

## REQUEST FOR CONSULTANT PROPOSALS

### FRAMEWORK PLAN — Including Landscape Guidelines and a Signage and Wayfinding Plan

HIGH LINE CANAL CONSERVANCY (the Conservancy or HLCC)

June 1, 2017 Revised June 8, 2017 (changes highlighted in yellow)

#### Introduction

Completed in 1883 and acquired by Denver Water in 1924, the High Line Canal and its connecting trail have transformed over the years from strictly a water utility into a cherished greenway. With the Canal's future as a water delivery mechanism in a period of transition, and a recently adopted community-crafted Vision Plan setting the stage for its future, the Framework Plan will provide key deliverables that support, inform and guide the implementation of the vision by all stakeholders.

The High Line Canal Conservancy, a private, non-governmental organization, was formed in 2014 by a committed coalition of community leaders to harness the region's commitment to the future of the Canal. The Conservancy's mission is to build community leadership and sustainable financing to preserve, protect and enhance the High Line Canal. The Board is comprised of private citizens and civic leaders from communities along the Canal's reach.

The Framework Plan is a critical next step in crafting the future of the High Line Canal. This second phase of planning by the Conservancy follows the completion of a Vision Plan described below, and consists of (1) further definition of the planning areas (referred to as "Character Zones" in the Vision Plan), (2) development of landscape guidelines and (3) development of signage and wayfinding plans. The top line objective of this plan is to complete a 10-20 year implementation plan. The final product should establish design guidelines, identify and prioritize areas for enhancement, showing prototypical plans for key elements assuming varying levels of investment.

The Framework Planning phase will require the lead team to have a strong local presence and an ability to interact in person with the Conservancy and the jurisdictions on a regular basis. Any firm selected must provide a local project manager from the lead team. The lead team must understand the background and intent of the Vision Plan to allow for continuity in graphic design, public outreach and to provide a seamless transition between the Vision Plan, its guiding principles, and the Framework Plan. The experienced, local project manager must be available for weekly, in person, meetings with Conservancy staff and other stakeholders, must demonstrate excellent communication and organizational skills and must have experience with complex, multi-jurisdictional planning projects.

The Conservancy recognizes that our needs in this project may require the services of experts with specific skills or from various disciplines. To that end, we anticipate possible partnerships among consultants. It is important that a lead consultant be identified and that all participating consultants and team members be delineated in the consultant proposal. Explain the role and need for each team member and only include the individuals who will be substantively involved in the project.

In addition to the items listed below, it is important that the selected consultant team plan their proposal to incorporate the need for the project to build upon the established relationships and sustain credibility with citizens and decision-makers. It is also essential that the selected team have the ability to:

- develop customized outreach and planning strategies that will be effective within the varied political and social environments contained in the project area;
- link the process and outcomes with current and upcoming planning efforts and decision making processes within local communities and among a variety of organizations within the community;

## Consultant RFP – High Line Canal Framework Plan

- develop and manage the process to achieve outcomes perceived as balanced and authentic by as many community stakeholders as possible, which means that the outcomes appeal to their target audiences and reflect a genuine interest in developing a plan that benefits all communities with their unique make-up and needs.

### Background on Vision Plan

#### The Community's Vision for the High Line Canal

The High Line Canal Conservancy and Denver Water, in close collaboration with a host of regional partners, facilitated a community outreach process throughout the course of 2016 to write the story of the future of the High Line Canal. Dubbed “Adventure on the Canal: Charting our course for the next century,” the process asked the public and governmental partners to consider how they view the long-term purpose of the Canal and its environmental and recreational resources. Bringing together thousands of residents from all over the region, this initiative asked participants to “think big” about their vision for the Canal’s future. The vision statement and guiding principles grew out of this significant outreach and participation. The complete Community Vision Plan document can be found here: <http://highlinecanal.org/vision>, and the Vision Statement and Guiding Principles are provided below.

#### Vision Statement

The High Line Canal’s 71 meandering miles will be preserved and enhanced as a cherished greenway that connects people to nature and binds varied communities together from the foothills to the plains.

#### Guiding Principles

##### *Natural*

To preserve the natural character of the Canal, ensuring it continues to be a natural refuge for the region’s population and wildlife. The Canal’s natural, scenic beauty is integral to its identity.

##### *Connected & Continuous*

To maintain and increase the connectivity of the Canal along all 71 miles, preserving and enhancing the Canal’s use as an important continuous resource and part of the regional environmental and trail network.

##### *Varied*

To respect the variety of communities and experiences along the Canal and to preserve its various physical characteristics of its 71 miles.

##### *Managed*

To work together in order to preserve and support a long-term, sustainable future for generations to come. Our Canal is a critical, cherished asset for the region.

##### *Enhanced*

To enhance the enjoyment and use of the Canal in keeping with its natural and varied character.

A thorough understanding of the Vision Plan and other background materials is essential to developing a successful proposal. This plan, and its broad support and endorsement, represents the first time in the Canal’s 134-year history that community leaders, the public and Denver Water have all come together to support an enduring future plan for the Canal that celebrates its many recreational and environmental resources. Success of all future planning depends upon the plan’s linkage to the Vision Plan.

## Scope of Work

The firm selected to work in partnership with the Conservancy on this project will be expected to produce the following products and outcomes and provide the following services. Proposing teams should further develop these items and describe their approach and deliverables for each one.

### 1. Existing Conditions Analysis

**Using data available** from the Conservancy, Denver Water and the jurisdictions (see Attachment A for a list of GIS data available from the Conservancy), along with the team’s site observations, prepare an existing conditions analysis. Compile and analyze relevant data and identify current, emerging and projected trends and opportunities and deficiencies. Research and understand relevant planning efforts and their status in each affected jurisdiction and summarize the relationship/intersection with the High Line Canal as well as adjacent jurisdictional planning efforts. A key component of this analysis will be the production of an existing conditions analysis map(s) outlining all existing gaps in the trail, potential opportunities for land acquisition, and other areas where management and/or enhancement would help fulfill the Vision Plan. The Conservancy intends that the existing conditions analysis incorporate a recently completed tree study data, the completed crossing study and other materials that have been prepared into one comprehensive summary report. The guiding principles in the Vision Plan will serve as a basis to identify and measure the relevance and impact of items in the analysis.

**Deliverable:** Produce an existing conditions analysis map(s) and summary report.

### 2. Framework Plan and Zone Definition

Develop a Framework Plan to serve as an overarching physical plan for the High Line Canal. The Framework Plan should include typical prototypes with 2-3 alternative options, with ranges of required financial investment for most recommendations. The Framework Plan takes the Vision Plan to the next level of detail, looking at the Canal as one 71-mile system and is informed by the existing conditions analysis. It should address the following:

- Character zone (or Sub Area) expanded definitions (as identified in the Vision Plan)
- Recreation opportunities
- Connectivity and crossings
- Economic development opportunities
- Historic resources

The Framework Plan should also include a list of prioritized high-impact projects along the Canal. This will require developing a methodology to analyze project opportunities based on readiness, impact to the Canal experience and significance to fulfilling the Vision Plan. Examples of priority projects may include areas that have significant gaps in trail connectivity (two significant gaps to evaluate include the Plum Creek/railroad crossings and the I-70 crossing), areas with more intensive development pressures or areas that have fewer existing amenities than other parts of the Canal. Prepare 2-3 conceptual plan options for the priority projects that will inform and guide discussions with stakeholders and jurisdictional planners.

**Deliverables:** Framework Plan with a menu of prioritized possible projects with an associated magnitude of cost.

3. Landscape Design Guidelines

The goal of the Landscape Design Guidelines is to achieve a comprehensive environment along the Canal greenway that is memorable, unique and enjoyable; economical and practical to maintain; responsible to functional and environmental constraints; and in which all parts of the Canal relate to each other to establish an integrated whole consistent with the Vision Plan. At the same time, the Landscape Design Guidelines create a distinctive sense of place appropriate for the Canal's character zones outlined in the Vision Plan. The guidelines will establish a design direction and guidelines for landscape enhancements, amenity areas, trailheads and trail connections, tree canopy replacements, irrigation opportunities, tree and landscape maintenance guidelines, etc. in a "menu of opportunities" approach, which will include the preparation of prototypical plans, with 2-3 options provided and their varying levels of investment.

The Landscape Guidelines should include:

- Principles and goals for landscape types (for the Canal, this may include principles for preserving/enhancing the identity of each character)
- Kit of parts: recommendations for planting, maintenance needs, furnishings, irrigation and other elements; some elements will be consistent along the Canal and others will support the preservation of different identities of each character zone
- Principles for placement of the elements
- Potential constraints and opportunities for stormwater flow in different conditions. This may include creating a design pallet for each condition with consideration to the amount of water possible, recreational impact/enhancement and/or economic development benefit. The Conservancy does not anticipate the need for stormwater engineering expertise on the selected team.

**Deliverables:** Landscape design guidelines, prototypical plans for key elements at varying levels of financial investment.

4. Signage and Wayfinding Plan

The Vision Plan identified the need to improve wayfinding and interpretive signage as a means to significantly improve the Canal user experience along its entire length. We anticipate that the Conservancy brand and logo will serve as the basis from which the team will adapt a unifying Canal brand identity and sense of place that takes into account natural surroundings, history, culture and communities and enhances the user experience. This plan must include a minimum of two public meetings, coordinated with the other framework public meetings (see #5 below), that provide an opportunity for public input. In addition, the plan must meet the following objectives:

- Review and adapt the Conservancy logo for the Canal
- Create brand guidelines
- Develop a unifying signage and wayfinding system across a range of signage mediums
- Create a signage and wayfinding system that directs visitors to adjacent trails and recreational amenities, landmarks, facilities, activity centers and services
- Identify and create an interpretive signage program that celebrates the history of water in the west while building user understanding of the Canal's environmental resources, the varied communities and unique places experienced along the Canal

## Consultant RFP – High Line Canal Framework Plan

- Promote the Canal’s identity as a premier recreational and historical resource

**Deliverables:** signage and wayfinding guidelines, signage master plan

Additional details for the signage and wayfinding plan Scope of Work are included as Attachment B. Please include this scope of work in your proposals.

### 5. Public and Stakeholder Outreach

Develop a plan to educate, engage, involve and collaborate directly with a diverse cross section of the public throughout the entire process. Broad, diverse input is essential to ensure the Framework Plan reflects the perspectives of the Canal’s diverse users and stakeholders. Meetings should occur throughout the region in each of the identified zones and with each of the jurisdictions. A variety of tactics will be needed, along with a special focus on hard-to-reach populations that are less likely to attend traditional public meetings. Youth engagement opportunities will be considered as well, including opportunities to provide feedback at public meetings plus separate youth-focused outreach opportunities.

Anticipated meetings (including but not limited to):

- Weekly check-in with Conservancy staff
- Monthly meetings with the High Line Canal Working Group Task Team
- Meetings with local jurisdictions to understand and refine proposals to align with local planning objectives and timelines
- At least three meetings with stakeholders in each jurisdiction
- Attendance at one Conservancy Board meeting and one High Line Canal Working Group meeting
- Two larger-scale public meetings (concurrent with signage and wayfinding public meetings)
- Interface with ongoing technical stormwater engineering efforts

Describe in detail your approach, objectives and how this material will be incorporated into the final plan. Also provide the proposed schedule for public and stakeholder outreach and the specific meetings and/or activities you envision.

**Deliverables:** All graphics and written materials for each meeting/presentation, including a summary of the high-level concepts incorporated into the planning process and final deliverables. Meeting minutes from each meeting/presentation.

### 6. Effective Collaboration and Project Management

Success will require that the firm/team produce the final products and accomplish the project objectives and outcomes with close interaction with Conservancy staff and the leadership team. Attend meetings, develop materials, make presentations and produce reports and other documents of key activities and findings. Develop and make presentations to elected officials and senior governmental staff and a wide variety of community groups. Design, manage and implement public involvement and outreach strategies and revise these if necessary to meet project objectives and achieve outcomes. Attend a variety of community events. Work with Conservancy staff and other stakeholders to develop key messages, implement media-related strategies and refine or reframe those if necessary. Advise Conservancy staff, decision-makers and community leaders regarding media relations and other key activities. Provide other

## Consultant RFP – High Line Canal Framework Plan

consulting services relating to the Scope of Work such as meeting facilitation and management, technical analysis, synthesizing information and project management.

### 7. Project Schedule and Budget

The project should be completed within eight (8) to twelve (12) months. Proposals should provide the team's detailed schedule. The budget proposal should be broken down with project element costs in a menu with associated fees included in each element as it is anticipated that some elements of the proposal may be eliminated and others enhanced.

The Conservancy anticipates a cost of between \$270,000 and \$310,000 for the Framework Plan, Landscape Design Guidelines and the Wayfinding and Signage Plan with a complete budget determined according to an agreed upon final scope.

In addition to the items listed above, all data, analysis, multi-media materials, master copies (hard and digital) of final products and all other relevant documentation shall be provided to the Conservancy for project files.

### **Leadership Team**

Led by the **High Line Canal Conservancy**, the following groups/organizations will provide support, technical expertise, and structure for review and input during the process.

**High Line Canal Working Group (HLCWG)** In 2010, this multijurisdictional group was formed with leadership from Arapahoe County to secure funding for projects along the Canal that enhance and protect the unique recreational experience it offers. Current members of the HLCWG are elected officials and high-level staff from Arapahoe County, City of Aurora, City of Centennial, City of Cherry Hills Village, City and County of Denver, Douglas County, City of Greenwood Village, Highlands Ranch Metropolitan District, City of Littleton, South Suburban Parks and Recreation District, and Denver Water. Participating members are Cherry Hills Land Preserve, High Line Canal Preservation Association, South Metro Land Conservancy, South Suburban Parks Foundation, the Conservancy, and the Trust for Public Land. The HLCWG serves as the governmental viewpoint and will be a critical stakeholder and resource throughout the Framework and Landscape Guidelines Initiative.

**The Core Team** In the fall of 2012, a core management team was formed out of the HLCWG to serve as a coordinator and a catalyst for the many different efforts and processes that will need to take place for an eventual decision by Denver Water on the disposition of the Canal. Denver Water is an active member of this team. Denver Water is a public utility funded by water rates and new tap fees (not taxes) and governed by a five-member Board of Commissioners appointed by the Mayor of Denver. Its mission is to meet the water needs of their customers and be a responsible steward to their natural resources.

### **Key Roles**

#### Conservancy

Project management and leadership

Coordination between consultant team and Board, Core Team, HLCWG, and HLCWG Task Team,

Public outreach coordination and assistance

Meeting facilitation assistance

#### Core Team

Project leadership

## Consultant RFP – High Line Canal Framework Plan

Leadership decisions and advisors  
Zone and Brand review  
HLCWG Task Team  
Existing conditions support  
Zone definition review  
HLCWG  
Plan review and comment  
Zone definition review  
Brand comments  
Existing wayfinding support

### Selection Schedule

The schedule for the selection of a project consultant team is as follows:

RFP Issued: June 1, 2017

RFP Posted to Website: June 1, 2017

Pre-Proposal Meeting/Conference Call (non-mandatory): June 8, 2017 from 11:00 AM to 1:00 PM MT. Conference call in number: 712-775-7031. Access code: 781922.

**RFP Response Deadline: June 30, 2017 (5:00 PM)**

**Consultants Notified of Interview Schedule July 14 (if selected)**

**Interviews: July 24-25, 2017**

**Consultant Selection: No later than Aug 1, 2017**

**Contract Negotiations: August 2-15**

Commence Project: August 2017

### Format Requirements

To be considered, a completed proposal must be submitted on time and must respond to each of the following items listed in this section. The proposal shall be limited to 25 pages (excluding covers and blank dividers and appendices) and a text font of 11-point or larger with one inch margins. Proposals should be succinct and well organized. Maps, resumes and professional references accompanying proposals as attached appendices will not be counted as part of the maximum 25-page limit.

At a minimum, the proposal should have the following sections and information:

**1. Cover Letter**

Provide federal tax identification number, statement of ability to complete the project given current workload and cite any conflicts of interest, including existing contracts with local governments or Denver Water.

**2. Project Team**

Provide a list of key individuals and staff assigned to this project describing their role and brief description of relevant experience. Include an organizational chart illustrating key personnel, their project assignments and management flow. Include their availability as a percentage per month for the project schedule. Should your team name nonlocal members, please include the amount of time allocated in town and remotely.

**3. Project Approach**

Describe how the consultant team will complete the Scope of Work including a detailed list of work tasks, deliverables and schedule. Describe your deliverable plans/graphics/reports and provide examples of

## Consultant RFP – High Line Canal Framework Plan

similar plans prepared by your team.

### 4. **Budget**

Provide a not-to-exceed cost proposal for all work described under the Scope of Work broken down by project component. This should include a detailed breakdown of consultant hours per task, hourly rates for all team members (including clerical), budget allocations for each firm, and direct expenses. Consultants are encouraged to submit suggestions for cost savings and other ways of promoting cost-efficiency and to highlight any tradeoffs inherent in the suggested alternatives. Please note that the Conservancy does not allow markup of reimbursable expenses or sub-consultant contracts.

### 5. **References**

Provide references from at least three similar projects including community visioning and/or strategic planning. The reference list should include the name, address, telephone number, email address, title of project and description of the work performed. For each sub-consultant, provide references from at least three similar projects that can substantiate their relevant experience.

### 6. **Comparable Projects**

Provide at least three examples of comparable projects.

Completed proposals should be addressed and mailed to Harriet Crittenden LaMair, 915 South Pearl Street, Suite 106, Denver, Colorado 80209. In addition, please email a PDF of the full proposal to [rfp@highlinecanal.org](mailto:rfp@highlinecanal.org).

Proposals must arrive at this address no later than 5:00 p.m. MST, June 30, 2017.

Interested firms shall submit nine (9) copies of their proposals along with the emailed PDF. The Conservancy reserves the right to request additional information following a review of the initial submission. The Conservancy may retain other consultants to assist in the review of any aspects of the proposals.

## **Evaluation Criteria**

The following criteria will be used by the Selection Committee to evaluate each proposal. Incomplete proposals not meeting the above requirements will be considered non-responsive. All submittals will be reviewed for their relative strengths and weaknesses based on the submission requirements.

### **Project Understanding**

**Maximum Score: 30 points**

A clear understanding of the complexity of the resource and communities along with the nature and objectives of the project, and the types of services needed to prepare the Framework Plan, the Landscape Design Guidelines and the Signage and Wayfinding Plan.

### **Project Manager Qualifications**

**Maximum Score: 20 points**

The identified project manager is local, highly qualified, has excellent organizational and communication skills, and is available for the entire project duration. The designated project manager must also attend the interview in person.

### **Approach**

**Maximum Score: 30 points**

The consultant team demonstrates an approach which addresses the need for innovation, has an effective and clear decision making process, links all aspects of the Scope of Work, successfully integrates technical and public involvement activities and sufficient graphic visualization capacity to present findings in a clear and compelling way, completes the project on schedule, offers creative and unique public involvement approaches or tools and offers cost-efficiencies.



**Budget**

**Maximum Score: 20 points**

The total maximum “not-to-exceed” budget is to be representative of the Scope of Work defined within this RFP and proposed by the consulting firm. Any additional tasks listed outside of the maximum limit must be clearly identified and itemized.

**Proposal Clarity**

**Maximum Score: 10 points**

**Amendments**

Any amendments to this RFP shall be implemented in writing and issued by the Conservancy on their website at <http://highlinecanal.org/framework-rfp>. If this RFP is amended, then all terms and conditions, which are not modified, remain unchanged.

**Communications with the High Line Canal Conservancy**

All questions, inquiries and requests for clarification regarding this RFP shall be submitted by email to [rfp@highlinecanal.org](mailto:rfp@highlinecanal.org). Direct contact with the Conservancy staff, Selection Committee, Board members and leadership team members should be avoided, but in necessary cases questions shall be submitted via email. Responses to any questions will be issued by the Conservancy and posted on their website at <http://highlinecanal.org/framework-rfp>. Selection Committee members, Board members or other leadership team members have been requested to avoid communication with members of prospective consultant teams.

**Confidentiality**

Because a portion of the funding for the planning process is from government sources, all documents submitted to the Conservancy under this RFP are generally subject to the Colorado Open Records Act, and unless exempt from disclosure, must be made available to members of the public.

**Conservancy Rights with Respect to Proposals**

Issuance of this RFP and receipt of submittals of qualifications does not commit the Conservancy to interview any proposers, select any proposers or to enter into any contract. The Conservancy reserves the right to accept or reject any and all responses received for its convenience or if in the best interest of the Conservancy. The Conservancy also reserves the right to accept a proposal even if it does not contain all the information in response to this RFP. The Conservancy reserves the right to reject, or request replacement of, individual team members or firms comprising a consultant team.

The Conservancy reserves the right to interview or not to interview any or all teams to assist in identifying a team. The Selection Committee will review all proposal materials and may confer with professional references identified by proposing consultant teams. Upon selection of a consultant team for the project, negotiations will be undertaken regarding final project Scope of Work and fees. The Conservancy reserves the right to terminate such negotiations and begin negotiations with the next ranked consultant team.

All facts and opinions stated within this RFP, and all supporting documents and data are based on information available from a variety of sources. No representation or warranty is made with respect thereto. The Conservancy reserves the right to modify the selection process or other aspects of this RFP at its sole discretion. All firms that have been selected to receive the RFP will be notified of modifications via email notice and blog posting(s).

### **No Compensation for Request for Proposals**

Receiving a RFP or submitting a proposal shall not commit the Conservancy to pay any costs incurred in responding to this RFP or commit the Conservancy to enter into any agreement with the proposer.

### **Compliance with Laws & Regulations**

All respondents shall comply with all Federal, State and local laws and regulations.

### **Members of the Selection Committee Include**

**Nina Beardsley Itin:** Chair, HLCC

**Marty Zeller:** President, Conservation Partners, LLC, Vice Chair and Chair of the Planning Task Force, HLCC

**Harriet Crittenden LaMair:** Executive Director, HLCC

**Tracy Young:** Parks, Recreation, and Natural Resources Manager, Aurora, HLCC Board Member

**Shannon Carter:** Open Spaces and Intergovernmental Relations Director, Arapahoe County

**Tom Roode:** Denver Water, Director of Operations

**Tony Pickett,** Urban Land Conservancy, Vice President, HLCC Board Member

**Attachment A**

**FRAMEWORK PLAN — Existing Conditions GIS Data**

Regional/Political

- City/County Boundaries
- Trails
- Highways/Roads
- Railroads
- Open Space
- Rivers and Water bodies
- Political Districts
- Schools
- Urban Centers
- Bicycle Facilities
- Parcels/Assessors Data
- RTD Data
- US Census Data (Blockgroup)

Canal Corridor

- Trail Access Points
- Mile Markers
- Recreational Facilities
- Adjacent Green Space
- At-Grade Crossings
- Grade Separated Crossings
- Disruption Points
- Trail Surface
- Stormwater Demonstration Project Reaches
- Tree Inventory
- Historic Facilities
- Proposed Development Sites

## Attachment B

### FRAMEWORK PLAN — Detailed Signage and Wayfinding Scope

The following outlines tasks to be undertaken for the signage and wayfinding plan. There will be time after the selection of the lead consultant to jointly review the scope for the signage and wayfinding plan and release a jointly agreed upon RFP.

The Scope of Work should include developing a consistent brand for the Canal and designing a wayfinding system, trail signage and a map and guide. This includes designing a brand for all signage and maps that has a consistent, recognizable look throughout the Canal, creating a strong sense of place, but that could also be adjusted to celebrate the varied character zones or sub-areas.

The signage and wayfinding system will be designed to project a consistent image for trails and pedestrian routes to easily and safely guide residents and visitors to and from the High Line Canal and nearby landmarks, facilities and community services. Additionally, the plan will improve community health by promoting multimodal forms of transportation including walking, bicycling and connections to public transit.

Wayfinding is more than signs. Wayfinding enables people to orient themselves and navigate from place to place with ease. Working together with other elements of the public realm, such as neighborhoods, it includes place names, landmarks, maps, and new media. It contributes to making a city more "legible" for residents, commuters and tourists.

Such signage must have minimal impacts on the environment, require little maintenance and meet the needs of users. Too many signs deter from the trail experience and compete for the attention of the user. A balance must be reached between providing adequate signage for users to find their way and avoiding "sign pollution."

In addition to the brand development and maps, the signage design should address the following:

The objectives of trail signing are to:

- improve the trail user experience;
- enhance the safety of people, vehicles, and property;
- improve travel within and between trail systems;
- increase comfort and confidence in navigating the trail system;
- promote recreational trail use;
- protect the environment by directing visitors onto designated trails, thereby helping to avoid trampling of trailside vegetation and prevent erosion;
- encouraging park managers to employ signage consistently and in a manner that is highly visible and clear;
- be flexible enough to accommodate special circumstances;
- utilize standardized components, thereby reducing production, administrative and maintenance costs;
- utilize standard nomenclature and symbols

#### **Tasks should include, but not be limited to the following**

1. Logo Review

The Conservancy has branding documents and a logo that should be evaluated for implementation on signage. Is the logo appropriate as is? Are there modifications that should be made for signage purposes? If the logo is revised, produce finished artwork in electronic format using standard file types, including vector format (i.e. pdf, ai, pst) and image format (i.e. jpg, gif, eps).

2. Trail System Definitions to Guide Sign Type

To inform the development of signage and wayfinding guidelines, the consultant will work with the project team to define the types of signs needed to mark the hierarchy of the trail system. Specifically, the hierarchy of signs should include in some form:

## Consultant RFP – High Line Canal Framework Plan

- Gateway signage: at the beginning and end of the Canal and potentially smaller gateways
- Signage marking transition between the five character zones identified in the Vision Plan
- Trailhead markers
- Trailhead kiosk with map
- Free-standing map
- Directional signs – indicating, for example, distance and direction to nearby landmarks/destinations, restrooms, parking and transit stops
- A standard set of mileage markers
- Identification markers: for example, cross-street names or adjacent park or landmark names
- Integrated donor recognition and/or naming opportunities
- Rules & regulations signs
- Ground-plane markers for orientation: for example, “towards the mountains” / “towards the airport”
- Other basic information: for example, information about accessibility including trail surface material and condition
- Conceptual wayfinding maps
  - Interpretive signage – including design, identification of locations and an outline of content for interpretive signage along the Canal
  - Digital wayfinding and interpretive information system development such as Bluetooth beacons
  - Recommendations for ways to integrate digital content, geo-catching and other interactive elements
  - Trail signage management and placement guidelines
  - Consideration should be given to providing written information in alternative formats such as Braille, large print, multiple languages or an audible format
  - Three prototype projects that will include design, content and cost estimates
  - Quick-win project: mileage markers

### 3. Develop Signage Design Guidelines

The consultant will develop design guidelines for a trail wayfinding system incorporating the final brand identity and logo. The consultant will develop a minimum of three (3) preliminary design concepts to present to the project team **with full-scale mock-ups of two (2) to three (3) selected elements**. Concepts should consider other existing regional brands/logos (i.e. of other jurisdictions’ parks and open space branding) and incorporate signage with flexibility to allow accommodation of other regional brands. The leadership team will choose a preferred design concept. The consultant will develop the design concept into a series of design guidelines. Design guidelines should consist of a hierarchy of wayfinding materials. It should include recommend themes, materials, dimensions, layouts, colors, fonts, images, structures and other key features for all signage types within the design guidelines. The final design guidelines should include a document, and construction ready details, formatted in AutoCAD, vector format (i.e. pdf, ai, pst) and image format (i.e. jpg, gif, eps), and suitable for printing.

### 4. Draft Signage Master Plan Report

Prepare a draft Signage Master Plan Report that summarizes the information and recommendations associated with Tasks 1 through 3 above. Ten (10) bound copies and an electronic version on a `flash drive of the draft materials shall be provided to the High Line Canal Conservancy for review.

### 5. User Guide to the High Line Canal Trail

Produce a new Trail Guide (formerly produced in-house by Denver Water), including graphic production, that is printable and includes an interactive online version. Also outline a range of printing cost estimates and recommendations.

### 6. Freestanding Map for the High Line Canal

## Consultant RFP – High Line Canal Framework Plan

Produce a new map for the High Line Canal that is oriented toward the Canal user, will be appropriate for placement along the Canal, is interactive and will serve as a companion document to the User Guide to the High Line Canal. This map, and the User Guide, should be designed to allow for pull out detail of the different character zones.

7. Public Meetings/Presentations

A minimum of two public meeting shall be conducted to present the Design Guidelines and Signage Master Plan and solicit comments from the public and other interested parties. The meetings shall occur in an open-house format and will be located in areas which are in proximity to the trail selected by the Conservancy. Such meetings should be coordinated with outreach meetings scheduled for the Framework Plan and Landscape Design Guidelines. Additionally, the consultant should plan on spending some amount of time on the trail talking to users. A summary of written comments received at the meetings shall be prepared, and comments and suggestions integrated into the plan as appropriate. A minimum of two presentations shall be conducted for the Conservancy and the stakeholder team. Please be specific in your proposal regarding time allocated to the variety of public input methods your team will provide.

8. Final Signage Master Plan

Revisions to the Draft Design Guidelines and Signage Master Plan report shall incorporate comments received from the Conservancy and the stakeholder team and other reviewers. Comments received from outside agencies and reviewers shall be discussed and consolidated by the Conservancy prior to the incorporation into the plan. Ten (10) bound copies of the final materials shall be provided to the Conservancy. The digital files associated with all final graphics, maps, report text and illustrations shall be provided to the Conservancy. The Final Design Guidelines and Signage Master Plan shall include an Action Plan that lists key actions that need to be taken to implement the proposed plan, and the order in which they should be addressed.

9. Quick Win Project - Mileage Markers

The consultant will provide final design drawings and preliminary cost estimates for fabrication and installation of mileage marker signs and guidelines (side of path, distance from path, etc.).