

<p align="center">City of Rochester Hills Parks Wayfinding Signage Plan RFP-RH-24-069 Bid Opening: Thursday, January 23, 2025 @ 3:00 PM</p>	<p align="center">Corbin Design, Inc. 415 S Union, 2nd Floor Traverse City, MI 49684</p>	<p align="center">Destination by Design 136 Furman Road, Suite 6 Boone, NC 28607</p>	<p align="center">Engrafik 5000 81st Lane N Minneapolis, MN 55443</p>	<p align="center">FD25 14205 North Mopac Expressway, Suite 400F Austin, TX 78728</p>	<p align="center">Associated Space Design, Inc. (dba Sky Design) 55 Ivan Allen Jr. Blvd, Suite 100 Atlanta, GA 30308</p>
Were any exceptions taken?	No	No	No	No	No
Firm established:	1976	2012	2013	1986	1990
Years in business:	48	13	12	39	34
Type of Organization:	Corporation	Partnership	Partnership	Corporation	Corporation
Accepted Payment Method:	City PO/Check	Unclear which is selected.	City PO/Check	City PO/Check	City PO/Check
Brief History and organization of firm, including location of office:	Established in Traverse City in 1976, specializing in wayfinding and environmental graphic design. Clients include 1 park/trail system, 110 cities and towns, 185 hospitals, and 55 colleges and universities. Employs ten people, including 5 designers and three Project Managers. In 2002, they became employee-owned.	For a over a decade, they have been developing and promoting destination-quality parks, trails, recreation areas and the over all usability of public spaces with compelling signage. Hands-on approach to working with communities to develop goals in growth.	Work will be performed primarily out of Minneapolis office. Established in 2013, they are a wayfinding consultancy with extensive experience involving wayfinding strategies, signage design, and branding for a wide variety of clients. Experience includes programs for over 60 communities in the US and Canada. In 2024, Engrafik merged with Avia Design Group.	Company has contributed their expertise in wayfinding consulting, experiential graphic design, donor recognition, and interpretive signage design to projects spanning 30 US states and 17 countries, collaborating with over 100 architecture and landscape architecture firms in the process. There is a 10-person staff, and all wayfinding and signage programming, design, and documentation would be provided from the home office, along with the project partner Kimley-Horn (Southfield, MI) and Columbus, OH offices.	Sky Design offers decades of creative excellence, reflective collaboration, technical expertise, strategic precision, dedicated stewardship and custom design solutions on every project. Over these past three decades, they've refined their skills to best serve clients from the initial stages of conceptual schematics to the final hands-on implementation. The Atlanta headquarters office will oversee the Rochester Hills project.
Narrative of prior experience and qualifications pertaining to Scope of Work/ Provide list of projects with similar scopes within last five (5) years:	<p>Ada Township Trail System, MI: Wayfinding and Signage Plan Belle Isle Park in Detroit, MI: Wayfinding and Signage Plan Cantigny Park in Wheaton, IL: Wayfinding and Signage Plan City of Germantown, TN Park System: Wayfinding and Signage Plan City of Traverse City Park System, MI: Wayfinding and Signage Plan Dakota County Greenways, MN: Wayfinding and Signage Plan Grand Traverse County Park System, MI: Wayfinding and Signage Plan Lake County Bike Paths, IL: Wayfinding and Signage Standards MI Dept of Natural Resources Trail System: Wayfinding and Signage Standards Wisconsin Rapids' Trail System: Wayfinding and Signage Standards</p>	<p>Rocky Knob Mountain Bike Park, Boone, NC: Engineer, Custom signage/branding Fonta Flora State Trail, Burke and McDowell Counties: Engineering, Park & Trail Signage, Park Planning & Design, Regional Trail Planning, Trail Building, Trail Design Stallings Greenway Design and Engineering, Stallings, NC: Engineering, Greenway Planning, Park & Trail Signage, Public Engagement Watauga County Wayfinding Watauga County, NC: Engineering, Park & Trail Signage, Park Logo, Park Planning & Design, Public Engagement, Trail Planning & Design Manteo Branding and Wayfinding, Manteo, NC: Logo/identity design, wayfinding design, brand strategy and production</p> <p>Additional relevant projects are listed in proposal.</p>	<p>Engrafik is a visual communications company specializing in signage design, wayfinding strategies, customer experiences, and branding. Clients include private companies, healthcare facilities, universities, and municipalities. Sturgeon Bay, WI: city and district gateways, vehicular guides, thematic parking identities and guides, pedestrian signage and a suite of graphic elements including illustrated district maps. Brooklyn Park, MN: Project planning, wayfinding strategy, design development, vehicle guides, trail guides, gateway signs. Stevens Point, WI: Project planning, wayfinding strategy, design development, vehicle guides, trail guides, gateway signs. Luverne, MN: Project planning, wayfinding strategy, design development, vehicle guides, trail signs, trail kiosks, interpretive panels.</p> <p>Additional relevant projects are listed in proposal.</p>	<p>City of Lewisville Parks & Trails - wayfinding/signage for Garden Ridge Trail and Railroad Park. Heroes Memorial Park - work with Landscape Architect to conceive, design oversee design of the "gateway" park. Great Parks of Hamilton County - develop a system-wide wayfinding strategy and plan, as well as create new brand-forward signage. The Village of Wauwatosa - develop wayfinding master plan to address visitors and residents.</p>	<p>Dunwoody's Brook Run Trail, Georgia - Identified trailheads, pedestrian wayfinding and distance markings. Developed signage to unify color palette with natural surroundings of the trail. Suwanee, GA - Designed and implemented citywide signage program, including City Gateway signs, park identification, distance markers and kiosks. Snellville, GA - Developed the wayfinding plan and designed signage and monuments as well as custom map artwork for the kiosks. Project included City Hall signage, as well as 'towers' placed at entrances at city limits. Nocatee Greenway Path, FL - Worked on signage and wayfinding masterplan, and then developed a signage program for the Nocatee Greenway.</p> <p>Additional relevant projects are listed in proposal.</p>
Comparable Projects/References: See proposals for specific contact information.	<p>City of Traverse City, MI: Developed a park wayfinding and signage design standard that provides a consistent and recognizable brand for this 34 parks system. Reference: Michelle Hunt, Parks & Rec Superintendent City of Germantown, TN: Developed a comprehensive wayfinding and signage plan that will enhance the City's 29 parks and 11.5 miles of trails. Reference: Natalie Ruffin - Director of Parks & Rec Ada Township, MI: Developed a wayfinding and signage plan for the 15+ mile trail network that connects parks, neighborhoods, and amenities. Currently consulting during the implementation phase of the project. Reference: Julius Suchy - Township Manager</p>	<p>Listed Stallings, Fonta Flora State Trail, and Rocky Knob Bike Park from above list.</p> <p>Stallings reference: Alex Sewell Fonta Flora reference: Sarah Chabaane Rocky Knob Bike Park: Wright Tilley</p>	<p>Listed Brooklyn Park, Stevens Point and Luverne project from above list.</p> <p>Brooklyn Park Reference: John Kinara Stevens Point, WI Reference: Chris Klesmith Luverne, MN Reference: Holly Sammons</p>	<p>City of Brenham: In order to build on the Brenham Downtown Master Plan, fd2s developed a strategy and associated designs for perimeter signage and gateways for the city, as well as vehicular directionals and pedestrian orientation within its bustling downtown. Reference: Jennifer Eckermann, Main Street Manager City of Kyle: fd2s worked with the landscape architect to conceive, design, and oversee the implementation of numerous celebratory moments for this "gateway" park, which is the first phase of a 138-acre mixed-use development. Reference: Samantha Ambruster, Director of Operations City of Lewisville Parks & Rec: Developed a comprehensive wayfinding and landscaping standards for the community. Reference: Stacie Anaya, Director</p>	<p>Chatahoochee RiverLands Project - Trust for Public Land Established signage and wayfinding design standards; included cost evaluation, construction & implementation procedures, and styles guides for future use and expansion. Reference: Walt ray - Program Director Brookhaven, Georgia - Provided signage and wayfinding master planning, monument signage, design, and construction administration services. Reference: Don Sherrill - Public Works Director Cumberland Community Improvement District - Complementing recently completed gateway murals, the Cumberland CID tasked skydesign to design and implement two large scale gateway monuments along 1-75. Reference: Kim Menefee - Executive Director</p>
List of Project Team Members and Responsibilities/ Include description of their experience and qualifications:	<p>Staff located in Traverse City offices. Project Manager - Moira O'Polka - Project Management, budget/schedule adherence, documentation. Main client contact, see proposal for full list of experience. Joined firm in 2012. Lead Designer - Jeff Frank - Design development, documentation, project management support. Joined firm in 2005, see proposal for full list of experience. Designer - Rebecca Dixon - Design development support, documentation support, project management support. Joined firm in 2022 with more than 8 years of wayfinding experience. The team above was chosen due to their extensive park and trail wayfinding experience and availability to complete project within requested timeline.</p>	<p>Planning Director - Eric Wolridge - Boone, NC - 20+ years experience, has led planning efforts for recreation, greenways, downtown revitalization, and place-branding for more than 150 local government jurisdictions. Eric will ensure the project aligns with the overall vision. Director of Design - Alex Gotherman - Boone, NC - Specializes in Landscape Architecture, and will focus on overseeing the project to keep it on track. Sign Designer - Pooja Bonde - Greensboro, SC - Experienced in Wayfinding, Customer Experience, Furniture, Interior, retail and Research design. Will help develop sign concepts for build. Senior Project Manager - Jonathan Scott - Boone, NC Experienced in sign construction and implementation management, will lead the development of a thorough way finding system by managing each task of the project. GIS Planner - Keagan Massie - Boone, NC - Lends insights through spatial analysis, determining optimal sign locations and navigation patterns for the overall signage location plan.</p>	<p>Project Manager and Creative Director - Michael Haug - Works out of the Minneapolis office and will serve as the project manager, creative director, and as the primary contact for the project. Has over 30 years of experience working on a wide variety of branded experiences, from communities, office buildings, stadiums, casinos, hospitals, and clinics to bike trail systems, historic sites, and art installations. Senior Designer - Todd Mayfield - Works out of the Ouray Colorado office and will take part in all aspects of the project from conceptualization through the final execution of project deliverables. Has over 35 years of experience in visual communications, wayfinding, brand development, advertising and print graphics.</p>	<p>Principal - Curtis Roberts Over 30 years experience across a range of project types that includes corporate, academic, healthcare, civic, retail and mixed-use, and hospitality engagements. Finance and Engagement Manager - Krystal Caldwell Almost 20 years of experience as a Financial analyst, project manager, and client engagement specialist whose skills set includes project and financial planning, resources management, conflict resolution, and human resources expertise. Senior Designer - Rick Smits Over 20 years experience in Graphic Design, project involvement spans the concept development, planning, design, specification, and implementation of robust signage and wayfinding programs for hospitals, university campuses, transportation facilities, corporate headquarters, and retail and mixed-use developments all over the country. Designer - Yajayra Barragan Newer to staff as a Visual Designer, almost ten years of experience.</p>	<p>Vice President/Principal - Tiffany M. Chen Will serve as the Design Director with responsibilities including overall design, Client presentation, project scheduling, and project direction from start to finish. Has nearly 20 years of design experience. Dominic Heritage - Project Manager/ Main Contact Has 13 years of graphic design experience. Main contact for the City and it's needs and will act as project coordinator. David Dixon - Graphic Designer Has 8 years of architectural and graphic design experience. Responsibilities will include site visits and assessments, observations reports, sign location plans, and drawings/elevations/renderings.</p>
If being used, provide subcontractor information:	No information provided - sheet missing.	Not being used.	Yes Avia Design Group - site evaluation and design development.	Yes Kimley-Horn & Associates - Landscape Architect	Not being used.

<p align="center">City of Rochester Hills Parks Wayfinding Signage Plan RFP-RH-24-069 Bid Opening: Thursday, January 23, 2025 @ 3:00 PM</p> <p>Detailed description of the services and methods by which the work identified in the Scope of Services will be performed. Include understanding of services to be provided, methodology and technical approach:</p>	<p align="center">Corbin Design, Inc. 415 S Union, 2nd Floor Traverse City, MI 49684</p> <p>Final deliverable will be a Reference Manual that will include: a summary of the system logic; a comprehensive array of sign types with fabrication and installation specifications; font, color, and symbol requirements; map artwork; the as-bid sign location plans and sign message schedules; and shop drawings for each sign type. Anticipated timeline is 12-18 months.</p> <p>Phase 1: Analysis - Visit sites and gather information to assess needs. Phase 2: System Design Development - Propose conceptual drawings of designs for approval and develop preliminary cost estimate. Phase 3: Documentation/Pre-Production - Develop and verify location plans, refine cost estimates, and develop phasing plan. Phase 4: Implementation - Assist with bid process, review drawings, consult with fabricator, conduct final inspection and develop Reference Manual.</p>	<p align="center">Destination by Design 136 Furman Road, Suite 6 Boone, NC 28607</p> <p>Phase 1: Kickoff, Analysis and Planning - Create project schedule, discuss project details, create preliminary wayfinding system, deliver Wayfinding Analysis and Recommendations Document. Phase 2: System Design Development - Coordinate with committee to analyze elements for the aesthetic of the wayfinding system for each park, deliver final design intent drawings, probable cost, and renderings. Phase 3: Preproduction - Develop construction specs for signage based on the chosen design, prepare bid documents and implementation phasing plan. Phase 4: Implementation - Coordinate with the City through bid process to select a fabricator to ensure competitive pricing and quality standards. Upon completion, a Reference Manual will be delivered for future work.</p>	<p align="center">Engrafik 5000 81st Lane N Minneapolis, MN 55443</p> <p>Phase 1: Analysis - 6-8 weeks - Project management, stakeholder input, site assessment, content development, wayfinding strategy and deliverables including recommendations and planning estimate. Phase 2: System Design Development - 8-12 weeks - Schematic development, design concepts, design development, location plans, budget planning and deliverables including final design intent drawings, sign location map and budget planning update. Phase 3: Pre-Production - 8-12 weeks - Specification drawings, face artwork, location plan and message schedule, bid package, deliverables including bid package document, face artwork files and location plans, and budget planning update. Phase 4: Implementation - Timeline TBD - Vendor evaluation, production oversight, pre-installation meeting, post-installation punch list, Reference Manual, and final sign location map.</p>	<p align="center">FD25 14205 North Mopac Expressway, Suite 400F Austin, TX 78728</p> <p>Phase 1: Analysis - Evaluate needs of residents and visitors through virtual tours and aerial photos. Phase 2: System Design Development - Develop a family of sign types, confirm needs of the City, start developing Reference Manual, deliverable includes the Planning document. Phase 3: Pre-Production - Finalize designs, locations, and messaging for overall system. A formal set of recommendations will be prepared for the ongoing implementation and maintenance of the signage plan. Deliverables will include System's design specs, sign location map and message schedule. Phase 4: Implementation- Prepare list of bidders and answer their questions, assist in evaluation, review submittals, material samples and mock-ups. Participate in site visits to confirm mounting locations and perform post-installation visit to prepare punch-list.</p>	<p align="center">Associated Space Design, Inc. (dba Sky Design) 55 Ivan Allen Jr. Blvd, Suite 100 Atlanta, GA 30308</p> <p>Phase 1: Analysis - 8-9 weeks - In-site visits for meetings and park visits. Will include preliminary programming of an area map for the site. Meeting #1 (in person) - Site visit with project team Meeting #2 (virtual) - Wayfinding analysis and recommendations review Meeting #3 (virtual) - Wayfinding analysis and recommendations review and address comments/needs. Phase 2: System Design Development - 6-7 weeks - Begin schematic design phase and create style guide to provide guidance on color, typeface, etc. Meetings 4 and 5 will take place virtually to discuss design intent and feedback. Phase 3: Pre-Production - 6-7 weeks - Discuss materials, mock-ups, create Wayfinding Signage Design Intent documents for each sign type, and produce contract documents including specs, location, and bid forms and any other necessary items. Meetings 6 and 7 will take place virtually during this phase regarding Contract Document review and discuss feedback. Phase 4: Implementation - 14-18 weeks - Covers implementation of approved wayfinding signage design with bid support, creation of a Reference Document, provide consulting services, weekly check-ins with fabricator, and punch-list creation. Includes meetings 8 and 9 for site visit and punch walk.</p>
<p>Value/Cost Efforts:</p>	<p>Total Not-To-Exceed Cost</p>	<p>Total Not-To-Exceed Cost</p>	<p>Total Not-To-Exceed Cost</p>	<p>Total Not-To-Exceed Cost</p>	<p>Total Not-To-Exceed Cost *</p>
<p>Phase 1 - Analysis:</p>	<p>\$ 22,350.00</p>	<p>\$58,000.00</p>	<p>\$20,000.00</p>	<p>\$43,750.00</p>	<p>\$52,000.00</p>
<p>Phase 2 - System Design Development:</p>	<p>\$ 44,380.00</p>	<p>\$135,000.00</p>	<p>\$35,000.00</p>	<p>\$52,500.00</p>	<p>\$29,000.00</p>
<p>Phase 3 - Pre-Production</p>	<p>\$ 40,630.00</p>	<p>\$140,000.00</p>	<p>\$30,000.00</p>	<p>\$35,000.00</p>	<p>\$24,600.00</p>
<p>Phase 4 - Implementation:</p>	<p>\$ 35,140.00</p>	<p>\$60,000.00</p>	<p>\$25,000.00</p>	<p>\$43,750.00</p>	<p>\$49,400.00</p>
<p>Total Project Cost for all four (4) Phases:</p>	<p>\$ 142,500.00</p>	<p>\$ 393,000.00</p>	<p>\$ 110,000.00</p>	<p>\$ 175,000.00</p>	<p>\$ 155,000.00</p>
<p>Billing Procedures:</p>	<p>Professional Fees and reimbursable travel and general expenses are billed monthly according to the progress of the work together with expenses incurred and are payable within 30 days. No initial payment is required.</p>	<p>The payment schedule consists of a 15% deposit upon agreement, with remaining payments invoiced monthly based on project milestones and progress achieved.</p>	<p>Monthly by phase. Travel expenses listed on the deliverables page are included in the above fees.</p>	<p>Invoicing Procedures Invoices will be made based on the percentage completion of the work and sent to the client for review by the 5th of each month. Payments will be due and payable upon receipt of invoices. Any objections by the client to a team invoice, or portion thereof, must be stated in writing within thirty (30) calendar days after receipt. The undisputed portion of any invoice shall not be deferred with the amount in question and will be paid without delay. Additional Services Compensation for additional services, if not agreed upon as lump sums, will be based on the team's 2025 Standard Hourly Billing Rates, as noted in the chart provided in the proposal. The listed hourly rates assume a 3% escalation annually. Standard Hourly Billing Rates Compensation for additional services, if not agreed upon as a lump sum, will be based on fd2s' 2025 Standard Hourly Billing Rates, as noted below. The following hourly rates assume a 3% escalation annually.</p>	<p>Invoices are due and payable 30 days from date of invoice. After that, an interest of 18% per anum of 1 1/2 % per month shall apply.</p> <p>HOURLY BILLING RATE: President/CEO.....\$315.00/hr Principal/Vice President.....\$260.00/hr Associate.....\$180.00/hr Sr. Designer.....\$160.00/hr Sr. Graphic Designer.....\$150.00/hr Sr. Graphic Designer.....\$130.00/hr Designer\$115.00/hr Graphic Designer I.....\$100.00/hr Graphic Designer II.....\$ 95.00/hr Technical/Admin.....\$ 70.00/hr</p> <p>*Reimbursable expenses are not included in the fee above. They estimate \$9,150.00 in owner-approved reimbursables for a project of this size and scope. Reimbursables include any necessary out-of-pocket expenses including but not limited to: mock-ups, materials and supplies, copies/fax, prints, mock-up materials, in-house comp scans, typography, printing, job related travel and long distance telephone calls or any other incidental expenses incurred in connection with project responsibilities. Local travel will be billed in accordance with published IRS rate.</p>
<p>Provide additional information about enhanced services, capabilities, and benefits that may have not been required or identified in the Request for Proposals:</p>	<p>None provided.</p>	<p>Approach combines Urban Planning and design, with communications expertise. They are an award-winning firm specializing in land use planning, infrastructure development, and destination marketing. Has a growing base of satisfied customers, many of whom are repeat clients we have been working with for more than 5 years. They concentrate on economic development and value creation.</p>	<p>Project fits capabilities perfectly. They specialize in municipal and regional destinations and are familiar with DOT and MUTCD requirements. Process includes research and evaluation, schematic development, design concepts, final design intent drawings, and implementation. They always include multiple design concepts and rounds of revisions and feel that City's input and insight is critical to developing a solution that is unique to our community.</p>	<p>None provided.</p>	<p>Company can assist with additional services including public art creation/curation, construction administration services, digital design services, and additional meetings required per an extension of the project time line. An estimate for services will be provided at the request of the Client.</p>