



REQUEST FOR PROPOSAL
INCOG REGIONAL TRAIL BRANDING & SIGNAGE
DESIGN MANUAL GUIDELINES
RELEASE DATE: March 14, 2019

INCOG is requesting proposals for the creation of a regional brand and design manual guidelines for recreational trails and on-street signage. This submittal is for a cohesive brand, marketing and signage guidelines that will strengthen Northeast Oklahoma's trail identity and visibility, as well as increase usage of the trail system.

Proposals are to be mailed or delivered to: INCOG, Attn: Jane Ziegler; 2 W. 2nd Street, Suite 800, Tulsa, Oklahoma, 74103 by **April 19, 2019 at 5:00pm CST**. Provide 1 hard copy of your proposal and send an electronic copy to jziegler@incog.org. INCOG will select a consultant or consultants to interview. It is anticipated that a contract will be negotiated with the selected firm. The total proposal budget for the regional trail branding & signage design guidelines is \$45,000.00. This includes the creation of a brand and design manual, consulting services and travel expenses. This contract will begin August 2019 and will end January 2020.

Answers to questions received from potential firms will be posted at no later than 5:00pm, April 15, 2019 after which no further communication with consultant teams will occur. Updates will be posted to: www.incog.org/transportation

For more information visit www.incog.org/transportation or contact Jane Ziegler at 918.521.4431 or jziegler@incog.org.

I. Introduction.

INOCG is seeking a qualified firm or consultant for the creation of a unique regional brand and a manual instructing design guidelines for a graphically unified family of signage and wayfinding devices. In general, the scope of signage and wayfinding mechanisms to be included in this proposal are encouraged to include the following and will be capable of expansion to other signage and graphic needs for Northeastern Oklahoma in the future.

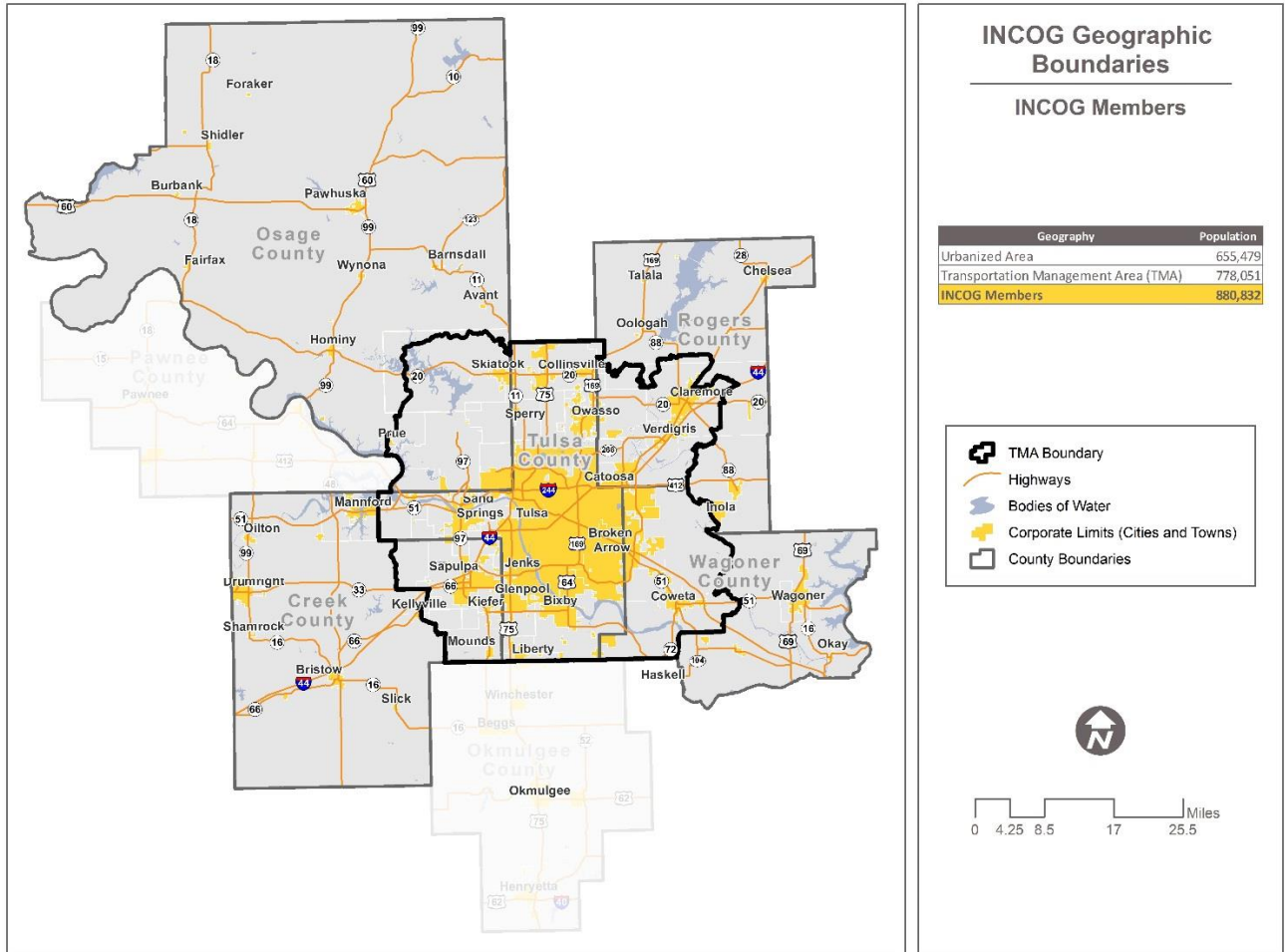
- Assist regional governments to improve navigation for all active transportation users
- Aid in the creation of consistent signage and wayfinding across a range of mediums
- Create a sense of connectivity and direction
- Guide individuals to landmarks, facilities and other amenities
- Establish a visual consistency with regional cities and park logos
- Promote walking, bicycling and other means of active transportation by highlighting links to multi-use trails.
- Establish a maintenance plan for signage

II. Project Area Description

The project area are all government and park jurisdictions within INCOG's TMA and 5 county region as well as possible other Northeastern Oklahoma partners.

[Tulsa Area Existing Trails Map](#)

[GO Plan Proposed Bicycle Facilities- Including Trails](#)



III. Background

In 1999, INCOG’s board of directors voted and approved a Trails Master Plan for Tulsa’s Transportation Management Area. The goal of this original plan was to facilitate the actual construction of as many trails in the metro area as possible and to connect the trails and the communities they serve to a wider network. The GO Plan, approved by INCOG’s board of directors in 2015 is the successor of the 1999 Trails Master Plan. The GO Plan incorporates both the 1999 plan and new on and off-street bicycle facilities that includes additional multi-use trails.

Several of the planned trails have been constructed since 1999 such as the Katy Trail, Joe Creek Trail and the Osage Prairie Trail. These trails do accomplish the goals of the 1999 Trails Master Plan and the GO Plan by connecting multiple jurisdictions within the Tulsa metro area and creating safe alternative routes for both pedestrians and people on bikes. However, these trails have yet to see their maximum potential due to a lack of signage and the perceived disconnect of the existing trail system. For example, trailheads of the Katy Trail, Osage Prairie Trail and Midland Valley Trail are all

located within a half mile of each other in Downtown Tulsa, but there are no wayfinding signs nor trail head signs to educate people of their existence or where they lead. In addition, a lack of a regional trails logo means there has not been any marketing of the trail system to tourists and residents. With over 90 miles of paved multi-use trails, this is a regional asset that has great health and economic potential. A regional brand and signage design manual will assist INCOG and regional partners to create one unified trail system and increase awareness and usage of the trail system.

IV. Proposed Scope of Services

A final scope of work will be determined and created between INCOG and the consultant(s). The scope of work for this RFP will require the following:

Task 1: Create Regional Trails Brand/Logo

The Consultant(s) team will work with a steering committee comprised of cities, nonprofits and user groups to ensure public involvement in the branding process. The consulting staff will meet with this committee during the branding development process. Public outreach to solicit feedback regarding any major concerns or ideas for a brand is mandatory. The consultant should suggest public involvement ideas in the RFP; this could be in the form of a public meeting, social media or any other creative ideas the consultant feels would provide public feedback. The deliverable will be the creation of a regional trail brand.

Task 2: Create a Brand & Wayfinding Signage Design Guidelines Manual

The deliverable of task 2 is a manual that will provide the following:

- Recommend wayfinding/signage hierarchies and design protocols, including color, font, typeface, etc.
- Using the deliverable from task 1, consider wayfinding/signage with one regional brand and various local brands in mind. For example: City of Bixby, River Parks and Tulsa Parks & Rec logos
- Establish guidelines on font/typeface and symbols to be included on wayfinding/signage
- Include the following recommendations
 - Dimensions
 - Material
 - Color Palette
 - Font (size and weight) and typeface (design)
 - Symbols (permitted uses, public health/safety contacts, etc.)
 - Accessibility considerations (height, readability, language, etc.)
 - Sponsorship guidelines
 - Technology-related considerations, such as QR codes, IoT, cloud-based technologies or services (including mapping), etc.
 - Correct manner to use logos for marketing purposes such as t-shirts, websites, brochures, etc.
- Determine methods for description, distance (possibly paired with time), and direction wayfinding/signage
- Include maintenance timeline and yearly budget for signs/wayfinding signs

V. Budget

Provide a budget that shows a breakdown of services to be provided according to Tasks 1 and 2 listed in part IV. In addition, please break out travel expenses.

VI. Evaluation Criteria

Proposals will be evaluated by INCOG's internal review committee. Proposals will be reviewed in terms of content, completeness, experience of the consultant(s), and proposal's ability to meet scope of services within budget. Previous client references may be contacted to verify client satisfaction, including clients not listed on the proposal. This RFP is open to any firm that provides consulting services that comply with all elements identified within this RFP. Proposal will be graded using the following guidelines:

Requirement	Points	Subrequirements
Project Understanding and Work Plan	20 points max.	<ul style="list-style-type: none"> Demonstrate project understanding, including scope of work items Explain how planned tasks will accomplish the project Illustrate previous relevant work and coordination with stakeholders
Project Schedule and Timeline	15 points max.	<ul style="list-style-type: none"> Indicate time required to complete tasks 1 & 2 Describe key events, as well as associated items to deliver
Organization Description	15 points max.	<ul style="list-style-type: none"> Describe background and organizational stability (years in business, etc.) Describe relevant projects completed Provide up to 3 references from individuals or organizations that can attest to your organization's ability to accomplish this project; include name, address, and email addresses
Experience with similar projects	15 points max.	<ul style="list-style-type: none"> List staff and hours assigned to each Describe extent of principal or project manager involvement and key staff roles
Desired and Value-Added Capabilities	20 points max.	<ul style="list-style-type: none"> Submit any information believed relevant to proposal Submit any innovative approaches to working on the project Submit any complimentary approaches not anticipated or known
TOTAL	85 points max.	

Cost Information

Requirement	Points	Subrequirements
Cost Information	15 points max.	<ul style="list-style-type: none"> Are consultant resources readily available? Estimated total cost, taking into account a desired not-to-exceed cap of \$45,000 List of tasks not performed by the consultant that must be performed by INCOG Identify what your organization considers reimbursable expense and detailed costs of each

Proposals are due to INCOG by 5:00 p.m. CST on April 19, 2019. The proposal is limited to twelve (12) single-sided pages. Any additional documentation should be included as hyperlinks. Send 1 hard copy

to Jane Ziegler, INCOG, 2 West 2nd Street, Suite 800, Tulsa, Oklahoma 74103. Send an electronic copy to jziegler@incog.org.

INCOG reserves the sole right to evaluate the submittal, waive any irregularities therein, select candidates or reject any and all firms that submitted should it be deemed for its best interest. Parties selected will be notified by e-mail. Please direct comments, questions, and any request for information to Jane Ziegler, INCOG Transportation Planner, at (918) 579-9427 or jziegler@incog.org.