



# REQUEST FOR PROPOSALS

## Non-Motorized Wayfinding Sign Program Design

### INQUIRIES AND PROPOSALS SHOULD BE DIRECTED TO:

Julius Suchy, Township Manager  
PO Box 370  
7330 Thornapple River Dr.  
Ada, MI 49301

Phone: 616-676-9191 Ext. 48  
[jsuchy@adatownshipmi.com](mailto:jsuchy@adatownshipmi.com)

**Proposals Due: 5:00 PM on Friday July 1, 2022**

The Township of Ada is requesting proposals from qualified firms to create a wayfinding sign program for the Township's non-motorized trail network.

## **I. GENERAL INFORMATION**

Ada Township is requesting proposals from qualified persons or firms with the appropriate expertise to develop a wayfinding signage plan and to prepare detailed designs for wayfinding signs. This project will create a system of signs that provide navigational assistance to bicyclists and pedestrians about desirable destinations. This plan will establish cohesive design standards for wayfinding and locational signage reflective of the Township's identity.

The Township's wayfinding program should provide consistent and attractive information to assist the non-motorized traveling public to navigate efficiently to key destinations within the area. To achieve this, the plan should:

1. Connect Places — Facilitate travel between destinations and provide guidance to new destinations.
2. Keep Information Simple — Present information simply, using clear fonts and simple designs, so that it can be understood quickly.
3. Maintain Motion — Be legible and visible for people moving so that they can read the signage without stopping.

### **Instructions on Submission**

Proposals may be mailed or hand delivered to Ada Township. Proposals must be submitted no later than **5:00 PM on Friday July 1, 2022** to:

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PO Box 370  
7330 Thornapple River Dr.  
Ada, MI 49301

Phone: 616-676-9191 Ext. 48  
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It is important that the proposal be submitted in a sealed envelope clearly marked with the following information: **Proposal for Wayfinding Design Services**

Failure to do so may result in premature disclosure of your qualifications. It is the responsibility of the bidder to ensure that the response is received by Ada Township by the date and time specified above. Late proposals may not be considered.

***Ada Township reserves the right to reject any and all proposals received in response to this RFP and/or negotiate terms with firms who submit proposals.***

All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the bidder and will not be reimbursed by Ada Township.

## **II. DESCRIPTION OF THE TOWNSHIP NON-MOTORIZED NETWORK**

The Township has approximately 15+ miles of non-motorized trails connecting various parks, neighborhoods and amenities to downtown Ada. The network is mostly located in the public right-of-way but includes areas that traverse easements as well as through public parks and Township property.

### III. SCOPE OF SERVICES

The following items are expected at the completion of this project.

1. Identify and recommend a list of wayfinding destinations that include but may not be limited to landmarks, transportation routes, public parking areas, amenities, popular destinations, municipal and public spaces.
2. Development of recommended route plan for primary access to all major destinations to determine optimal placement of signs.
3. Identification of the types of signage that will best serve the Township's needs.
4. Prepare a cost estimate for material types, reflectivity, fabrication, installation, and maintenance of the system including the number of various sign types and locations.
5. Development of criteria for destination inclusion and signage grouping and hierarchy
6. Design all signage to be readily visible and informative, while tasteful and restrained.
7. Design the Wayfinding Signage Program with product longevity and ease of maintenance in mind.
8. Identify areas that may have barriers, in either installation or some other condition;
9. Work with Kent County Road Commission and MDOT to allow for the successful use of rights-of-way for the new signage.

The following deliverables are expected:

- A Wayfinding Signage Plan that contains recommendations, proposed sign locations with specific destinations, and detailed fabrication drawings developed. It shall also include a palette of colors, design strategy, suggested material options, and installation details. Cost Estimate for implementation of the program including production and installation should be included.
- 20 full color copies of the plan as well as electronic submittal of the document.

### IV. CONTENTS. *Proposals that fail to provide all information requested may be rejected at the sole discretion of Ada Township.*

The bidder, in its proposal, shall, as a minimum, include the following;

#### A. Overview of Firm

- Describe the organization and size of the firm
- Company history
- A short narrative of the vendor's unique approach to these projects

#### B. Qualifications of the Firm

- A description of the experience of persons who will be principally working on this project.
- A description of the firm's relevant experience and capabilities, with description and images of comparable projects.

#### C. Approach to the Scope of Work

- Submit a clear description of how the consultant will complete the scope of services, including project milestones, meetings, and deliverables.

- Please provide a project schedule that corresponds to the scope of services.

#### D. Fee Structure and Price

- Fee details should be broken down by phase and by task and include hourly rates, estimated hours by person
- Include if any additional cost for travel, per diem, and all other out-of-pocket expenses.

#### E. References

- Please provide three references, including contact information, from clients with similar projects

#### F. Additional Information

- Please provide any other information that you think will assist the Township in making its decision.

### **V. EVALUATION**

The Township Manager will review qualifications and review with the Trails Committee to make a recommendation to the Township Board for final approval. The Township may request an in person or telephone meeting with some qualified bidders prior to final selection. Qualifications will be reviewed in accordance with the following criteria:

1. Qualifications and level of experience of the firm identified including adequacy of staffing.
2. The bidders experience with similar clients
3. Proposed approach to scope of work
4. Response from references
5. Fee structure

It is expected that a decision selecting the successful firm will be made within four (4) weeks of the closing date for the receipt of proposals. Upon conclusion of the selection process, bidders submitting proposals in response to this RFP will be informed of the resulting decision in writing.

The Township shall retain the right to refuse any and all proposals for any or no reason and to waive any irregularities in the bidding procedures unless otherwise required by law.

Ada Township is an Equal Opportunity Employer.