Request for Proposals

for

Planning, Design, and Implementation

for a Capitol Riverfront Signage & Wayfinding System

by

Michael Stevens, President

Tammy Shoham, Vice President Economic Development

Capitol Riverfront BID

Submissions are due no later than

5:00 p.m. on August 15, 2014

Mail to:

Capitol Riverfront Business Improvement District

1100 New Jersey Ave SE, Suite 1010

Washington, D.C. 20003

SUBMITTALS WILL BE OPENED PROMPTLY AT THE TIME AND PLACE SPECIFIED. LATE OR MISDELIVERED PROPOSALS SHALL NOT BE CONSIDERED. SUBMITTING A PROPOSAL TO THE CAPITOL RIVERFRONT BID ON OR BEFORE THE STATED TIME AND DATE IS SOLELY THE RESPONSIBILITY OF THE RESPONDENT. CAPITOL RIVERFRONT BID IS NOT RESPONSIBLE FOR DELAYS CAUSED BY ANY MAIL, PACKAGE, OR COURIER SERVICE, OR CAUSED BY ANY OTHER OCCURRENCE. THE CAPITOL RIVERFRONT BID IS NOT RESPONSIBLE FOR ANY COSTS INCURRED PREPARING, PRINTING, OR DELIVERING THIS PROPOSAL.
1. Project Overview

The Capitol Riverfront Business Improvement District (BID) is soliciting proposals from qualified firms for the planning, design, and implementation of a wayfinding signage system for the Capitol Riverfront neighborhood. This signage and wayfinding system will be designed to project a consistent image for the neighborhood; improve navigation for all modes of travel; guide visitors to landmarks, facilities, and services; promote walking, bicycling and mass transit; and be sustainable as well as expandable. The goals of this program are:

• To create a consistent signage and wayfinding system across a range of signage mediums
• To create a signage and wayfinding system that directs visitors to landmarks, facilities, activity centers, and services, including, but not limited to, Yards Park, Canal Park, Diamond Teague Park and Piers, the Anacostia Riverwalk Trail, Nationals Park, Navy Yard, restaurant and retail clusters, parking garages, parking lots, mass transit, parks, Boathouse Row, adjoining neighborhoods (Capitol Hill, Southwest), nearby destinations (e.g. US Capitol, Eastern Market, Arena Stage), and other major destinations
• To establish signage and wayfinding links to city bicycle and pedestrian trails
• To reinforce the Capitol Riverfront's identity as a premier business, residential, entertainment, dining, and recreational destination
• To establish an ongoing administration and maintenance plan for the system
• To design, fabricate, and install new wayfinding and signage within 16 months

About the Capitol Riverfront and the Capitol Riverfront Business Improvement District (BID)

The Capitol Riverfront is a 500-acre neighborhood situated between I-395 and the Anacostia River. Located five blocks to the south of the U.S. Capitol building and directly to the south of the Capitol Hill neighborhood and Barracks Row, the Capitol Riverfront is home to one of the District's largest employment cores, has a rapidly growing residential and commercial base, and houses several of the city's most visited destinations. Reagan National Airport and Union Station are both less than a ten minute cab ride from the Capitol Riverfront.

The Capitol Riverfront is accessible by all modes of transportation. By car, I-295 and I-395 provide direct access to the neighborhood. Three Metrorail stations – Navy Yard/Ballpark (Green line), Capitol South (Blue/Orange Lines), and Eastern Market (Blue/Orange Lines) – serve the neighborhood. Bike lanes and five Capital Bikeshare stations are located in the neighborhood. A DC Circulator bus runs between Union Station and the Capitol Riverfront on 10-15 minute headways. A ferry system brings passengers from Alexandria, VA to Nationals Park on baseball game days. Finally, our pedestrian-friendly neighborhood can be accessed by foot, with a direct connection to the Anacostia Riverfront Trail.

The Capitol Riverfront BID provides place management services that assist in creating a neighborhood that is clean, safe, accessible, and unique. The BID supports the development of the Capitol Riverfront as a new downtown on the banks of the Anacostia River in Washington, D.C. In support of this mission, the BID provides the following services:

• Real estate market research and analysis
• Strategic planning
• Marketing, branding, and public relations initiatives
• Transportation analysis and advocacy
• Economic development and business attraction
• Clean Teams and Hospitality Ambassadors
• Park maintenance and other public realm improvements
• Community building events (concerts, movies, and other programming)
• Advocacy on behalf of property owners and stakeholders

Capitol Riverfront Neighborhood in Context

The Challenge

The Capitol Riverfront neighborhood is changing rapidly and visitors unfamiliar with the area frequently miss its destinations because they do not know where to look. The most intense development to date has occurred in the neighborhood’s interior submarkets, off of the most highly-trafficked streets, and away from the two Metro entrances in the neighborhood. As a result, visitors who drive or take the Metro into the Capitol Riverfront do not immediately see Yards Park, Canal Park, the Ballpark, and the new restaurants, residential buildings, and other retail in the neighborhoods. People who drive to the neighborhood have difficulty finding newer buildings and do not know where to park. The 2.8 million people who visited Nationals Park in 2013 do not realize that parks, dining, and other recreational opportunities are only blocks away.

Currently, visitors are given a few visual cues that offer information about the neighborhood, however much of the existing signage is inconsistent and/or outdated. The BID’s light pole banners and signs on trash cans let visitors know that they are in the Capitol Riverfront neighborhood. Within part of the Capitol
Riverfront, Forest City’s The Yards project has its own temporary wayfinding and signage program that consists of fence wrapping, light pole banners, and advertising in the windows of vacant storefronts. The Washington Nationals have light pole banners around Nationals Park. Finally, DDOT’s official blue wayfinding signs are scattered along M Street; however these signs are outdated and do not include information about destinations within the Capitol Riverfront. As a result, the wayfinding effort in the Capitol Riverfront is not a comprehensive system, lacks key directions signage, is not coordinated, and can be confusing or conspicuously absent.

The Capitol Riverfront neighborhood needs a consistent signage and wayfinding program that is an extension of the neighborhood brand and provides visitors, residents, and employees with the information they need to best discover and enjoy the neighborhood.

2. Project Description

The Capitol Riverfront BID is seeking the services of a qualified design firm to provide professional services for the planning, design, fabrication, and installation of a graphically unified family of directional and identification signs. New and renovated signs should guide motorists, bicyclists, transit users, and pedestrians on streets throughout the Capitol Riverfront neighborhood. Since only one-third of the projected development in the Capitol Riverfront neighborhood has been built to date, the signage plan will need to be flexible so as to incorporate new sites as the neighborhood continues to develop. The family of signs will initially encompass the following and will be capable of expansion to other signage and graphic needs for the Capitol Riverfront area:

1. Gateway signs for entrances to the neighborhood

2. Directional and destination signs that include information directing visitors to landmarks, destinations, facilities, and services, including, but not limited to, Nationals Park, Yards Park, Canal Park, Anacostia Riverwalk Trail, Navy Yard, Ballpark Boathouse, restaurant clusters, parking garages and lots, mass transit, adjoining neighborhoods, and nearby destinations (e.g. Arena Stage, Barracks Row, Eastern Market)

3. Trailblazer directional signs

4. Pedestrian wayfinding map, directories, and signs (i.e., “You Are Here” maps), especially at Metro stations

5. Pedestrian/bicyclist signs (including directions to Anacostia Riverwalk Trail and to Metro)

6. Signs marking the entrance to parking facilities

7. Neighborhood banners to hang from streetlights

8. Coordination and harmonization with existing/proposed District signage and neighborhood branding

Project Management

The BID will lead the project and will be the client and main point of contact for this engagement. The BID will invite relevant stakeholders to meetings as appropriate. Stakeholders may include the District Department of Transportation (DDOT), the District Office of Planning (OP), other District officials, WMATA, developers, property owners, neighborhood retailers, neighborhood commissioners, or others.
Scope of Services

The following is an outline of the specific items that are required as part of this project. Each consultant is asked to provide a more detailed work description of the Scope of Services to demonstrate their level of understanding of the project and methodology for project completion. The proposals must include all items that the consultant feels are necessary to complete the project regardless as to whether it is listed in the RFP. The meetings schedule and deliverables are identified as baseline suggestions and may be modified to meet proposed scope and schedule.

PHASE 1 – Planning and Design

Task 1A – Project Kickoff: The first phase of the project should include a kickoff meeting and site tour, review of planning work accomplished to date (including Capitol Riverfront BID Urban Design Framework Plan and Anacostia Waterfront Transportation Architecture Design Guidelines); inventory of existing city and neighborhood signage; and informational meetings with key stakeholders (which could include DDOT, OP, WMATA, developers, Washington Nationals, property managers, retailers, and others). Following the kickoff meeting, the consultant team shall prepare a memorandum detailing the neighborhood’s existing conditions with respect to wayfinding.

Meetings: Kickoff Meeting
Deliverables: Existing Conditions Analysis Memorandum

Task 1B – Wayfinding Strategy: The Wayfinding Strategy will lay the foundation for the project by defining project goals and identifying sites, signage types, and signage locations that best meet the neighborhood’s needs and convey its identity. The Wayfinding Strategy should be a comprehensive signage system and should address the following topics:

- Document the project process, including organization chart, approval process, project tasks, and schedule
- Define wayfinding system goals and mission
- Identify neighborhood gateways, districts, primary routes, major areas, points of interest and destinations (cultural, business, shopping, education, parking, recreation, neighborhoods, etc.) in and around the neighborhood
- Identify the types of signage that will best serve the neighborhood’s needs
- Develop criteria for destination inclusion, including designations, main attractions, districts, Riverfront Trail, etc.
- Develop destination list and determine terminology (or abbreviations) necessary for each destination/attraction

Meetings: Wayfinding Strategy Meeting
Deliverables: Wayfinding Strategy Memorandum

Task 1C – Wayfinding Design: The consultant team shall produce preliminary, interim, and final designs for each of the signage types identified in the Wayfinding strategy. Design information shall include graphic layout, message, fonts, size, suggested materials, and placement within the neighborhood. The design team will work iteratively with the stakeholder group to produce designs system of wayfinding signage that achieves consensus approval.

As part of Task 1C, the consultant team shall also provide recommendations for the route plan leading to all major destinations based upon destination criteria and sign message schedule; the placement of each sign type; the number of each sign type required; and cost estimates for each sign type.
Meetings: Two in-person meetings with stakeholder committee to review preliminary and final wayfinding design; interim meetings can be done via conference call
Deliverables: Final Wayfinding designs, preliminary cost estimates

PHASE 2 – Documentation and Implementation

This phase includes the following for all approved sign types: final design, fabrication and construction documentation; cost estimates (including various fabrication options that fall within BID budget); assembly and field testing of sample signs; specifications for on-going sign replacement and maintenance; and permit approval. This phase will require final approval of all proposed signs by the Capitol Riverfront BID, DDOT, WMATA, and other stakeholder groups. The consultant will be authorized to proceed with final design only for portions of the signage program with construction funding available.

Task 2A – Design Documentation: Design documentation includes the following tasks:

- Final design specifications for each sign type, including various options for materials and fabrication, all of which must fall within BID budget
- Cost estimate for each sign type based on materials and fabrication assumptions
- Graphic Design standards manual
- Maintenance specifications for cleaning, replacing, and repairing signage
- Expansion plan for modifying signage as neighborhood builds out

Task 2B – Approvals: The consultant team will work with the client team to secure all necessary permits and approvals to complete approved design program.

Task 2C – Implementation Plan: The consultant team will prepare an implementation plan for fabrication and installation that includes the following components:

- Budget, based on design specifications selected as part of Task 2A and estimated number of signs required.
- Installation plan, with timing and phasing based on cost and order of priority of signage elements
- Sample RFP or other written guidelines for selecting qualified bidder to fabricate and install signage

PHASE 3 – Fabrication, Installation, and Maintenance

The consultant will work with a BID to identify a third party contractor to fabricate and install the new signage. The consultant will review the fabrication and installation of the signs; certify that work is done according to the bid documents; approve change orders, and approve payments to the contractor.

The Capitol Riverfront BID reserves the right to apply, modify or use the materials, processes and designs funded and developed in this project for other uses at a future date. Consultants will not be held liable for any design modifications and changes subsequent to contract completion. The Proposal is limited to those items developed as part of this project and does not include the proprietary materials; designs and processes that a consultant could bring into use on the project that were developed without the project’s funding.

The consultant may be retained on an hourly basis to update and maintain signage as the neighborhood continues to build-out.
3. Fees

Labor Costs

The fee proposal should provide the total labor costs required to complete all three phases outlined in the scope of services. Costs should be broken out by phase and by task, and hourly rates, estimated hours per employee, travel expenses, cost per meeting, and any other costs should be detailed in the fee proposal.

Implementation Costs

The fee proposal should include an estimate for fabrication and installation costs for Phase 3. Implementation costs for Phase 3 will vary based on final signage plan, fabrication materials selected, and subcontractor rates, therefore fee submissions for Phase 3 may be submitted as a low/high range.

4. Pre-bid Meeting

The BID will host a pre-bid meeting on Friday, August 1, 2014 from 10am to 11am at the Capitol Riverfront BID office, located at 1100 New Jersey Ave. SE, Suite 1010. At the pre-bid meeting, the BID will provide an overview of the neighborhood and its submarkets, the goals of the wayfinding system, and other project details. Attendance at the pre-bid meeting is optional. If your firm will attend the pre-bid meeting, please RSVP to tammy@capitolriverfront.org.

5. Submittal Guidelines

Key Dates

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<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>RFP Issued</td>
<td>July 11, 2014</td>
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<tr>
<td>Pre-bid Meeting</td>
<td>August 1, 2014 at 10am</td>
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<tr>
<td>Deadline for Proposal Submissions</td>
<td>August 15, 2014 at 5pm</td>
</tr>
<tr>
<td>Interviews</td>
<td>Week of September 8, 2014</td>
</tr>
<tr>
<td>Project Commences</td>
<td>Week of September 29, 2014</td>
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Submittal Format

Technical proposals should include the following elements in the order listed below:

1. **Cover letter** – An introductory letter on firm letterhead indicating name of firm and team composition, contact person, address, phone, e-mail, and a short statement summarizing the strengths of the firm/team as it relates to this project.
2. **Relevant Experience** – A description of the firm’s relevant experience and capabilities, with description and images of comparable projects. Please include one copy of a sample work product, which may be sent under a separate cover or electronically to reduce printing needs.
3. **Approach and Scope** – 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.
4. **Personnel Qualifications** – Project team organization chart, names, and resumes (3 pages maximum per person) of team members. Please identify individual roles on the team.
5. **References** – Please provide names and contact information (phone and email) for three individuals who can speak to firm’s past performance on similar projects.

6. **Fees** – Fee details should be broken down by phase and by task and include hourly rates, estimated hours by person and by task, and travel expenses. Any additional expenses should be noted and defined.

Responses must be submitted in accordance with the requirements set forth in this Request for Proposals. These requirements were created to standardize the responses and enable a consistent evaluation of the proposals. All submittals must be on letter sized paper (8 ½” x 11”), double-sided, with pages numbered. Please provide four printed and bound copies, one unbound copy, and one electronic copy of the final proposal. The original and all copies should be submitted in a sealed envelope addressed to:

Tammy Shoham  
Vice President of Economic Development and Research  
Capitol Riverfront BID  
1100 New Jersey Ave SE, Suite 1010  
Washington D.C., 20003

*Proposals are due on August 15, 2014 at 5pm. Late proposals will not be considered.*

### 6. Evaluation Criteria

Proposals will be evaluated based on the following metrics:

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<tr>
<th>Criteria</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Understanding of the work required and quality and responsiveness of the proposal</td>
<td>10%</td>
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<tr>
<td>Professional qualifications related to scope of work, including quality of comparable experience</td>
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<tr>
<td>Proposed methodology for completing work</td>
<td>20%</td>
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<tr>
<td>Design aesthetic</td>
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<tr>
<td>References and work sample</td>
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<tr>
<td>Fee</td>
<td>25%</td>
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<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
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### 7. Questions

Questions about this RFP should be directed in writing to Tammy Shoham, Vice President of Economic Development with the Capitol Riverfront BID, at tammy@capitolriverfront.org.