. No information submitted by facsimile or electronic mail will be accepted unless otherwise requested by the Town during the proposal review process. Submittals received after 5:00 p.m. on December 6, 2010 will not be accepted.