



REQUEST FOR PROPOSALS

TITLE:

Downtown Johnstown Branding & Wayfinding Project

ISSUED ON: Tuesday, March 8, 2022

PROPOSALS DUE: Friday, April 8, 2022

Address:

450 South Parish Ave
Johnstown, CO 80534

Contact:

Sarah Crosthwaite
Economic Development Manager
970-578-9612
scrosthwaite@johnstownco.gov

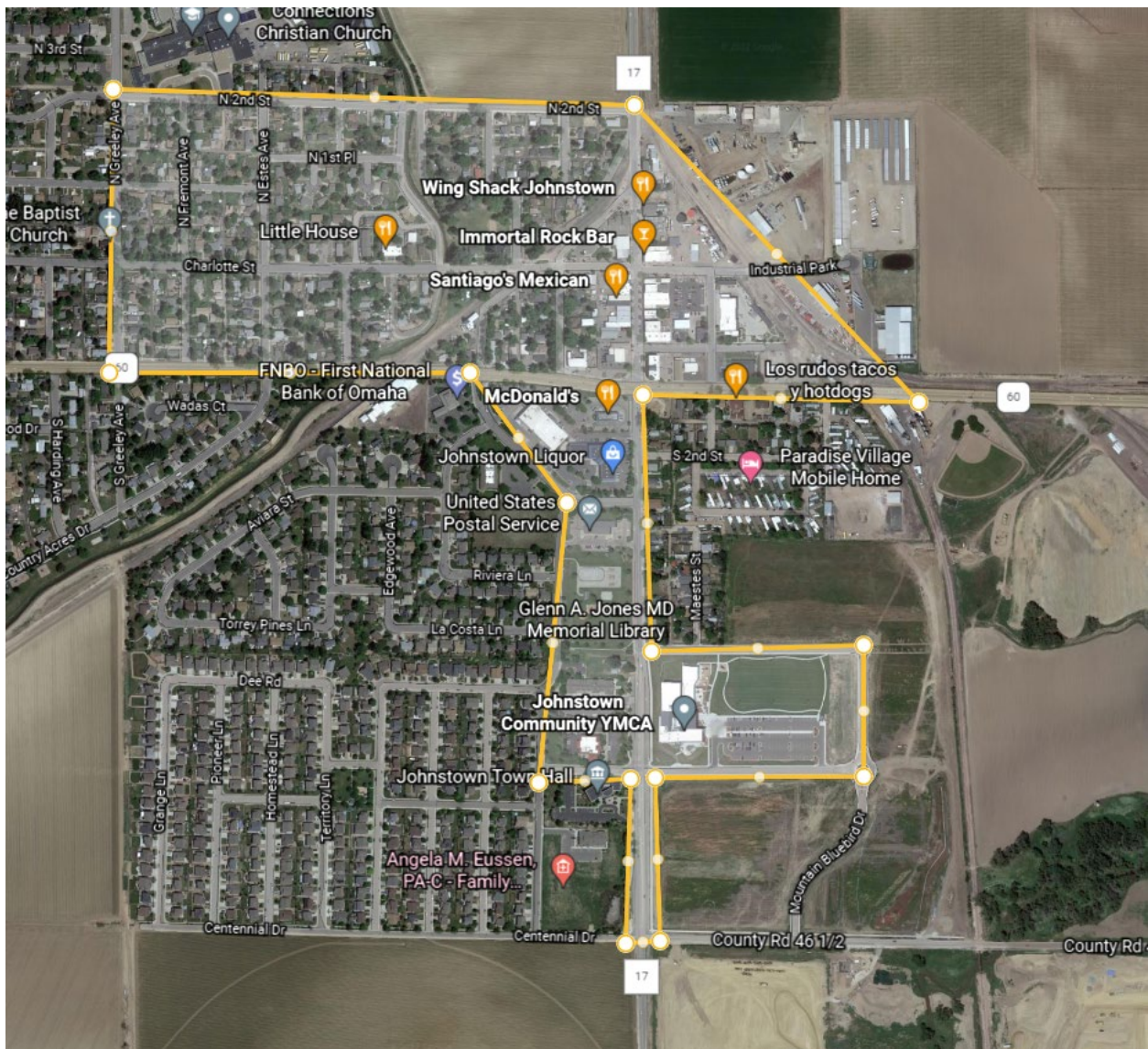
PROJECT SUMMARY

The Town of Johnstown is seeking proposals for professional services for the following:

- Development of a brand identity for the downtown corridor
- Town wayfinding signage master plan
- Design and implementation plan of wayfinding signage in the downtown corridor
- Bid and fabricator support for the downtown wayfinding

SITE DESCRIPTION

The exhibit below describes the proposed boundary of the project in regards to the brand identity and wayfinding signage project for the downtown corridor. Minor changes are expected during the planning stages of the project.



Town of Johnstown

450 South Parish Ave, Johnstown, CO 80534 | johnstown.colorado.gov | 970-587-4664

SCOPE OF WORK

Downtown Brand Identity

With this request for proposals (RFP), the Town of Johnstown seeks a contractor with a proven track record for creative excellence in brand development and execution, along with a strong background in community placemaking and asset identification. The Downtown Brand should create a competitive place identity that sets the guidelines on how stakeholders communicate and market the corridor.

The selected contractor will provide the following services as it relates to the development of brand identity for the downtown corridor:

- Develop and execute an engagement strategy that includes downtown businesses, community organizations, residents, etc.
- Develop and execute a research strategy that identifies the unique history of Johnstown while embracing the growth of our community
- Develop and execute a brand strategy through multiple phases and present to identified stakeholders such as Town Council, downtown business, community organizations, residents, etc.
- Develop a strategic, phased brand implementation and launch event/activity

The selected contractor will provide the following deliverables as it relates to the development of brand identity for the downtown corridor:

- Brand identity guidelines document that outlines how to use the visual identity, logo, fonts, colors, etc. across Town utilized platforms
- Report that summarizes the research and engagement received during the brand identity development
- Brand identity toolkit including but not limited to digital assets (ex. Adobe Illustrator, Indesign, and other creative cloud files), templates, graphic elements, color palette, fonts, etc.
- The brand identity should be unique to the downtown corridor while incorporating, or complimenting through cohesive co-branding, existing Town branding

Wayfinding Signage Plan & Implementation

With this RFP, the Town of Johnstown seeks a contractor with a proven track record of experience in managing and implementing successful wayfinding programs that include design, planning, and execution of a graphically unified family of directional, contextual, and identification signs across a range of mediums. The Town wayfinding signage master plan should include the identification of signage locations and prioritized phase of installation. The downtown wayfinding signage plan should guide motorists, bicyclists, and pedestrians along through streets, sidewalks, and public spaces throughout the corridor. The purpose of the phase approach will be to prioritize downtown first then identify other phases throughout the community. The Town wayfinding signage master plan must be flexible in order to accommodate future changes. The downtown wayfinding signage program should include a variety of signage mediums and interactive elements that encourage both vehicle and pedestrian traffic.

The selected contractor will provide the following services as it relates to the development and implementation of a wayfinding signage program:

- Develop a Town wayfinding signage master plan that includes identification of signage locations, signage type, and phases of installation. The signage classifications should include at minimum directional, informational, identity, and regulatory.
- Town wayfinding signage master plan: develop general style guidelines for future signage implementation (i.e. signage types & sizing)
- Develop and design a downtown wayfinding signage program that is reflective of the brand identity and should include at minimum locations of entry monument, vehicular directional, pedestrian wayfinding, public parking, street banners, crosswalk/pedestrian markings, and identification of public assets (i.e. parks, library, museum, etc.); and a phased installation (if needed).
- Downtown Wayfinding Signage: prepare fully engineered set of contract documents, including location plans/maps, foundation design, materials, colors, mounting details, dimensions, etc., and provide all necessary specifications in order for the signs to be constructed and installed (i.e.- bid ready documents)

It is expected that the selected contractor/contractors work closely with Town staff which will include several key departments throughout the project. They will also present to Town Council and staff during scheduled Work Sessions or Town Council meetings to ensure a collaborative process. A complete submittal will include scope of work for both the downtown brand identity and wayfinding signage plan and implementation. Partial or incomplete submittals will not be reviewed.

PRE-BID MEETING & INQUIRIES

A virtual pre-bid meeting will be tentatively scheduled for **Monday, March 21, 2022**, interested firms are recommended to attend in order to ensure any inquires or questions are answered regarding the project and RFP. Town staff will provide the link to the virtual pre-bid meeting should it be requested by the firm and/or contractors.

All inquiries to be directed to Sarah Crosthwaite, Economic Development Manager
scrosthwaite@johnstownco.gov
 970-578-9612

SUBMISSION

All proposals are due by **Friday, April 8, 2022 at 5 PM (MT)** to:

Sarah Crosthwaite, Economic Development Manager; scrosthwaite@johnstownco.gov

Use Subject Line: Economic Development Johnstown RFP Submission – *FIRM NAME*

OR

Submitted electronically through the Town’s WeTransfer document transfer solution found at johnstownco.wetransfer.com. Please include in the “message” section: Economic Development Johnstown RFP Submission – *Firm Name*

The Town will respond with an email that the submittal has been received as part of the submittal deadline.

SUBMISSION REQUIREMENTS

- Summary of project understanding
- Firm overview for lead consultant and any subconsultants proposed to work on the project
- A description of experience in completing work of this type, including three (3) examples of similar projects. Include project reference.
- Proposal describing the technical approach that outlines the process to complete the scope of work as identified in the RFP. Include schedule of proposed meetings, engagement sessions, presentations, etc. and label whether in person or virtual. The Town will have a preference to do in person meetings but will rely on State and/or local public health orders as the final determinant.
- Project schedule that includes a start-to-finish timeline to complete the project. Include major milestone dates, major tasks, and deliverables. The Town anticipates this project to be completed within 8-12 months.
- Professional fee to complete the work as described. Fees shall include all tasks and staffing necessary to complete the project as outlined above and within your submittal proposal. All reimbursable expenses shall be included in this fee.
- **Form: PDF Only**

Award Process:

The Town will select and notify the contractor(s) no later than **Friday, April 22, 2022**.

General:

This RFP does not commit the Town to award a contract nor pay any costs incurred in the preparation of the RFP response. The Town reserves the right to extend the deadline, accept or reject any or all proposals received, negotiate with any qualified firm, and/or cancel or modify this RFP without notice or penalty.

The Town reserves the right to review and approve/disapprove of all key staff and sub-consultant substitutions or removals, and may consider such changes not approved to be a breach of contract.