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# **REQUEST FOR PROPOSALS**

## **Butte County Wayfinding Signage Master Plan**

RFP Publication Date: August 1, 2022

RFP Submission Deadline Date: August 31, 2022

**Issued by:**

Explore Butte County

PO Box 2154

Chico, CA 95927

530.966.1185

proposal@explorebuttecounty.com

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## **1) RESPONDENT ADMONISHMENT**

Respondents are reminded that it is their responsibility to:

- ✓ Carefully read all the content of this entire document and address all requirements and follow all procedures of this Request for Proposal (RFP).
- ✓ Ask for clarification before final due date of questions.
- ✓ Immediately inform Explore Butte County of any problems with this Solicitation.
- ✓ Be complete in response.
- ✓ Submit all responses by the required dates and times.

## **2) INTRODUCTION**

Explore Butte County (EBC) is seeking a firm to create the Butte County Wayfinding Signage Master Plan that can be adopted community-wide to elevate Butte County as a vibrant and cohesive travel and tourism destination

EBC, as a contractor for and in partnership with Butte County, intends to award a contract to a respondent that will meet our qualification criteria and has successfully performed services on similar projects in the past. The successful respondent will be required to enter a contract with EBC for the services requested in this Request for Proposals (RFP) within a reasonable time after award. The respondent submitting a proposal must provide their standard contract for EBC's review and signature prior to work commencing. The contract will include terms appropriate for this project. Generally, the terms of the contract will include, but are not limited to: (1) completion of the project within the timeframe provided; (2) no additional work authorized without prior written approval; (3) no payment without prior written approval; (4) funding availability; (5) termination of contract under certain conditions; (6) indemnification of EBC and the County; (7) approval by EBC of any subcontractors; and (8) minimum appropriate insurance requirements.

## **3) BACKGROUND**

On March 11, 2021, President Joe Biden signed the \$1.9 trillion American Rescue Plan Act (ARPA), a federal stimulus bill to aid public health and economic recovery from the COVID-19 pandemic. The plan included \$350 billion in emergency funding for state, local, territorial, and tribal governments, known as the Coronavirus State and Local Fiscal Recovery Funds.

Butte County was awarded more than \$43 million in ARPA funding. Of that funding, the Butte County Board of Supervisors allocated \$200,000 for a travel and tourism initiative to fund the creation of a wayfinding signage master plan in partnership with EBC. EBC is the lodging-led and county-recognized destination marketing and management organization approved to manage a variety of tourism initiatives, including the management of the Butte County Tourism Business Improvement District.

Located in Northern California, Butte County is 90 miles north of Sacramento. From the Sacramento River, its western boundary, to the Sierra Nevada Mountains, its eastern perimeter, Butte County's elevation spans from 90 to 7,800 feet above sea level, making the County geographically diverse. The County encompasses 1,636 square miles of land with a population of 220,000 residents. Most Butte County residents live in one of the four incorporated cities of Biggs, Chico, Gridley, or Oroville, or the town of Paradise. Butte County is accessible by Hwy 99 and Hwy 70, though parts of the county are only a 20-minute drive from Interstate 5.

Butte County's most notable natural landmarks and locations include the following: Oroville Dam and lake, Bidwell Park, Feather Falls, North Table Mountain Ecological Reserve, Sacramento River, Gray Lodge Wildlife Area, and access to both Plumas and Lassen National Forests. Other points of visitor attraction include Sierra Nevada Brewing Company, California State University, Chico, charming walkable downtowns in Chico and Oroville, and the rebuilding of the town of Paradise.

From our historic downtowns to our expansive agriculture lands to our national forests, there is tremendous opportunity to unify this region through a cohesive a Wayfinding Signage Master Plan.

#### **4) SCOPE OF SERVICES**

EBC is seeking proposals from experienced firms to research and develop a county wayfinding signage master plan for Butte County, known as the Butte County Wayfinding Signage Master Plan. The respondent will understand they are the experts and will build a plan that recommends the best way to incorporate the vast array of land uses and wayfinding for travelers. The proposal shall be cohesive while considering the 6 different jurisdictions that have their own branding and personalities, what should inform the unified visual design and appearance that will elevate the region for travelers and lead to a lasting impression on visitors.

The Butte County Wayfinding Signage Master Plan signage should include, but not be limited to: public lands, trails, parks, recreation destinations, downtowns, parking, and institutional facilities. It is important that the design and signage reflect the character and diversity of Butte County.

The wayfinding plan is intended to provide direction for all modes of transportation. This includes bicyclists, pedestrians, and automobile users, and should include information about destinations, travel distances, and other information about the region focusing on travel and tourism. However, EBC will give due consideration to alternative approaches for conducting the requested Butte County Wayfinding Signage Master Plan.

#### **5) FORMAT FOR PROPOSALS**

Responses to the Request for Proposals must be made according to the requirements set forth in this section, both for content and for sequence. Failure to adhere to these requirements, or inclusion of conditions, limitations or misrepresentations in a response may be cause for rejection of the submittal.

- 1) Use 8-1/2" x 11" sheets (fold outs are acceptable for charts, etc.). Type size must be large enough to be easily legible but shall not be smaller than 10 points.
- 2) EBC shall receive all submissions no later than August 31, 2022, at 5:00 pm.

- 3) Submissions shall contain one (1) signed, unbound original and three (3) hard copies, printed material on 8-1/2" X 11" paper, mailed to Explore Butte County, PO Box 2154, Chico, CA 95927.
- 4) One (1) pdf electronic copy shall also be provided in thumb drive format.
- 5) Mandatory Content and Sequence of Submittal
  - a) Cover Letter (2 pages maximum) It shall include:
    - a) The name and address of the respondent submitting the proposal.
    - b) The name, address and telephone number of the contact person who will be authorized to make representations for the respondent.
    - c) Federal tax ID number.
    - d) List of subcontractors, if any.
    - e) The cover letter shall include a statement that the proposal is valid for 90 days after receipt.
  - b) Table of Contents shall include an outline of submittal, identified by sequential page number and by section reference number and section title.
  - c) Experience Summary (10 pages maximum)
    - a) Describe experience in creating Wayfinding Signage Master Plans that focus on a region as a travel and tourism destination.
    - b) Describe related past projects completed to include a discussion comparing similarities with this proposed project.
    - c) Comprehensive list of references which should include municipalities or government agencies wherein similar services were performed.
  - d) Design Portfolio (6 pages maximum) shall include examples of work created for other similar projects. The portfolio should include images, description of the projects, samples of stakeholder groups convened and results.
  - e) Respondent Capabilities (3 pages maximum) shall include a description of respondent's resources for successfully developing and completing this project. Resources can include respondent's stability, staffing, support services, product quality/availability, method of delivery, etc.
  - f) Draft Scope of Work (10 pages maximum) is section in which the respondents are requested to describe the work they will perform to complete the project. The approved respondent will be expected to make recommendations and supply a complete plan with in-market research findings and a full wayfinding signage build out to suit all the final stakeholder goals.

This project is for the research and building of the plan only; signage implementation will be incumbent upon the land managers and individual districts.

All proposals will be reviewed and critiqued as part of the selection process to this request.

The wayfinding signage plan will include, but not be limited to, the following items:

- a) Information Gathering
  - (1) Conduct assessment of existing wayfinding signage. Assessments should focus on target areas including gateways, downtowns, tourist points of interest, and recreation, with new visitors in mind.
  - (2) Identify and meet with managers and user groups of the areas that have specific needs and wayfinding challenges.
  - (3) Evaluate and review current processes of established jurisdictions and land management to better inform the final recommendations.
  
- b) Placement and Type Recommendations
  - (1) Review existing jurisdictional design standards and style guides for all areas within the county.
  - (2) Recommend Wayfinding Signage types, design, and terminology (direction markers, street signs, gateway monuments, bikeway signs, boundary markers, designation of City limits).
  - (3) Create basic design schematics to be prepared and presented, including sign types, sizes, shapes, fonts, heights, spacing, and style.
  - (4) Recommend installation priority list for the project. Identify one or two projects that could be implemented in the unincorporated area of the county so that funds could be considered for that project.
  - (5) Develop installation location recommendations with notes about code regulations, if accessible.
  - (6) Provide an electronic copy of the final plan that includes specs for each sign design.
  
- c) Wayfinding Design Plan
  - (1) Design up to three (3) preliminary design theme concepts with Explore Butte County front of mind but considering the vastness of the county and the project.
  - (2) Weigh the stakeholder meetings and overall strategy for the project.
  - (3) Include your strategy for inclusion criteria, management and maintenance of signage and sustainability.
  - (4) Schematic design options for the entire county with the option to allow individual jurisdictions to add on for non-visitor signage not covered by this scope of work.
  
- g) Timeline (2 pages maximum) for delivering all items of the proposed plan. Due to the funding of the project, all expenses must be incurred and spent prior to December 31, 2023. Proposing respondent should consider that timeline in reflect that in the scope of work deliverables.
  
- h) Cost (2 pages maximum) shall detail the cost portion of the proposal. Respondent shall provide pricing based on the scope of work detailed in the proposal. Respondent shall provide an itemized breakdown of all costs associated with the Butte County Wayfinding Master Plan. Prices quoted shall be valid for at least ninety (90) days following the proposal submission deadline and if a contract is entered into as a result of this RFP, shall become fixed for the term of the contract.

- (a) If an hourly rate is quoted, the anticipated total number of hours should be included along with a not-to-exceed price for the project.

**Additional Scope - ONLY If Submitting Respondent Is Interested.**

NOTE: This is not a requirement for submitting a proposal and will not be scored. If respondent is interested in adding any of the following proposal items during their submission, EBC may add those additional scopes to the project, along with additional budget.

- a) Addendum A that would allow any of the participating jurisdictions or land managers to “add on” to this project and ask for a wayfinding signage proposal for those items not already addressed by the original scope of work. For example, if a Recreation and Park District wanted to have very specific signage created that was in line with the original scope of this project, but had its own nuance, the selected respondent would consider that project and develop a budget and plan for that district. Ideally, there would be cost savings due to the redundancies built in because the selected respondent is already working in the market.
- b) Addendum B for the building and installation of signage. EBC expects that there will be budget to install at least one project based on this budget and deliverable. If the selected respondent can manufacture and install signage, that cost and process can be included here. Any firm selected will be paid with federal dollars and will have to meet all the criteria set forth by Butte County and the federal government to accept those funds. If you would like to bid on this work and need the guidance, reach out to the contact found at the bottom of this invitation.

**6) SELECTION PROCESS**

The selection committee may include representatives from the Butte County, Explore Butte County, tourism stakeholders, and/or public land managers. The committee will review the proposals and may conduct interviews via video call.

Selection will be based on the evaluation of the following items:

- a) Understanding the scope of work to be performed.
- b) Description of consultant’s proposed methods and procedures.
- c) Response to the project goals and scope in the request for proposals.
- d) Proven track record of completing projects of a similar scale with a high level of customer and stakeholder satisfaction.
- e) Demonstrated applicable team qualifications and experience.
- f) Proposed Schedule.
- g) Budget.

Once a respondent is chosen, a contract will be negotiated, and then approved by the Wayfinding Selection Committee. This is an RFP, and the final price will be negotiated upon approval of proposal. We ask each submission include a final budget estimate.

EBC may discuss the proposals and negotiate modifications of the proposal, draft scope of work, terms and conditions and pricing with the prospective respondent as a part of the selection process.

**7) SUBMITTAL EVALUATION**

Overall criteria used to evaluate responses to include:

<b>Criteria</b>	<b>Weight</b>
Experience	25%
Design Portfolio	20%
Timeline	20%
Respondent Capabilities	15%
Cost	10%
Alignment with EBC's values	5%
Followed instructions	5%
Total:	100%

Selection may consist of two levels of review. Level I will consist of evaluating the proposals for the purpose of establishing the most qualified respondents. Level II will be used to select the finalist. This level may include a request for a presentation/demonstration from the finalists, proposal fact finding and negotiation of contract terms and conditions at no cost to EBC. The presentation/demonstration may be web-based.

**8) RULES OF PROCUREMENT**

**Timeline Summary**

<b>Event</b>	<b>Anticipated Date/Time (Subject to Change)</b>
Solicitation Publication	August 1, 2022
Final Date to Submit Questions and Requests for Clarification	August 19, 2022
Clarifying Questions Answered via EBC Website	By August 20, 2022
RFP Submittals Due	August 31, 2022



**EXPLORE BUTTE COUNTY**

P.O. Box 2154, Chico, CA 95927  
(530) 918-4585 | ExploreButteCounty.com

Preliminary Evaluation Completed	September 14, 2022
Presentation/Demonstration (if desired)	September 15-30, 2022
Evaluation Completion	September 30, 2022
Award of Contract	September 30, 2022
Initial Stakeholder Meetings Held	By December 31, 2022
Wayfinding Signage Master Plan Completed	March 1, 2023
Butte County Wayfinding Signage Master Plan Delivered	December 31, 2023

**Explore Butte County Contact Information**

All communication regarding this Solicitation shall be in writing and directed to:

John Pearson  
[proposal@explorebuttecounty.com](mailto:proposal@explorebuttecounty.com)

This person will serve as EBC’s contact person for this project who will also respond directly for questions and inquiries during the solicitation. **Do not** contact other selection committee members regarding this project or the selection procedures.

**Questions:**

Questions and requests for clarification may only be submitted by e-mail. Verbal and phone inquiries will not be answered. All questions and requests for clarification shall be submitted no later than **August 19, 2022, at 5:00 pm**. EBC will provide answers and clarifications by posting answers on the EBC website within 72 hours of submission and will accept no questions after 5:00 pm on August 19 so all respondents receive consistent information. It is the responsibility of all interested respondents to access the website for this information. **Questions received after 8/19 will not be answered.**