REQUEST FOR PROPOSALS

Great Falls Montana
Wayfinding Plan

Date released: October 18, 2019
Due Date and Time: November 8, 2019 at 12:30pm MST

Issued by:
Great Falls Business Improvement District
in cooperation with
The Downtown Development Partnership
and the
City of Great Falls

Contents

Section 1: General Information 3

Section 2: Project Background 4

Section 3: Proposal Requirements 5

Section 4: Proposal Submittal 6

Section 5: Evaluation and Selection Criteria 6

Section 6: Terms and Conditions 7

Exhibits .....

- Brand Guide ..... A
- Downtown Logo ..... B
- Tourism Logo C
- Downtown Master Plan Boundaries ..... D

Section 1: General Information

Overview

This Request for Proposals (RFP) is issued by the Great Falls Business Improvement District (BID) in cooperation with the Downtown Development Partnership (DDP) and the City of Great Falls (City), for the purpose of engaging a contractor to develop a Wayfinding Plan for Downtown Great Falls and the City, as a whole.

The DDP wishes to pursue a Montana Main Street Program planning grant under the Montana Department of Commerce for development of a Great Falls Wayfinding Plan. The City will provide grant administration and the BID will provide oversight of the project activities identified in this RFP. Grant and local match funds would then be used to fund a contract executed under this RFP. It is the intent of the BID to select a qualified consultant that will achieve the goals of this RFP through an open and competitive process.

The selected firm will be expected to implement a scope of work that satisfies the wayfinding project goals outlined in this RFP and results in a Wayfinding Plan that can be used by the BID, the DDP and City for final design, fabrication and installation of wayfinding components.

Request for Information

Please submit questions via email to Joan Redeen, Community Director of the BID, info@greatfallsbid.com by November 1, 2019 @ 12:30pm MST.

RFP Schedule

The schedule for this RFP is as indicated below. It may be modified at the discretion of the BID, DDP or City. The BID reserves the right to refine the project, not select anyone and re-bid. Addendum(s) will be issued in the event of any scheduling changes.

Project Milestone	Date/Time
Issue RFP	October 18, 2019
1st advertisement published	October 21, 2019
2nd advertisement published	October 28, 2019
Requests for Information Due	November 1, 2019 @ 12:30 pm MST
Proposals Due	November 8, 2019 @ 12:30 pm MST
Evaluation of Proposals	November 11 – November 15, 2019
Interviews, if necessary	December 2 – December 6, 2019
Selection Finalized	December 10, 2019
Contract Award	December 2019
Anticipated Start	January 3, 2020
Anticipated Completion	June 2020

Section 2: Project Background

The need for a wayfinding plan in Great Falls stems from the challenges the City faces with connecting pedestrians, cyclists, and vehicles with downtown Great Falls and adjacent destinations including the River's Edge Trail, City Parks, and other community attractions. To that end, the City intends to develop signage oriented to pedestrians, cyclists, and vehicles.

Pedestrians

In downtown Great Falls there are a number of attractions for visitors and residents alike, including the History Museum, public library, the jewel of our park system Gibson Park, Children's Museum of Montana and access to the River's Edge Trail. However, for the downtown Great Falls visitor there is little indication that these destinations lie within a short walk or that they even exist at all. Our hope is that wayfinding will enable visitors and residents to better explore Great Falls, enticing them to stay longer and return to Great Falls on future visits to Montana. Additionally, our hope is that wayfinding will have the added benefit of encouraging Great Falls residents to walk and bike for short trips within the City.

Bicycles

Each year hundreds of local and visiting cyclists travel the 60 miles of the River's Edge Trail. However, the River's Edge Trail is not well defined through Great Falls, especially through downtown Great Falls. The intent with wayfinding is to divert cyclists onto designated bike routes which provide a safer and more comfortable riding experience and bring cyclists into downtown.

Vehicles

Vehicles typically enter Great Falls from the east or west on 10th Ave South – a six-lane state highway. As they travel 10th Ave South there are few visual indicators that there is a vibrant, historic downtown a few blocks away. The intent is to utilize wayfinding to develop clear and attractive signage that orients passing vehicles to downtown and other points of interest in our community. Additionally, the BID intends to use wayfinding signage to direct vehicles to off-street parking in downtown. During the course of a normal business day on-street parking in downtown Great Falls can be hard to come by, especially during summer months. While the City has wo parking garages and multiple street lots located downtown, this often goes unused as visitors tend to not know where it is or that it even exists at all. With strategically placed wayfinding signage the intent is to steer downtown customers to available parking.

Brand

In 2019, Downtown Great Falls adopted Visit Great Falls Montana Tourism's branding. Within the Downtown Master Plan boundaries, the downtown logo will be utilized, following Tourism's branding guidelines. Outside of the Downtown Master Plan boundaries, Great Falls Tourism's logo and branding guidelines will be utilized. Brand guide is attached as Exhibit A. Downtown Logo is attached as Exhibit B; Great Falls Tourism Logo is attached as Exhibit C. The Downtown Master Plan boundaries are River Dr N to 15th Street North; 5th Ave N to 5th Ave South. A map of Downtown Master Plan boundaries is attached as Exhibit D.

Project Goals

The primary goals of Great Falls wayfinding project are to:

1. Establish clear and consistent signage geared towards pedestrians, cyclists, and vehicles that connects residents and visitors with downtown Great Falls and the areas cultural, natural, and recreational amenities.
2. Incorporate elements from Tourism's logo/branding efforts into the Wayfinding Plan.
3. Incorporate a variety of different types of signs (pole signs, wall signs, murals, freestanding signs banners, kiosks, maps, etc.) that reinforce Great Falls' sense of place and identity and give people an understanding of the layout of Great Falls.
4. Develop signs that add to Great Falls aesthetic while not contribute to visual discord for vehicles, pedestrians, and cyclists.
5. Ensure signs comply with all applicable local, state, and federal regulations pertaining to signs.

Section 3: Proposal Requirements

Proposals shall be organized as follows:

1. **Cover Letter**
   The cover letter must be addressed to Joan Redeen, Community Director of the Great Falls Business Improvement District and signed by a legally authorized representative of the respondent. Cover letter must summarize key provisions of the submittal and must include name, address, phone, and email of the respondent contact.
2. **Table of Contents**
3. **Firm Information and Experience**
   A description of the firm's organization, location(s), and fields of expertise, as well as knowledge of and experience with developing a wayfinding plan. Include information on the size of the firm and resources available for this project, primary and secondary contacts, and the office(s) that would provide the primary services on the project.
4. **Project Approach**
   Describe the firm's approach to working with the BID, the DDP and the City and developing the wayfinding plan. Include discussion about steps to ensure that the project milestones are met.
5. **Previous Experience**
   Provide detailed information on at least three relevant past projects, including references, relating to developing a wayfinding plan.
6. **Project Team**
   Identification of the proposed project team, including names, brief experience summaries, roles for each team member, anticipated level of involvement, and office locations. Full resumes limited to two pages per person may be included in an appendix.
7. **Scope of Work**
   Provide a proposed scope of work that addresses the goals of Great Falls wayfinding project identified above. Include a description of the public outreach process and outline the project schedule. Describe key tasks that will be performed by the consultant and indicate the level of support required by BID, DDP & City staff.
8. **Capability to Meet Time and Project Budget Requirements**
   Identify deliverables, budget, and preliminary timeline for completion of the project. Provide detailed information on present and projected workload for project team. Describe ability to

meet project goals while staying within the project budget, to include travel, printing and other (specify), and subcontractor costs.

Section 4: Proposal Submittal

Proposals shall be emailed to the Community Director of the Great Falls Business Improvement District at info@greatfallsbid.com by the proposal due date, or submit at least one (1) USB flash drive with electronic files to the following address:

Great Falls Business Improvement District
Wayfinding Plan RFP
Attn: Joan Redeen, Community Director
318 Central Avenue
Great Falls MT 59404

Proposals must be **received** in the BID's office no later than November 8, 2019 @ 12:30 pm MST. Proposals received after this time will not be opened. Proposals will not be considered for award unless submitted in the format described herein. It is the responsibility of the respondent to ensure that the submittal is received in a timely manner. Fax proposals will not be accepted. Receipt of submittals may be confirmed with the BID by emailing info@greatfallsbid.com or calling (406) 727-5430.

Section 5: Evaluation and Selection Criteria

The Great Falls Business Improvement District evaluation committee will evaluate proposals according to the evaluation criteria presented below. The BID may elect to conduct interviews with selected respondents to ask questions or obtain more detail on each respondent's proposal. Points will be awarded based on the relative merit of the information provided in the response to this solicitation and in interviews, if necessary. Selection will be based on the total number of points awarded by the evaluation committee.

1. Related experiences on similar projects	35 Points
2. Proposed scope of wok	25 Points
3. Qualifications of proposed project team	15 Points
4. Proposed approach to working with the BID & meeting project schedule & budget	15 Points
5. Current and projected workloads	5 points
6. References	5 points

The Great Falls Business Improvement District reserves the right to seek supplemental information from any respondent at any time after official proposal opening and before award. This will be limited to clarification or more detail on information included in the original proposal. Upon acceptance of a proposal and intent to award, the successful respondent will be required to execute and return all required project documents and certificates of insurance within 15 days from the Notice of Award. Should the selected firm fail or refuse to execute the project documents, the Great Falls Business Improvement District reserves the right to accept the proposal of the firm with next highest score from the selection committee in light of the above criteria. The Great Falls Business Improvement District

reserves the right to refine the project and issue addendums if a need arises. The Great Falls Business Improvement reserves the right to not select anyone and re-bid the project in whole or part.

Section 6: Terms and Conditions

1. Each respondent is responsible for reviewing and understanding all terms of this RFP. Failure to thoroughly examine or request clarification on RFP terms may result in disqualification.

2. Any proposal may be withdrawn at any time prior to the due date with a written request signed by the authorized respondent representative. Revised proposals may be submitted up to the original due date/time.

3. Issuance of this RFP and receipt of proposals does not commit the Great Falls Business Improvement District, the Downtown Development Partnership or the City of Great Falls to move forward with an award or complete the project described. The BID, DDP and the City reserve the right to postpone the RFP award process, to accept or reject any or all proposals received in response to this RFP, and to modify the scope of the project at any time.

4. Successful respondent will be required to enter into a formal Professional Services Agreement with the Great Falls Business Improvement District.

EXHIBIT A

Great Falls Montana Tourism Full Color Logo

Do NOT change the proportions of the logo.
Do Not try to recreate this logo. Use only the artwork provided. Elements of the font have been adjusted and should not be typeset or replaced with any other font.
Do NOT delete, add or adjust any element of the logo.
Do NOT use any unofficial colors or any combination of colors different than the official logo colors.
Do NOT screen the logo or use the logo behind text.

Great Falls Montana Typeface

Verdana AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Verdana Bold AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Hello Bethy AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Great Falls Montana Color Palette

	Indigo Blue PMS 648 | C100 M62 Y0 K52 R29 G61 B102 | HEX 032D58
	Blue Slate PMS 645 | C55 M24 Y0 K9 R121 G160 B198 | HEX 7E98BA
	Green PMS 5555 | C43 M0 Y34 K38 R108 G138 B120 | HEX 72887E
	Gold PMS 613 | C0 M4 Y100 K30 R188 G167 B5 | HEX B0A200
	Spanish Orange PMS 130 | C0 M30 Y100 K0| R237 G172 B26 | HEX EIA800
	Gray PMS Warm Gray 11 | C0 M17 Y34 K62 | R108 G96 B84 | HEX 655C54
	Tuscan Red PMS 174 | C0 M70 Y100 K36 R156 G65 B36 | HEX 883E2B

While a rugged independent spirit, outdoor recreation and wilderness, and breathtaking scenery are expected in Montana, Great Falls is quintessentially Montana. Great Falls Montana's beautiful location nestled next to the Missouri River with five scenic waterfalls and 57 miles of trail makes spectacular unspoiled nature within walking distance.

Our downtown is charming with its tree-lined streets, its local retail merchants, and its emerging vibrant pubs and restaurants. We are a gateway to natural wonders found in the Bob Marshall Wilderness, the Rocky Mountain Front, the Missouri River Breaks and the Kings Hill Scenic Byway.

Great Falls, Montana is designed for the adventurer with conviction, providing breathtaking experiences by day on our trail and river give way to relaxing hospitality by night in one of our many lodging properties that invite a visitor to savor their stay with fine dining and a vibrant night life.

Great Falls' greatest asset and defining point of difference is the Missouri River and the falls, followed by outdoor activities. To inspire visitors, our story telling will focus on the Missouri River, the falls, and outdoor activities.

To reinforce Great Falls and create consistency in storytelling, the following words will be woven into every communication.

Independent	Potential	Real
Adventurous	Growth	Curiosity
Determined	Refreshing	Trailblazing
Pragmatic	Creative	Active
Smart	Hardworking	Wildlife
Wise	Focused	Genuine
Innovative	Generous	Rewarding
Tenacious	Scenic	Open
Confident	Outdoors	Breathtaking
Productive	Forward-thinking	Neighborly
River	Freedom	Supportive
Energetic	Alluring	Considerate
Loyal	Artistic	Authentic
Resourceful	Rugged	Active
Fun	Enterprising	Vibrant
Courageous	Spirited	Hospitable

EXHIBIT B

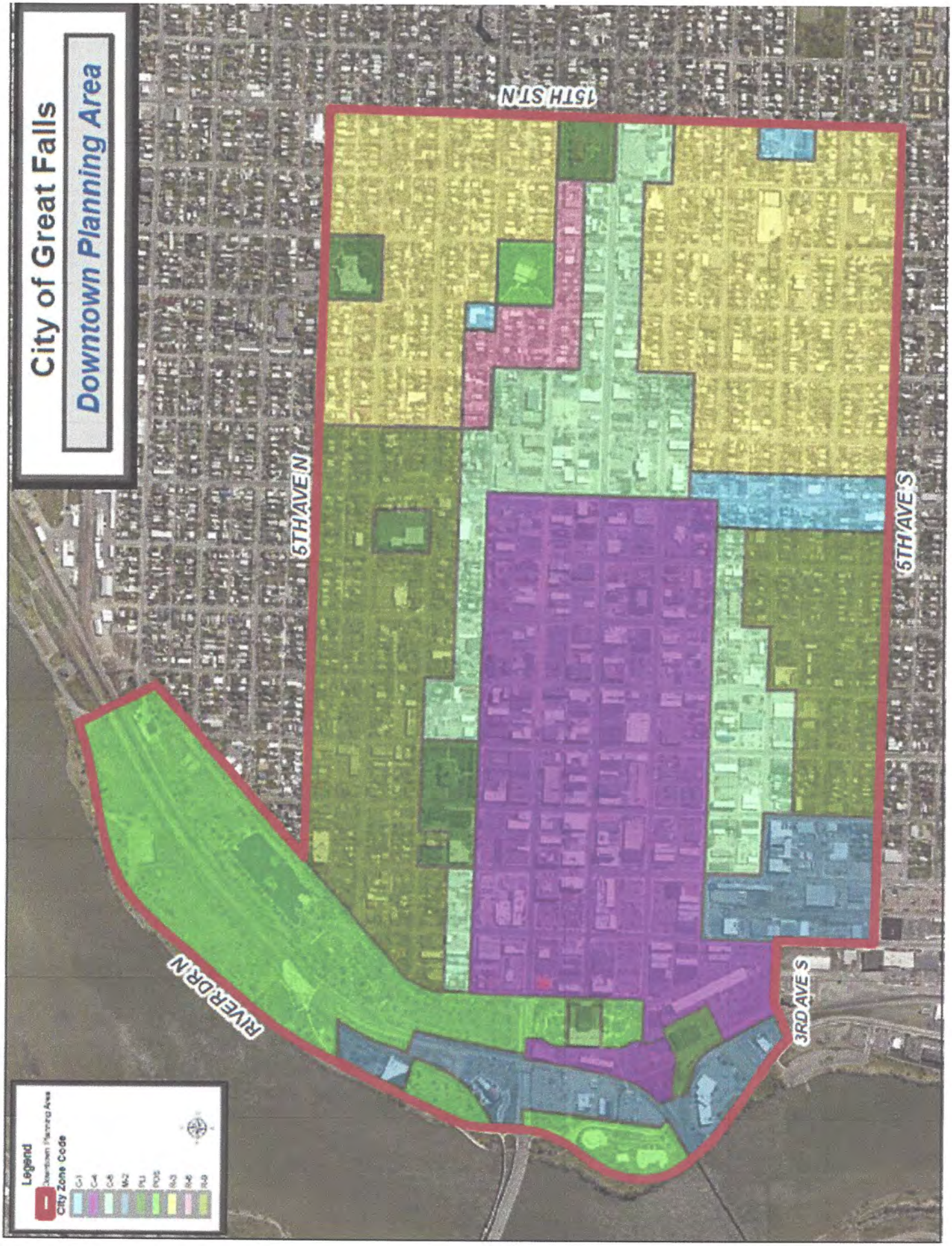
DOWNTOWN

Great Falls

EXHIBIT C

VISIT Great Falls MONTANA

EXHIBIT D


City of Great Falls
Downtown Planning Area
15TH ST N
6TH AVE N
6TH AVE S
RIVER DR N
3RD AVE S
Legend
Downtown Planning Area
City Zone Code
C-1
C-2
C-3
M-2
PU
POS
R-2
R-6
R-9