

CITY OF WATSONVILLE
REQUEST FOR PROPOSAL
WAYFINDING SYSTEM DESIGN
AND IMPLEMENTATION
NOVEMBER 23RD, 2021



**SELBERT
PERKINS
DESIGN**

23 November 2021

Elizabeth Padilla
Sr. Administrative Analyst
City of Watsonville
275 Main Street, Suite 400
Watsonville, CA 95076

Re: City of Watsonville Wayfinding System Design & Implementation

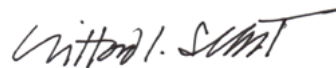
Dear Ms. Padilla:

Selbert Perkins Design (SPD) is pleased to submit our proposal to develop a comprehensive Citywide branded Wayfinding Sign Program for the City of Watsonville. Thank you for your time last month, it was wonderful to meet the project team to discuss the goals of the Wayfinding Sign Program. We are confident that our team brings the essential creativity and local expertise to develop modern and innovative design solutions for the City of Watsonville.

In pursuing this collaboration as your creative partner, we will work together to create a Sign Program that encompasses the City of Watsonville's vision of a uniform City identity, enhances the resident and visitor experience, and improves traffic flow and safety. The system we develop will celebrate the City's unique neighborhoods and support the City's strategic vision to make Watsonville a hub for entrepreneurs and businesses from all types of industries and emerging technologies.

Thank you for your consideration. We look forward to the opportunity to collaborate with you to make this project a success.

Sincerely,



Clifford Selbert/Partner



los angeles

boston

chicago

shanghai



PROJECT UNDERSTANDING

SPD will develop a Signage and Wayfinding Sign Program for Watsonville, CA, a growing city with the rustic, small town charm of a close-knit community. The SPD team is comprised of a team of professional in-house designers, strategists, planners, and technicians that will provide professional research, analysis, and design services. Our objective is to develop a dynamic signage experience that integrates the historic Watsonville brand into a functional Signage and Wayfinding system. We are prepared to meet all of the project goals, including:

- Helping visitors navigate to their destinations as easily as possible
- Increased functionality of wayfinding in and around Watsonville
- Developing wayfinding solutions that assist in identifying neighborhoods, businesses, recreation, key regions and destinations
- Building consensus with the stakeholders, approving agencies, and the local community

We will collaborate with the City of Watsonville's stakeholders to develop a comprehensive Sign Program. Included in this scope of work is review of the City's Sign Ordinance, the Downtown Signage Guidelines, the Downtown Directional Signs Bid, and the Draft Downtown Watsonville Specific Plan. Community participation and involvement is a key component of the project to assure the final result serves the community. Included in our scope of work are:

- In-Person & Digital Stakeholder Interviews
- (2) City Council Meetings/Presentations
- Digital Surveys

The final Citywide Wayfinding Sign Program will facilitate vehicle, bicycle, and pedestrian circulation, as well as complement the upcoming developments and destinations planned in the City of Watsonville.

SIGNAGE AND WAYFINDING SIGN PROGRAM

IDENTIFICATION

City Entrance Identity
Gateways
Landmarks
Key Destinations

DIRECTION

Vehicle/ Pedestrian/Bicycle Wayfinding

INFORMATION

Directory (Static and Digital)
Mapping

AMENITIES

Recommendations for other enhancements
Placemaking elements, advertising opportunities

SCOPE OF WORK

TASK 1: INVENTORY & EVALUATION OF EXISTING SIGN PROGRAM

Meetings: (1) Kick-Off Meeting (Watsonville, CA)

Additional conference calls as needed

Schedule: 3-4 weeks

1. Hold kick-off meeting and site visit with client team to review project goals and confirm schedule. Develop a process to work cooperatively with City staff and key stakeholders' groups.
2. Review research including maps, architectural drawings and plans, historic research, code research, related studies. Interview relevant project stakeholders.
3. Review existing relevant documents and planning work accomplished to date, including the City's Sign Ordinance, Downtown Signage Guidelines (1998), Downtown Directional Signs Bid (2000), draft Downtown Watsonville Specific Plan, and policies with regard to signage and advertising.
4. Prepare and confirm Signage and Wayfinding Master Plan outlining required elements, develop preliminary sign location plans. Coordinate with site and architectural plan.
5. Develop preliminary Sign Location Plan.
6. Using GIS resources develop a map of recommended wayfinding signage locations. GIS should be compatible with City GIS programs.

Task 1 deliverables, uploaded digital files:

- Research Documentation
- Signage and Wayfinding Master Plan
- Preliminary Sign Location Plan
- GIS map of recommended wayfinding signage locations
- Meeting minutes

TASK 2: WAYFINDING ANALYSIS

Meetings: (1) Site Visit (Watsonville, CA)

conference calls as needed

Schedule: 3-4 weeks

1. Identify city gateways, primary routes, major areas, points of interest and destinations (cultural, business, shopping, education, parking, recreation, neighborhoods, etc.)
2. Outline potential wayfinding tools (signage, technology, transportation enhancements, tourism tools, etc.).
3. Analyze existing physical conditions (city gateways, circulation, parking, pedestrian connections, etc.).
4. Prioritize recommendations.

Task 2 deliverables, uploaded digital files:

- Wayfinding Analysis Documentation
- Meeting minutes

Attachment 1
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SCOPE OF WORK

TASK 3: CONCEPT GENERATION

Meetings: (1) Day of Project Team & Stakeholder Interviews (Watsonville, CA)

(1) Day of Project Team & Stakeholder Interviews (teleconference)

(1) City Council Presentation (Watsonville, CA)

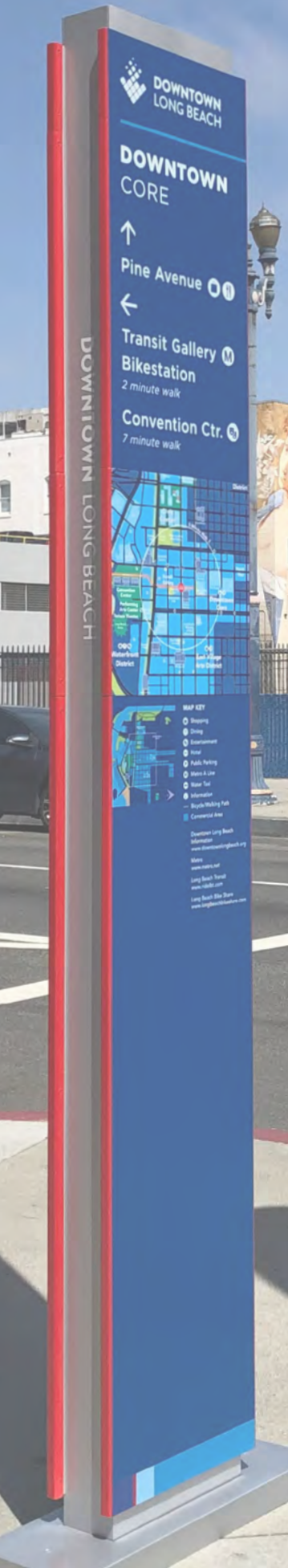
Additional conference calls as needed

Schedule: 4-6 weeks

1. Review pertinent project plans, architectural design, brand identity & brand criteria, applicable local, state, and national codes/ordinances. Assess existing branding for Watsonville as exhibited by other existing "identity" signage, landmarks, and design guideline documents, for incorporation into the proposed designs for new signage.
2. Research Watsonville, its history, characteristics, community, design vernacular and aspirations. Develop an identity/theme that can be applied to a variety of wayfinding tools and conditions.
3. Interview key project team and stakeholders via in-person interviews and teleconference. Confirm design goals and expectations for the system.
4. Develop conceptual approaches to the overall project vision and signage and wayfinding system based on the Signage and Wayfinding Master Plan list. Design approaches will include visual approach, dimensions, font sizes and styles, symbols, colors, and preliminary materials for sign types. Develop preliminary sign type count.
5. Present concepts to City Council to review and comments. The presentation will include preliminary conceptual design for selected elements, and preliminary sign location plans. Council to recommend 1 design direction to refine.
6. Based on client team approval of the conceptual approach and preliminary design elements, refine design package to illustrate the family of sign types, recommended type face, color, the use of the appropriate identity elements, and the general overall appearance of the sign types.

Task 3 deliverables, uploaded digital files:

- Concept Design Package
- Interview Documentation
- Meeting minutes



SCOPE OF WORK

TASK 4: DESIGN DEVELOPMENT

Meetings: (1) City Council Presentation (Watsonville, CA)

Additional conference calls as needed

Schedule: 6-8 weeks

1. Develop and refine signage and wayfinding elements. Develop preliminary message schedule and preliminary project schedule. Develop recommended terminology and/or icons for locations (landmarks, public facilities, retail, dining, etc.).
2. Confirm that the wayfinding system can be used by a wide range of diverse users including non-English speakers, and persons with disabilities, including those with (but not limited to) vision, hearing, and/or cognitive impairment.
3. Prepare elevations, plans, perspective sketches, sufficient to describe the size, shape, and character of all major design elements. Specify materials, color palette, typefaces, iconography and lighting that will be used in the system.
4. Update sign location plans and provide sign counts. Update message schedule.
5. Conduct digital survey of Watsonville residents of the approved Signage and Wayfinding concepts. Review results with the project team and refine as needed.
6. Present refined signage and wayfinding design elements and sign location plans to City Council for final approval. Presentation will include visual approaches with plans and sketches indicating locations, typography, image, color, materials, size, shape, and structure. Obtain team input on final design and program.
7. Develop design development drawings for approved design elements. Specify scale, material selections, typefaces, and iconography based on client approval. Specify color palette, color matching system and develop color specifications package.
8. Develop preliminary implementation schedule and develop preliminary budget of the physical and virtual (i.e. website and smart phone application). This recommendations for fabrication and installation of new signs in coordination with removal of older signs, as necessary, and in coordination with the Public Works Department.
9. Develop maintenance and management requirements and criteria for cleaning, replacing and expansion of the sign program and any software maintenance and upgrades required for virtual wayfinding elements.
10. Prepare design development drawings, as required and specifications to include final drawings of each design element showing scale, critical dimensions, elevations, sections, details, and specifications. Develop templates including dimensions, color palette(s), font families, symbols, and layout to allow the system to expand successfully over time. Signs colors must be standard 3M sheeting colors.

Task 4 deliverables, uploaded digital files:

- Design Development Package & Renderings
- Preliminary Budget & Schedule
- Maintenance Plan

Attachment 1
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SCOPE OF WORK

TASK 5: CONSTRUCTION DOCUMENTATION

Meetings: conference calls as needed

Schedule: 4-6 weeks

1. Confirm all elements from Design Development for documentation. Review all value engineering opportunities.
2. Prepare final sign location plans for each element.
3. Prepare final construction documents and specifications to include; notes for connections/mounting details, final drawings of each communication element showing scale, critical dimensions, elevations, cross sections, details, and specifications.
4. Prepare electronic artwork of signage program elements, as required.
5. Finalize fabrication/installation schedule and budget.
6. Assemble final construction documents package, final sign location plans and message schedule.

Task 5 deliverables, uploaded digital files:

- Final construction documents and specification package
- Final location plans & message schedule
- Final Budget & Schedule
- Meeting minutes

SCOPE OF WORK

TASK 6: CONSTRUCTION ADMINISTRATION

Meetings: (2) Site Visits
(1) Vendor Shop Visit

Schedule: 2-3 Months (TBD)

1. Provide the fabricator with electronic artwork, as required.
2. Provide consultation to the selected fabricator in their development of shop drawings.
3. Fabricator to complete message schedule and submit layouts to SPD for review with each final documentation set.
4. Review shop drawings to ensure fabricator conformance with the design intent.
5. Issue clarification drawings and respond to RFIs.
6. Review any samples, mock-ups, and prototypes, as provided by the fabricator.
7. Conduct (1) shop visit inspection to ensure conformance with the design intent.
8. Provide periodic site observations (2 included) and prepare a written report of each visit plus follow up on action items as needed.
9. Prepare punch list for submittal to client team.

Task 6 deliverables, uploaded digital files:

- Electronic artwork to fabricator, as required
- Final fabricated/installed signage and wayfinding elements (by fabricator)
- Punch list

TIME FRAME/SCHEDULE

# of weeks	2	4	6	8	10	12	14	16	18	20	22	24	26	28	30	32	34	36	38	40	42	44	46	48
Task 1: Inventory & Evaluation of Existing Sign Program																								
Kickoff																								
Review of Existing Documents																								
GIS Recommendations																								
Task 2: Wayfinding Analysis																								
Site Analysis & Recommendations																								
Task 3: Concept Generation																								
Stakeholder Interviews																								
Concept Design Package																								
City Council Presentation																								
Task 4: Design Development																								
Digital Surveys																								
Design Development Package																								
Final City Council Presentation																								
Task 5: Construction Documentation																								
Construction Drawings																								
Specifications Document																								
Task 6: Construction Administration																								
Ongoing Project Management																								
Vendor Visit																								
Site Visit #1																								
Site Visit #2 (Punch Walk)																								

SPD recognizes that meeting the implementation schedule and budget is a critical component to the success of every project. Our capabilities allow us to keep track of all aspects of a project and **ensure efficient use of time and budget**. With her extensive Project Management experience, India will lead the SPD team in meeting the provided delivery schedule for the City of Watsonville.

FEE ESTIMATE

SCOPE OF WORK	FEE
Task 1: Inventory & Evaluation of Existing Sign Program	\$ 10,000
Task 2: Wayfinding Analysis	\$ 10,000
Task 3: Concept Generation	\$ 25,000
Task 4: Design Development	\$ 25,000
Task 5: Construction Documentation	\$ 15,000
Task 6: Construction Administration	\$ 15,000 (Hourly, NTE)
Estimated Expenses	\$ 9,000
Total:	\$ 109,000

EXPENSES

Reimbursable project expenses are included with the project fee. This includes travel expenses for up eight (8) in-person trips/meetings to Watsonville, CA, estimated at \$1,000 per 2-person trip. Any additional travel required beyond in the RFP will occur additional fees and be billed at cost. Also included are presentation materials, renderings, deliveries, multiple sets of drawings, and color copies.

PAYMENT SCHEDULE

Project fees will be billed in monthly increments based on project schedule.

SPD HOURLY RATE SCHEDULE			
Partner	\$250	Senior CAD Designer	\$150
Principal	\$200	CAD Specialist/Designer	\$135
Design Director	\$175	Designer	\$135
Project Manager	\$160	Design Assistant	\$100
Production Manager	\$160	Admin	\$100
Senior Designer	\$150		

AUTHORIZATION AND ACCEPTANCE

We require your signature to begin work. To expedite internal processing, please complete and return the following:

For Selbert Perkins Design	For The City of Watsonville
by.....	by.....
date.....	date.....

ADDITIONAL SERVICES

The following will be considered additional services. If additional services are required during the project they will be billed at a negotiated fee or at standard hourly rates. Additional services will not be incurred without written client approval.

1. Branding
2. Photography, illustration, copywriting/editing, printing, sign fabrication and installation, video production and post-production, additional market research beyond SPD's defined scope of services, focus group coordination, trade mark research, etc.
3. Significant changes and/or revisions in approved design or scope of services.
4. Change orders to any project component(s) after client approval. Preparation of drawings, mechanicals, specifications, addenda, and any other services provided in connection with change orders.
5. Travel expenses including accommodations, auto rental, and related expenses including required visits to vendors (other than those outlined in the proposal).
6. Art direction of photography or illustration.
7. Phone Apps, Website, Final heads-up map artwork
8. Attendance at Press Runs, (print projects only).
9. Production of models or prototypes.
10. Consultants or sub-consultants
11. Professional Cost Estimating Services.
12. Acquisition of permits and permit documents and any meetings and presentations related to acquisitions of permits.
13. More than (3) concept alternatives.
14. More than (1) rounds of revisions to the final design concept. SPD will inform client of each round of design revisions
15. More than (1) final design of all communication elements.
16. Computer walk-throughs & animations.
17. Additional meetings beyond what is outlined in proposal.
18. Converting/formatting electronic files to conform to client standards.
19. Creation of any electronic media; i.e. phone apps, website, etc.

TERMS & CONDITIONS

PAYMENT/BILLING

Invoices for services rendered will be submitted in accordance with the project payment schedule, previously outlined. Payment is due upon receipt, unless otherwise agreed to in advance by SPD. If the Client disputes any charges, written notice of such disputed charges must be submitted to SPD within 10 days of receipt of invoice. SPD reserves the right to stop project work and withhold presentation materials if payments are not received when due. There is a finance charge of 2% a month for overdue invoices.

EXPENSES

Expenses are in addition to project fees. The Client will reimburse SPD for all out-of-pocket expenses incurred in connection with this project. These expenses include but are not limited to: professional photography, film and photographic processing, illustration and copywriting/editing, printing, fabricating, typesetting, photo-retouching/manipulation, telephone, fax and copies, stats, model-making and model materials, postage and delivery charges. When travel is required in connection with the project, the Client will reimburse SPD for travel, transportation, living expenses, and related coordination. SPD requires two people to attend all international meetings. Reimbursable expenses will be billed with at cost.

CANCELLATION/POSTPONEMENT

In the event of the Client's cancellation or postponement of the project while it is in progress, all fees and expenses, incurred in the interest of the project to date of postponement or cancellation shall be paid by the Client within 10 days of the date that notice is given to SPD, unless otherwise agreed to in advance by SPD.

SPD may withdraw from the project at any time for good cause which includes the Client's breach of this agreement, refusal to cooperate with SPD, or failure to pay SPD's fees or expenses according to agreed upon payment terms.

RELEASES

For editorial copy, artwork (including illustration and photography), etc. provided by the Client, and for use rights negotiated by the Client for editorial copy, artwork, talent etc., the Client will indemnify SPD against all claims and expenses, including reasonable attorneys' fees and costs, due to uses for which no release was requested of SPD in writing by the Client or for uses by the Client which exceed the authority granted by a release.

SPD releases to the Client the right to use the artwork/design prepared to get City approvals; and the right to have that artwork transformed/manufactured into a physical sign. SPD will not retain any rights to the artwork after it has been transformed into the physical sign.

Conversely, for editorial copy, artwork (including illustration and photography), talent etc. provided by SPD, and for use rights negotiated by SPD for editorial copy, artwork, etc., SPD will indemnify the Client against all claims and expenses, including reasonable attorneys' fees and costs, due to uses for which no release was requested of the Client in writing or for uses which exceed the authority granted by a release.

APPROVALS

SPD requires written documentation of ALL requests for changes, including to designs and copy. Documentation may be in the form of a facsimile or an e-mail. The Client will proofread and approve all final typeset copy before production of mechanicals; review and approve finished mechanicals and artwork before release to printers; and review and approve all design intent and/or construction documents and related sign schedules prior to release to qualified fabricators. The signature of the Client's authorized representative will be conclusive as to the Client's approval of all the above items prior to their release for printing, fabrication or installation.

THIRD PARTY CONTRACTS

All outside vendors/third party contractors will be contracted directly by the Client, with Client's written consent, and the Client will pay the outside vendor/third party contractor directly for services. When it is not possible for the Client to contract directly with outside vendors, SPD may contract with others to provide creative services such as writing, photography, illustration, media placement, print and audio/video production, and fabrication. The Client agrees to be bound by any terms and conditions, including required credits, with respect to reproduction of such materials as may be imposed on SPD by such third parties and shall pay for the outside vendors' services upon presentation of an invoice. Such payment shall be made by the Client either to the outside vendor or directly to SPD, at SPD's option. Usage rights for photography and illustration will be negotiated with vendors by the Client directly.

ESTIMATES

SPD has no direct control over printing and fabrication costs or vendors' prices. Cost estimates are made by SPD on the basis of preliminary specifications and SPD cannot and does not guarantee that vendors' proposals and bids of costs will not vary from those estimates.

OWNERSHIP

Upon payment of all amounts owing to SPD, all electronic files generated for the production of this project as well as all rights, title, and interest, including copyrights, trademarks and patents related to this project shall become the property of the Client. SPD retains ownership of all rights, title, and interest, including copyrights, trademarks, and patents related to this project, until all outstanding payments are satisfied in full by the Client. Fees for file copies or additional usages must be negotiated in addition to the above outlined fees.

CONFIDENTIALITY

No work product of the Client can be released to anyone without Client's written permission.

ASSIGNMENT

SPD cannot assign this contract without written approval by Client.Ownership

SAMPLES OF WORK

The Client agrees to furnish SPD with 100 samples of all printed materials without charge. These samples will be used by SPD for publication, exhibition and promotional purposes. SPD retains the right to photograph or otherwise document complete signs or other designs on site following installation.

PROJECT STORAGE

Project and electronic files will be stored at SPD for one (1) year at no cost. However, SPD cannot be held responsible for loss or damage of stored files.

CREDIT

SPD has the right to include a credit line on the completed designs or any visual representations such as drawings, models or photographs and the Client agrees to include this same credit in any publication of the design by the Client. SPD maintains the right to use any samples and/or photographs for publication, exhibition and promotional purposes.

ENFORCEMENT

If SPD incurs attorneys' fees or related costs to enforce this agreement or because of a breach of this agreement by the Client, SPD shall be entitled to recover all of its costs and expenses, including but not limited to, its reasonable attorneys' fees and court costs from the Client.

INDEMNIFICATION

The Client will indemnify and hold harmless SPD, its officers, directors, employees, and agents that have contributed information to or provided services for this project, against any and all direct or indirect losses, claims, demands, expenses (including attorneys' fees and court costs) or liabilities of any kind arising in connection thereof, except for claims found to be gross negligence or a breach of this agreement by SPD.

STATE OF CALIFORNIA

This agreement shall be governed by the laws of the State of California. If either party hereto is a corporation, trust, or general or limited partnership, each individual executing agreements on behalf of such entity represents and warrants that he or she is duly authorized to do so on behalf of said entity. All disputes and matters whatsoever arising under, in connection with or incident to this contract, shall be litigated, if at all, in and before the Los Angeles Superior Court, Central District, for the State of California, United States of America, to the exclusion of all other courts, or, as to those lawsuits as to which the State court of California lacks subject matter jurisdiction, in and before the United States District Court for the Central District of California, Western Division. By executing this contract you submit to exclusive jurisdiction in the State of California, Los Angeles Superior Court, Central Division, or, as to those lawsuits as to which the State of California lacks subject matter jurisdiction, you agree to submit to the elusive jurisdiction of the United States District Court for the Central District of California, Western Division.

INSURANCE

SPD maintains the insurance coverages and limits outlined below. Additional coverages and limits, if required, shall be at the Client's expense.

a. General Liability	
Each Occurrence	\$1,000,000
Damage To Rented Premises	\$50,000 (each occurrence)
Medical Expense	\$10,000 (any one person)
Personal & Adv. Injury	\$1,000,000
General Aggregate	\$2,000,000
Products - Comp/Op Agg.	\$2,000,000
b. Automobile Liability	
Combined Single Limit	\$1,000,000 (each accident)
c. Umbrella Liability	
Each Occurrence	\$10,000,000
Aggregate	\$10,000,000
d. Workers Compensation and Employers' Liability	
Workers Compensation Statutory	
Employers' Liability	\$1,000,000 (each accident)
	\$1,000,000 (disease - each employee)
	\$1,000,000 (disease - policy limit)
e. Professional Liability	
Each Occurrence	\$2,000,000
Aggregate	\$2,000,000