

Issue Date: January 13, 2023

RFP #: CVTA 2023-02

Title: FALL LINE WAYFINDING PLAN
Issuing Agency: Central Virginia Transportation Authority (CVTA)
 424 Hull Street, Suite 300
 Richmond, VA 23224

OFFEROR INFORMATION

In soliciting responses to this Request for Proposal, CVTA is utilizing the Virginia Department of Rail and Public Transportation (DRPT) General Transit Planning consultant contract and associated rates and terms. In compliance with this Request for Proposal and to all the conditions imposed therein and hereby incorporated by reference, the undersigned offers and agrees to furnish the goods and/or services in accordance with the attached signed proposal or as mutually agreed upon by subsequent negotiation.

Name and address of firm:

FEI/FIN No.: _____

Date: _____

By: (signature) _____

Name: (printed name) _____

Title: _____

Phone: _____

Fax: _____

Email: _____

- Members**
- Town of Ashland
 - Charles City County
 - Chesterfield County
 - Goochland County
 - Hanover County
 - Henrico County
 - New Kent County
 - Powhatan County
 - City of Richmond
 - VA House of Delegates
 - Senate of VA
 - Commonwealth Transportation Board
 - CRAC
 - VDRPT
 - VDOT
 - GRTC
 - RMTA

STUDY PURPOSE

The purpose of this Request for Proposals for the project is to have a consultant teamwork with the CVTA on the following tasks:

Development of a wayfinding plan for the Fall Line regional trail system.

PROPOSAL DEADLINE:

Sealed proposals for the FALL LINE WAYFINDING PLAN will be received until **4:00 pm EST** on **Friday, February 10, 2023**, by the Central Virginia Transportation Authority (CVTA) located at 424 Hull Street, Suite 300, Richmond, VA 23224.

To be considered, all proposals must be received via email at cvta@planrva.org on or before the date and hour stated above and must include the information specified by this Request for Proposal. The agency is not responsible if the proposal does not reach the specific destination by the appointed time. Proposals received after the date and hour designated and incomplete submissions are automatically disqualified and will not be considered.

Please note: This public body does not discriminate against faith-based organizations in accordance with the Code of Virginia, Section 11-35.1 or against a bidder or offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.

PERIOD OF CONTRACT:

The contract period for the Fall Line Wayfinding Plan shall be from award through June 30, 2023.

ADDITIONAL INFORMATION

All inquiries for additional information and submissions should be directed to:

Name: Chet Parsons, AICP CTP
Central Virginia Transportation Authority
Phone: (804) 924-7039
Email: cparsons@planrva.org

TO BE CONSIDERED COMPLETE, PROPOSALS SUBMITTED IN RESPONSE TO THE RFP SHALL CONTAIN THE FOLLOWING INFORMATION:

1. Return of the RFP cover sheet and all addenda acknowledgments, if any, signed and filled out as required.
2. A written narrative statement (one (1) digital copy, not to exceed 25 pages) to include:
 - a. **Qualifications and Experience:** Describe the qualifications and experience of the firm/team in providing similar services as described in the Scope of Work and for all the proposed staff who will be assigned to this contract. Include resumes, and/or other supporting information. Identify primary, secondary, or back-up

service and support personnel. Identify those aspects of this contract they are qualified to provide.

- b. **Project Approach:** Description of the approach to the work for providing the proposed services
 - c. **Project Schedule:** Detailed project schedule that identifies steering committee involvement, project milestones, and major deliverables (the schedule should not be date-certain)
3. In a separate document:
- a. **Fee:** Fully Loaded Fee for the Work Activities described
 - b. **Contract Compliance:** Any additional information required for compliance with DRPT contract terms & conditions

SELECTION PROCESS

The CVTA Technical Advisory Committee (TAC) and staff will review the narrative written statement outlining each proposer's qualifications/experience, project approach and project schedule and recommend the firm that best meets the following criteria (25-point scale):

1. **Firm Experience**-similar project experience with evaluation of transit governance and transportation districts (5 points).
2. **Team Management**-demonstrated individual experience with similar project assignments, assessment of team structure and management, including sub-contractors, if any (5 points).
3. **Project Approach**-practical steps and methodology for completing the work tasks as outlined in the scope of work (10 points).
4. **Timeframe**-a schedule illustrating demonstrated ability to accomplish the scope of work with the goal of returning a CVTA-approved report by June 30, 2021 (5 points).

Following the ranking of qualifications by the CVTA TAC, the firm which is ranked the highest will be selected for review of the fee portion of the proposal. Negotiations will commence with the highest ranked firm. Should an agreement not be reached, the selection committee will move to the firm that is ranked second.

Scope of Services

FALL LINE WAYFINDING PLAN – CENTRAL VIRGINIA TRANSPORTATION AUTHORITY

1. STUDY BACKGROUND

Named for its unique geography along the trail corridor, the Fall Line denotes the area where the Piedmont plateau and Atlantic Coastal Plain meet, resulting in a number of rapids and waterfalls. The Fall Line trail courses through seven localities: Ashland, Hanover, Henrico, Richmond, Chesterfield, Colonial Heights, and Petersburg.

The Fall Line trail came together as an opportunity to "connect the dots" of active transportation networks taking shape in the greater Richmond region. Several sections of the trail already existed or were planned in localities' comprehensive and special area plans, including the existing Ashland Trolley Line Trail and Chester Linear Park, and planned Trolley Line Connector in Henrico, Brook Road protected bike lanes in Richmond, and the Northern Jefferson Davis Special Area Plan in Chesterfield. A natural corridor for a long-distance trail began to emerge that would provide opportunities for active transportation, recreation, and economic development.

The Central Virginia Transportation Authority committed \$104.5 million in regional funding towards the completion of the Fall Line, a 43-mile regional trail connecting Ashland, Virginia to Petersburg, Virginia. The CVTA, along with our nine member governments, continue to work to identify opportunities to complete the trail and open it as soon as possible for the use and enjoyment of residents and visitors to our region.

The Virginia Department of Transportation is finalizing a design guide that will serve as a technical manual for engineers and designers to use as their primary reference as they develop the specifications, final designs, and construction documents for the trail itself. The guide provides detailed information on topics including trail width, design speeds, and cross slopes; intersection layout; and signs and markings.

This scope of work is intended to identify necessary placemaking components of the wayfinding plan so that as segments of the trail are ready to move into construction, comprehensive, consistent guidance is available to inform local decisions on what to include in plans and projects.

2. STUDY PURPOSE AND OBJECTIVES

The main objective will be to create a "user friendly" environment along the region in which the user will find ease of navigation to be able to experience the natural beauty of the area while highlighting the multiple opportunities for users to explore their connections with culture and nature.

The plan should include the following components:

- Develop a comprehensive signage/wayfinding package which complements and enhances the image of the Fall Line Trail and respects the architecture and the natural landscape.
- Develop a strong identity and a cohesive image to make the visitor understand that the Fall Line Trail landmarks, through the towns, parks, educational campuses, river crossings and regional trails all belong to the same Fall Line Trail system.
- Provide a clear understanding of what attractions are available, where they are located and what is the distance and the walking and biking time.
- Promote the use of symbols and color coding to visually convey quickly and effectively the location of the important viewsheds, trailheads and nodes (parking and activity areas) in the maps and signs.
- Propose a design that will be memorable and will highlight the experience for inter-generational families.
- Provide information about biking and hiking distances to promote usage and encourage the growth of businesses, to attain economic development and population retention achieved by enhancing the health and spirit of residents and guests by creating a system that connects people to the cultural and natural world.
- Integrate the wayfinding system with the technology advances and make recommendations for future integration of the static signage with technology for mobile handheld apps that couple intuitive and sophisticated user experiences with trend-setting technology and web platforms.
- Provide clear and easy to follow recommendations for the update and maintenance of the signage, and wayfinding system.
- Develop standards that unify sign sizes, typefaces and graphics with emphasis on flexibility of materials and colors that promote a sustainable system.
- Design flexible, durable, vandal-resistant and easily maintained components.

The system will concentrate on clarifying accessibility and exit paths, supporting usage while highlighting the value of the Fall Line Trail and its positive impact on the economic and tourism areas.

3. STUDY ADMINISTRATION

CVTA will manage this study with the technical assistance of a qualified consulting firm (herein after referred to as the “CONSULTANT”). The review will be conducted using a two-pronged approach, with work occurring simultaneously at both a technical level and a policy level. A consultant with significant experience in all facets of active transportation, specifically multi-use trail design and wayfinding will be expected to provide a work product that can be appreciated by technical staff and understood by the general public.

Both CVTA and the CONSULTANT will designate Project Managers through which all formal communications related to the Study will be exchanged.

4. CONSULTANT ENGAGEMENT AND STUDY SCHEDULE

CONSULTANT support services are needed through June 30, 2023.

The Plan will be developed in five phases as described below.

- Phase 1 – Signage design (February 28, 2023)
- Phase 2 – Preliminary placement plan (March 30, 2023)
- Phase 3 – Detailed placement and sign content design (April 30, 2023)
- Phase 4 – Fabrication plan (May 30, 2023)
- Phase 5 – Final Report (June 30, 2023)

Each Phase of the Study will include specific Tasks and Deliverables described in Section 6 below.

The CONSULTANT is expected to make at least one (1) and as many as three (3) public presentations on the Plan to various entities. Presentations and Deliverables shall be reviewed and approved by the CVTA TAC before being presented in public meetings.

5. STUDY BUDGET

The contract between CVTA and CONSULTANT is a Cost-plus Fixed Fee contract. Total cost of the contracted work shall not exceed \$65,000. A monthly invoice will be submitted by the CONSULTANT to CVTA, along with a monthly progress report. The invoice and monthly progress report will provide a percent complete per task item and a detailed description of the activities performed for each task and subtask item. The percent complete should be tied to the dollar value that is placed on each task item, with the invoice amount reflecting the percent complete of each task.

6. SCOPE OF SERVICES: STUDY PHASES, TASKS & DELIVERABLES

The Plan will be conducted in five phases. Each Study phase will include specific tasks to be completed during the phase. Individual Study phases and tasks may require the production of deliverables at the end of the phase or task or at other scheduled milestones described below.

In addition to the five phases of the Study described below, the CONSULTANT will provide monthly updates to the CVTA throughout the course of the Study. The CONSULTANT and the CVTA TAC will establish a regular schedule of progress meetings for the Study prior to the start of work by the CONSULTANT. The CONSULTANT will be responsible for preparing meeting agendas and meeting minutes.

The CONSULTANT will also be required to deliver public presentations throughout the course of the Study. The schedule of meetings at which CONSULTANT presentations will be required will be established by CVTA during the course of the Study.

Phase 1 – Signage design (February 28, 2023)

Phase 1 includes information gathering to understand local conditions, goals of the project, and visual reconnaissance of the area. Signs will be designed to ensure a sensitive placement that respects and enhances the natural environment. Elements that reflect the nature friendly characteristics of the area will be incorporated into the signage to achieve a totally integrated image. This image will be intended to imprint on the user a unique vision of the Fall Line Trail that will make the visit a memorable experience.

The goal is to establish, with the help of signage, an environment that is easy to navigate. The product will develop a system to aid wayfinding for the first-time visitor. Proposers will keep in mind current conditions but focus on flexibility and future developments. Proposals will observe national best practices in wayfinding design and may include a color-code and symbol development in the design to enhance functionality. Proposers may present design options that vary in size, color, layout, font and concept. Potential sign types will be identified and included in the proposal.

Phase 2 – Preliminary placement plan (March 30, 2023)

Phase 2 includes development of a strategy for placement of wayfinding aids, general design of components, identification of primary and secondary destinations, preparation of design concepts, and a package of three (3) preliminary design recommendations.

Recommendations for placement shall include the following components:

- Visit area to verify optimal sign locations.
- Confirm proposed destination list, terminology and nodal decision points.
- Provide different trail scenarios for connections, intersections or spurs.
- Develop a preliminary sign location plan including strategic locations of all system components.
- Review preliminary sign location plan with the stakeholders.
- Based on input from stakeholders produce final proposed sign location plan

The placement of signs will be based on functional goals while following the recommendations of the latest local and state regulations as well as the municipal and county regulations.

Phase 3 – Detailed placement and sign content design (April 30, 2023)

Phase 3 includes development of a final design option including cost estimate, sign type, layout, size, and location of all components, including elements noted below:

- Graphic design that incorporates formats, letterforms, letter sizes, letter spacing, line spacing, arrows and pictograms, and copy layouts that follow ADAAG guidelines.
- Color hue and intensity are selected to facilitate maximum legibility and follow ADAAG guidelines regarding contrast requirements.
- Options for all materials and applications are presented and reviewed for their compliance with design criteria and project objectives.
- Flexibility and maintenance: some sign type options contemplate the use of changeable parts to maintain the system dynamic and facilitate in-house or outsourced changes.
- Durability, tamper resistance, and easy maintenance is reasonably possible.

Phase 4 – Fabrication plan (May 30, 2023)

Phase 4 includes fabrication and installation of wayfinding components

- Coordinate proposed schedule for production and installation.
- Assist in answering questions during production phase.
- Review /check all material samples and review shop drawings during the manufacturing phase to insure quality control.
- Prepare additional drawings and documents as required.
- Track production schedule and coordinate the schedules for installation of the signs.
- Respond to installer's questions to address concerns during the installation and supervise installation on site.
- Conduct substantial completion walk through on-site to insure that all items on each phase have been addressed.
- Coordinate the completion of as-built documents and delivery to Client.

Phase 5 – Final Report (June 30, 2023)

The Final Report will be produced and delivered to CVTA in an accessible format that can be viewed electronically or printed. The Final Report will also include a four (4) to eight (8) page Executive Summary of the Study that will focus on key findings and recommendations deemed pertinent by CVTA.

The Final Report document shall be delivered to CVTA no later than June 30, 2021. The Final Report document will be delivered to the CVTA Project Manager.

In addition to the Deliverables required to be submitted during the course of the Study, the CONSULTANT will submit the following Deliverables to CVTA at the end of the Study:

- PowerPoint presentations and public-facing materials developed and delivered throughout the Study
- All Study data and files in editable digital formats