



CITY OF FOUNTAIN  
ECONOMIC DEVELOPMENT DEPARTMENT  
REQUEST FOR PROPOSAL – WAYFINDING SIGNAGE SYSTEM PLAN  
RFP #24-01ED

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**Notice to Respondents of Submittals**

A copy of the RFP and associated documentation may be obtained on the BidNet Direct website at <https://www.bidnetdirect.com/colorado/cityoffountain>. Submit one (1) original hard copy, one (1) digital PDF copy, and four (4) duplicate copies of the proposal to the City of Fountain Economic Development Department by **January 17, 2024 at 5:00 PM MDT**. Hard copies and digital copy on a thumb/flash drive shall be submitted in sealed envelopes clearly marked on the outside “RFP# 24-01ED; Fountain Wayfinding Signage System Plan”. Proposals shall be mailed or delivered to:

**City of Fountain  
Economic Development Department  
116 S. Main St.  
Fountain, CO 80817  
Attn: Nate Shull**

Proposals in the form of telephone calls, facsimiles or e-mails will not be accepted. The City does not recognize the U.S. Postal Service, UPS, FedEx, or other carriers in determining the date and time the proposal was received. This time and date are fixed, and extensions will not be granted. Proposals received after the deadline will not be considered.

**Important Dates**

RFP Release Date.....December 8, 2023  
Pre-Bid Questions Due.....December 18, 2023 (1<sup>st</sup> round) & January 8, 2024 (2<sup>nd</sup> round)  
Proposal Due Date..... January 17, 2024, 5:00 PM MST  
Oral Interviews.....January 22 – January 24, 2024  
Award of Contract.....February 9, 2024

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## **I. Introduction**

### **A. Project Request**

The City of Fountain (the “City”) is soliciting proposals from qualified firms (“Respondents”) for the development of a wayfinding signage system plan (the “Plan”). Respondents are expected to provide planning and design concepts for a comprehensive wayfinding signage system that identifies a range of signage types to be placed at select strategic locations along the US 85/87 URA Corridor and within its respective commercial business districts which effectively orient users toward key destinations of interests or relay critical information which avails greater navigation of the surrounding environment. The City seeks a not-to-exceed “lump sum” cost for the entire project.

### **B. Project Goals**

The Plan should accomplish the following:

- Overhaul the 2007 and 2009 sign location plans and governing routes overlapping the US 85/87 URA Corridor by reevaluating the effectiveness of recommended (non-existing) and completed (existing) signage locations while addressing underserved areas of the City
- Increase awareness of the city’s various businesses, public amenities/facilities, and recreational assets using a variety of appropriate signage types and scales
- Clarify points of entry with monument signage and create an arrival sequence into distinct geographies within the City
- Improve directionality and traffic flow navigability along the City’s major thoroughfares
- Develop design intent that is both attractive and meets CDOT standards for the placement of signage within state road rights-of-way
- Build upon Fountain’s community assets to define an identify/brand of business district corridors for the visiting public (as budget permits)
- Coordinate wayfinding signage to be harmonious with existing adjacent non-city wayfinding signage (e.g. Fountain Creek Water Shed District, Fountain Fort Carson School District 8, DoD military installations, etc.)
- Design signage that meets universal design standards for accessibility and inclusivity

### **C. Background Information**

The Wayfinding Signage System Plan has been adopted as Strategic Objective D15 under the City’s 2022-2024 Strategic Plan set forth by City Council (**see Appendix C**), for the purpose of increasing awareness of community points of interest and business corridors in Fountain and improving city infrastructure to meet future community needs.

The City of Fountain is a rapidly growing municipality of approximately 32,100 residents (Lightcast, 2022) located in southern El Paso County, approximately 12 miles south of Colorado Springs. Situated along the eastern edge of I-25 and Fountain Creek, the City acts as the gateway to the Pikes Peak region, offering residents and visitors exceptional views of the southern Colorado front range mountains and an affordable, small-town lifestyle with access to urban-style amenities.

The City's main thoroughfare, US 85/87, functions as the commercial spine of the greater Fountain Valley Region containing around 109,000 residents. Fort Carson Military Base and Schriever Air Force Base, located west and northeast of the City, respectively, contribute to the over 75,000 daily total commuters traveling along this thoroughfare (CDOT Online Transportation Information System Highway Data Explorer). The US 85/87 corridor is also an urban renewal area (URA) encompassing several City-designated commercial business districts, which include 1) the Gateway District 2) Olde Town District, 3) Mesa Ridge, and 4) North US 85/87. Each possesses a unique composition and character, having developed in response to the growth of their respective neighborhood populations (**see Appendix D for map**).

In 2007, the City engaged Colorado Center for Community Development to prepare a wayfinding signage report. A subsequent report was produced in 2009 for historic downtown signage (**see section I.D**). These signs were to help strengthen the visual identity of Fountain through a cohesive, uniform signage system. However, due to budget constraints, only 25 signs were installed (3 primary, 3 secondary, 5 tertiary, 12 historic walking paths, and 2 monument signs).

Almost 15 years later, new demands such as increased traffic congestion, rapid residential growth, and commercial district evolution are placing heavy pressure on City staff to provide the public services and adequate infrastructure necessary for quality of life. As such, the City recognizes the critical need for improved wayfinding signage to support future commercial and residential expansion throughout the City, to address the traffic demands brought on by transitional populations derived from DoD Military installations, and to provide a contemporary, welcoming appearance that attracts future investment.

#### **D. Contributing Plans and Studies**

The Wayfinding Signage System plan components are influenced by, and referenced within, a number of complementary plans and studies undertaken by the City over the past two decades. Respondents are encouraged to understand these documents and build a proposal which incorporates select recommended outcomes around wayfinding signage and business district identity/branding. These plans and studies are listed below.

<b>Document Name</b>	<b>Year Completed</b>
<a href="#">Fountain Downtown Strategic Plan</a>	2000
<a href="#">City of Fountain Comprehensive Development Plan</a>	2005 (adj. 2017)
City of Fountain Wayfinding Signage Report	2007
<a href="#">Gateway US 85/87 URA Master Plan</a>	2008
City of Fountain Historic Downtown Signage Report	2009
<a href="#">City of Fountain Olde Town Revitalization Summary</a>	2014
<a href="#">City of Fountain Parks and Recreation Master Plan</a>	2015
<a href="#">Olde Town and Interstate Gateway Aesthetic Design Guidelines &amp; Urban Renewal Vision</a>	2017
<a href="#">Ohio Avenue Placemaking Campaign</a>	2020
<a href="#">Southern Colorado Rail Park Feasibility Land Use Study</a>	2022

<a href="#">Fountain Creek Corridor Greenway Master Plan</a>	2022
The Blast Site Pedestrian Mobility Corridor Land Reuse Plan	2023

## II. Statement of Work

### A. Project Description

The wayfinding signage system plan is to be a comprehensive design document which identifies the application of a wide range of signage types at specified locations directed at a diversity of users with a varying range of abilities. The final document should build upon key recommendations from previous plans and studies while addressing present-day needs for enhanced legibility, increased predictability, and universal accessibility to better serve the growing population forecasted for the City over the next 20+ years. Of note, the application of findings and recommendations from the 2007 wayfinding report and 2009 historic downtown sign report should only be used as a preliminary baseline for developing the wayfinding signage system plan and for determining the ultimate expansion or replacement of existing signage elements.

The Plan should serve as a steward document to guide new urban infill and eastern suburban commercial growth areas for new signage standards and implementation.

The geographic project area includes:

- City of Fountain Proper (**Click [HERE](#) for map**)
- US 85/87 URA Commercial Corridor (**see Appendix B**)
  - Emphasis on signage at points of entry from I-25, major roadways, and key intersections along the Corridor
  - Emphasis within select business districts (Olde Town, Gateway, Mesa Ridge, North US 85/87)

### B. Scope of Services

The selected firm shall perform the following tasks as part of the scope of services. Of note, deviations, modifications, or additions to the below may be proposed so long as they enhance the process and the final product and are accompanied by a cost estimate variable for review and consideration.

- i. Inventory and Analysis
  - a. Objectives/Action
    - i. Perform a comprehensive analysis of all existing wayfinding signage throughout the city via the use of in-field observation notes, photography, geospatial tracking, and/or any other applicable methods
    - ii. Collect and organize all existing community feedback/survey results related to wayfinding signage and branding from previously conducted studies and planning efforts
    - iii. Research all internal and external wayfinding regulatory standards applicable to Fountain, including Fountain Sign Code, Colorado Department of

Transportation, Federal Department of Transportation, Department of Defense, Manual on Unified Traffic Control Devices, and others

- b. Deliverables
  - i. Prepare map of existing conditions for wayfinding signage, including locations of all current wayfinding signs
  - ii. Prepare image catalog of 1) existing wayfinding signs, and 2) sample wayfinding signs from peer/case study communities
  - iii. Prepare narrative summary of applicable regulatory standards impacting future wayfinding signage system design
  - iv. Prepare analysis maps illustrating the following:
    - 1. Primary, secondary, and tertiary vehicular and pedestrian networks
    - 2. Community destinations and assets
    - 3. Existing signage network gaps
    - 4. New Urban Infill and Suburban Growth Zones
  - v. Using previous and current community feedback, prepare a summary of wayfinding values and aspirations
- ii. Visioning and Themes
  - a. Objectives/Actions
    - i. Define a set of wayfinding principles to guide signage design typologies and locations based on previous analysis findings and community feedback results.
    - ii. Identify fundamental themes for design intent to be incorporated into future sign concepts
      - 1. Includes typologies, colors, materials, text, and symbols
      - 2. May elect to design additional district brand themes for sign concepts  
**(see section III.c)**
    - iii. Determine primary, secondary, and tertiary community destinations and routes
  - b. Deliverables
    - i. Prepare design intent sketches illustrating sign specifications and classification
    - ii. Prepare a flowchart and diagram illustrating the hierarchy of key destinations and routes
- iii. Concept Development & Implementation
  - a. Objectives/Actions
    - i. Identify sign locations, sign classifications, and messaging (text, symbols, etc.). Include a subset map within each sign class chapter. Utilize the following categories:
      - 1. Gateway (monument) Signage (2 minimum variations)
        - a. Includes sign materials, size, orientation, symbols
      - 2. Directional Signage (2 minimum variations)
        - a. MUST focus on business, civic, recreation, and parking

- b. Vehicular AND pedestrian signs
    - c. Include sign materials, size, orientation, symbols
  - 3. Interpretive Signage (2 minimum variations)
    - a. MUST focus on historic or environmental sites, buildings, and/or landscapes
    - b. Include sign materials, size, orientation, symbols
    - c. Optional - marking features
  - 4. Decorative Signage – Flagpole Banners (optional)
    - a. Include sign style/shape, placement, graphics/images
- ii. Generate bid cost estimates for future signage fabrication and installation
- iii. Determine phasing of future signage installation based upon URA urban infill and suburban east growth zones
- iv. Defines future maintenance responsibilities, assigned parties, and estimated operation and maintenance costs
- b. Deliverables
  - i. Prepare a “location plan” with specified locations for ALL sign types
  - ii. Prepare a “message schedule” with specific text for individual sign types
  - iii. Prepare a cost estimate matrix by signage type and quantity
  - iv. Prepare a phasing plan for signage buildout
  - v. Prepare a signage asset management plan with actions, costs, and responsible parties

### **C. Community Outreach / Engagement**

The following methods of public engagement shall be performed at a minimum. Deviations, modifications, or additions may be proposed if they are believed to enhance the final deliverables and remain within the project budget.

- Formal steering committee sessions (3 total)
- Business district working committee / focus groups (1 total)
- Public meetings / open houses (2 total)
- City Board / Commission updates (4 total)
  - Includes Parks & Rec Advisory Committee (1), Planning Commission (1), Economic Development Commission (1), and City Council (1)



### **III. Project Parameters**

#### **A. Project Timeline**

The City's desires a working draft of The Plan to be a finalized draft made by Dec 31, 2024 and a formal adoption recommendation with City Council by Spring 2025. The Respondent is expected to provide service in accordance with the terms of the executed contract and under the rules, regulations, and supervision of the City.

#### **B. Cost and Fee Arrangement**

The City's budget for this project is estimated at \$80,000, which is to includes both staff and project team fees, and all such expenditures for performing the requested services, including without limitation, travel, equipment, supplies, subcontractor fees, permit fees, licenses, insurance, webpages/media, etc.). This budget excludes business district branding concept designs for incorporation into the wayfinding signage system.

#### **C. District Branding**

Business district branding incorporation within the wayfinding signage system may be considered as an organic outcome of the initial community feedback results, and will be evaluated for consideration by staff as the project budget permits. Such details should include, but are not limited to, slogans, logos/icons, font type, colors, and other marking elements.

#### **D. Design Compliance**

The select firm's final design shall be in conformance with CDOT's [\*guide signing policies and procedures\*](#) (2021 edition) applicable sections, FDOT's [\*Manual on Uniform Traffic Control Devices\*](#) (latest edition), and the [\*City's Sign Code\*](#) requirements. Design variances or discrepancies from these established regulatory standards are discouraged, but if pursued, must be communicated with the respective agency to gain approval.

## IV. Evaluation and Selection Process

### A. Submittal Requirements

Respondents shall submit proposals which adhere to the following:

- Maximum page length of 25 pages, doubled sided
- 8 ½" x 11" portrait or 11" x 17" portfolio style (\*portfolio style qualifies as 2 pages)
- Minimum 11-point font size
- Minimum 0.8" margins
- One (1) original copy and four (4) duplicate copies
- One (1) digital pdf copy on a secure thumb drive

#### i. Proposal Content

- a. Letter of Transmittal
  - i. Project Lead Contact Name, Mailing Address, Telephone, and Email (including those of alternative representatives as applicable)
  - ii. High-level description of team qualities and unique capabilities as it relates to the project
  - iii. Affirmative statement of acceptance
- b. Team Organization / Personnel
  - i. Names, titles, and resumes of key personnel proposed for this project (narrative or org chart)
  - ii. Individual roles and responsibilities as it pertains to project scope
- c. Team Experience / Qualifications
  - i. At least three (3) examples of wayfinding signage projects or similar topical placemaking projects your firm has completed
- d. Project Approach
  - i. Detailed narrative proposal of approach to delivering stated scope of services (proposal should respond directly to individual items listed in scope)
  - ii. Must address the following:
    - 1. Methods for, and frequency of, community outreach and engagement
    - 2. Execution and final appearance of deliverables
    - 3. Critical path for completion and any alternative, creative solutions for maximizing project budget
- e. Project Timeline
  - i. Detailed schedule (workflow graphic) including the following:
    - 1. Task name
    - 2. Linear calendar showing
      - a. Task duration
      - b. Start and finish dates
    - 3. Public engagement touchpoints (**see section II.C**)
    - 4. Milestone deliverables called out (**see sections II.B.i.b, II.B.ii.b, II.B.iii.b**)

f. Project Cost Summary

- i. Total cost estimation for consultation, including labor, equipment, supplies, subcontractor fees, permit fees, and other applicable expenditures. This may include an itemized cost punch list with optional additional services demarcated.
- ii. *Disclaimer: any future cost evaluation shall occur over the lifespan of the deliverable*

**B. Evaluation Criteria**

The City will evaluate submitted proposals based upon the following criteria:

Criteria	Description	Points/Percentage
Criteria 1 - project methodology	Demonstration of clarity toward understanding project goals, outcomes, and deliverables based on RFP; thoroughness of proposed project approach, timeline, and budget.	35 points (35%)
Criteria 2 – team qualifications	Demonstration of professional experience by select personnel based upon prior education, training, and/or direct application to work domains	20 points (20%)
Criteria 3 – proposal cost	Description of comprehensive costs (direct and indirect) associated with the project, with demonstration of team's ability to complete all tasks within the allocated budget	15 points (15%)
Criteria 4 – relevant experience	Demonstration of subject-matter experience by firm/team personnel on similar projects of scope/scale. Evidence of public / elected official engagement.	10 points (10%)
Criteria 5 – public facilitation	Demonstration of adherence to, and procedural attention towards, community outreach and engagement methodology specifications	10 points (10%)
Criteria 6 – proposed use of subcontractors	Clarification as to subcontractor involvement and expectations within the project	5 points (5%)
Criteria 7 - proposal quality	Demonstration of adherence to submittal requirements, ease of document legibility, organization, etc.	5 points (5%)
Total		100 points (100%)

### **C. Interview/Oral Presentation**

The City will host interviews with the final two candidates. Interviews may be virtual or in-person. If held, the City will notify finalists of the time, date and location. Presentations will be limited to 1 hour per Respondent, which includes Respondent questions. All key personnel identified in the RFP will be required to attend.

### **D. Notice of Award**

The City will authorize the award of a contract to the successful Respondent. The City will notify the successful Respondent by phone, followed by written confirmation. Each Respondent whose proposal is not accepted will receive notification by email. In the event that a contract cannot be finalized within thirty (30) days of the award, the City reserves the right to enter into negotiations with another Respondent. Disclaimer: This budget authorization requires City Council to award the consultant contract which is slated to transpire in February 2024.

### **E. Method/Instructions of Submittal**

Respondents shall submit one (1) original copy, one (1) digital PDF copy in an attached flash/thumb drive, and four (4) duplicate copies of the proposal in a sealed envelope or manila folder with the name of the firm and “RFP #24-01ED Fountain Wayfinding Signage System Plan” written on the outside by January 17, 2024 at 5:00 PM MDT. Sealed proposals must be received by this deadline, or it will not be considered.

By submitting a proposal, the Respondent is demonstrating they have read, understand, and agreed to all bid documents and addenda (as applicable).

The City reserves the right to accept any or all alternative bids and award a contract to someone other than the lowest bidder, to waive any irregularities or informalities or both; to reject any or all bids; to subdivide the award, and in general to make the award of the contract in any manner deemed by the City, in its sole discretion, to be in the best interest of the City of Fountain.

## **V. Miscellaneous**

### **A. Modification/Addenda to RFP**

Revisions to this RFP will be made through addenda published and made available to all Respondents on the City’s website and on the BidNet Direct website. Any other communication, spoken and written, formal and informal, received by any representative of any Respondent from sources other than official addendum shall not be effective to vary any term of the RFP.

### **B. Pre-Bid Questions**

Any pre-bid questions concerning this project or this RFP must be emailed to the attention of Nate Shull; City of Fountain Economic Development at [nshull@fountaincolorado.org](mailto:nshull@fountaincolorado.org) by no later than December 18, 2023 at 5:00 PM MST. Respondents must use the form provided in **Appendix A** to submit their questions; no other submission method will be deemed as acceptable for the purposes of this RFP. The City will accept a second round of questions from Respondents as applicable. These second-round questions must be submitted using the same form denoted above by no later than January 7, 2023 at 5:00 PM MST.

### **C. Disposition and Disclosure of Proposals**

All proposals submitted in response to this RFP will become the property of the City and a matter of public record. The Respondent must identify, in writing, all copyrighted material, trade secrets, or other proprietary information that it claims is exempt from disclosure. Any firm claiming such an exemption must also state in its proposal that the Respondent agrees to hold harmless, indemnify and defend the City and its agents, officials, and employees in any action or claim brought against the City for its refusal to disclose such materials, trade secrets or other proprietary information to any party making a request therefore. Any Respondent failing to include such a statement shall be deemed to have waived its right to an exemption from disclosure.

### **D. Reservation of Rights**

The City reserves the right to:

1. Accept or reject any and all proposals received in response to this RFP, and to re-advertise for new submittals.
2. Waive or modify any irregularities in proposals received after prior notification to the Respondent.
3. Accept any proposal in part, or defer part of the proposed system changes and /or additions to a later date at discretion.
4. Request the submission of proposal modifications at any time before the award is made, if such is in the best interest.
5. Consider proposals or modifications received at any time before the award is made, if such is in the best interest.
6. Request clarification and/or additional information from the Respondent during the evaluation process.

7. Utilize any and all ideas submitted in the proposals received unless those ideas are covered by legal patent or proprietary rights and the patent of those rights is indicated by the vendor. Proposals will become the property of the City.
8. In the event of Contract termination, enter into Contract negotiations with other qualified firms that submitted acceptable proposals, rather than redoing the proposal process for the project.
9. Negotiate with the selected firm to include further services not identified in this RFP.

**E. Compliance to Applicable Laws, non-collusion, etc**

Respondents shall comply with all Federal, State, and Local laws, ordinances and regulations applicable to the work. Respondents, at their own expense, shall secure all occupational and professional licenses and permits from public or private sources necessary for the fulfillment of this project.

## VI. Appendices

### Appendix A - Respondent Question Submittal Form

All questions regarding this bid must be emailed using this form to the attention of Nate Shull; City of Fountain Economic Development at [nshull@fountaincolorado.org](mailto:nshull@fountaincolorado.org)

No questions will be accepted by any other means. All questions must be submitted by the stated deadline(s) in the RFP. Questions received after these times may not be addressed.

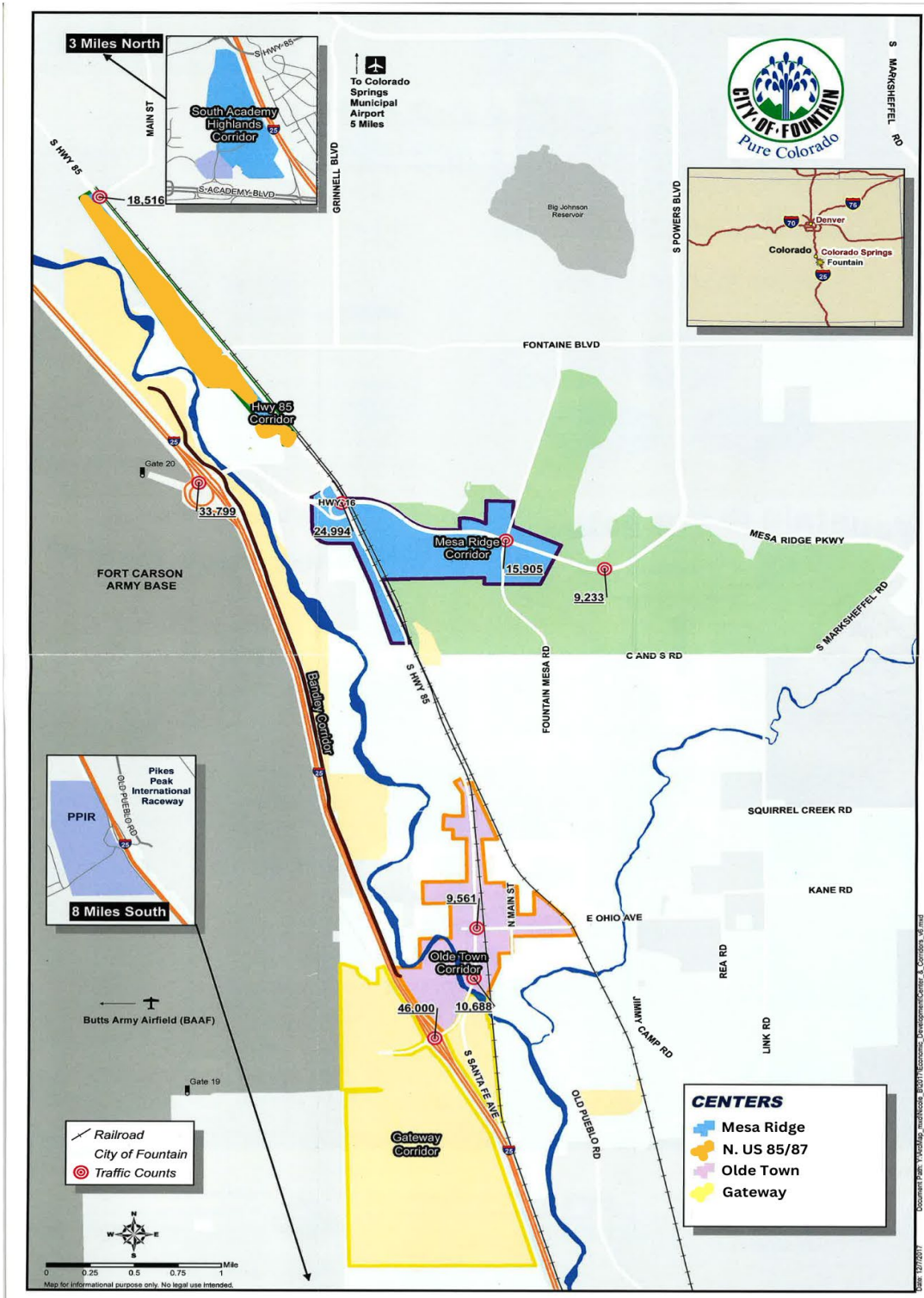
*Replies will be issued by an addendum and delivered to all parties recorded as having received the proposal documents. Only questions answered by formal written addendum will be binding.*

Date: \_\_\_\_\_ Name: \_\_\_\_\_ Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Question:
Question:
Question:
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## Appendix B – US 85/87 Commercial Corridor Map





## Appendix C – Strategic Objective D15

# Strategic Objectives

**Rescind:** Objective D13: **Complete an update to the city Economic Development Strategic Plan**

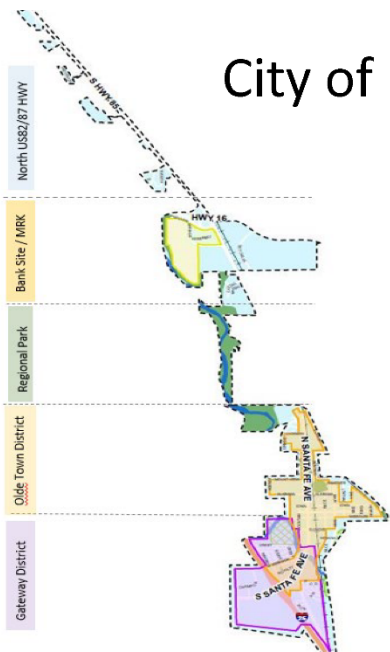
No later than December 2024, the Economic Development Director will complete an update to the city Economic Development Strategic Plan, in order to set conditions and facilitate responsible development in the Fountain community

**Add:** Objective D15: **Develop and Publish an updated directional signage plan along the Highway 85/87 Urban Renewal Area (URA) Business Corridor.**

No later than December 2024, the Economic Development Director will complete a study and publish a plan to update directional signage along the Highway 85/87 corridor, in order to increase awareness of community points of interest and business corridors in Fountain and improve city infrastructure to meet future community needs.



2022-2024 Strategic Plan, City of Fountain



## City of Fountain Focus Area Map

*US85/87 Business Corridor URA*

**Wayfinding** tailors **directional and communicative signage** in key strategic locations to define navigation paths and iconic cues of orientation for destination points of interests and business corridors of a community. It bridges awareness and connectivity to improve city infrastructure and define public safety routes to meet future community needs.

**Signage** refers to the **physical placement and types of structure** design for implementation of a holistic wayfinding campaign, which can include pedestrian, bicycle, and vehicle signage.

**Branding** refers to the **thematic identity of a business corridor** through creative slogans, logos/symbols, colors, and shapes as applied to physical streetscape amenities (*signage, sidewalks, lights, trash receptacles, artwork, etc.*).

US85/87 Business Corridor URA corridor includes **N. US85, Mesa Ridge, Olde Town, and Gateway district areas.**

Basis of Recommendation: **2014** Olde Town Revitalization Summary, **2017** Town Design+Aesthetics Guidelines, **2020** Ohio Avenue Placemaking Campaign, **2023** The Blast Site EPA Brownfields Assessment



D15\_ Strategic Plan Amendment\_EcoDev\_9.2023