

**EXHIBIT A**  
**PROPOSED SCOPE OF SERVICES FOR WAYFINDING SIGNAGE REQUEST FOR PROPOSALS (RFP)**  
*As of December 5, 2018*

*Phase I: Analysis and Program Development*

- a. Conduct an on-site kickoff meeting and site analysis with steering committee. Steering committee to share evaluation of current system, operational difficulties and needs of a future system
- b. Evaluate committee planning efforts to date
- c. Learn how people will enter and leave the area and move between the destinations, developing circulation patterns
- d. Work with Project Delray Team to develop maintenance, budget, schedule and phasing issues
- e. Evaluate existing and proposed wayfinding plans and implementation status
- f. Determine what sign types, wayfinding elements and number will be needed
- g. Evaluate zoning code requirements for the signage
- h. Evaluate feasibility of reusing existing sign locations
- i. Develop the project schedule

*Deliverables: wayfinding analysis and recommendations document including an evaluation of the existing system, users' needs, districts and destinations, zoning requirements, regulatory and jurisdictional issues, recommendations for identity graphics; and a detailed schedule for project completion, including team members' roles and time commitments, and key meetings and milestones. Recommendations are to include \_\_\_ sign design options for presentation to the Delray Team authorities for final decision.*

*Phase II: System Design Development*

- a. Analyze architectural elements, materials, themes and the City mission statement in order to develop an appropriate design aesthetic for the system
- b. Prepare detailed designs for select sign types, including potential future projects
- c. Steering Committee to review three initial design concepts
- d. Present at least three initial design concepts for review to CRA/DDA/City Commission
- e. Gain public input on design through survey outreach on the design concept
- f. Complete up to three rounds of refinements
- g. Apply the approved design to the remaining sign types
- h. Present the full sign type array and mock up signs
- i. Revise the individual sign type designs once more if needed

*Deliverables: Final Design Intent Drawings with written statement regarding rationale for design choices, materials and how systems can be modified over time; scaled mock ups of potential sign types and concepts; and a statement of probable cost for the fabrication and installation of the system, including number of various sign types and locations. It is estimated that the City will be responsible for fabricating 75 – 80% of the program. Project team will manage the approval process.*

*Phase III: Pre-Production*

- a. Add detailed specifications to the final Design Intent Drawings (exact dimensions, letter heights, materials, mounting details, color specifications and material performance standards).
- b. Provide full sign message schedules and general location plans for signs within 50 feet of the final locations. The Client will establish final specific locations for the signs in the field.
- c. Prepare sign location plans and sign message schedules; submit to steering committee to review; Revise; submit for second review.
- d. Develop Bid Documents (general conditions and “boilerplate” language necessary for a competitive bidding process) as required.
- e. Verify the statement of probable cost for the fabrication and installation and develop a phasing plan for implementation (with stakeholder input).
- f. Prepare the necessary artwork.

***Deliverables:** Final Bid Documents, verification of the Statement of Probable Cost and Implementation Phasing Plan that includes priorities in terms of sites and sign location. This plan should include details for location such as distance from a point of interest, location on a one-way street, conflicts with existing infrastructure. Deliverables to be provided in editable format (MS Office versions for non-map documents and GIS for maps) as well as pdf version for all documents.*

#### **Phase IV: Implementation**

- a. Issue the Bid Documents to the City for construction
- b. Review contractor bid proposals and recommend award based on ability to meet project scope, budget and schedule.
- c. Review shop drawings and color samples. Review pay requests. What services are we asking for, do we want any inspections? Do we want as built drawings from this firm or the contractor. As built will need to be certified by engineer or surveyor and provided in GIS and pdf format.
- d. Consult with the steering committee (project managers) during construction phase
- e. Perform substantial and final inspections and submit recommendation / punch list items steering committee.
- f. Coordinate any required modifications that the construction contractor may need to make

**Final Deliverable:** Wayfinding and Signage reference manual that serves as a guide for re-ordering and maintaining the new wayfinding system. Should include system summary, map of sign locations and content, shop drawings of each type of sign, recommendations for future project expansion, rules of thumb regarding sign placement, schedules, method of updating/replacing signs and roles and responsibilities of all parties involved in project (tracking, maintenance, ordering, etc.). The manual should be submitted in both hardcopy and electronically (editable format).

#### **Project Administration/Participation** FOR REVIEW

The firm chosen shall establish one point of contact for communication with the steering committee. The steering committee and stakeholder group (who is this) will serve as the key review and approval committee for the project. The CRA/DDA will take the lead on coordinating the review processes, with the consultant partner presenting and providing all information for those reviews. The CRA/DDA will manage the following:

1. Stakeholder Management (who is this). Will lead every meeting. (typically want the firm to run the status meetings.
2. FDOT approvals (why not have the firm and contractor obtain permits)
3. Final decision on sign placement

