

Outer Banks National Scenic Byway Request for Proposals

Project: Assess existing wayshowing on byway.
Develop conceptual design for byway wayshowing.
Assist in developing unique graphic identifier for byway.
Draft grant document to implement wayshowing.

Contact: Karen Willis Amspacher
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Date of Request: December 17, 2010
Proposal Due Date: January 14, 2011

Organization

The Outer Banks National Scenic Byway on the coast of North Carolina was nationally designated in October 2009. The 111-mile long Byway runs along N.C. 12 from Whalebone Junction (Dare County) through Bodie and Hatteras Islands, across Hatteras Inlet and through Ocracoke Island (Hyde County), across Pamlico Sound to Cedar Island (Carteret County) connecting with U.S. 70 to the North River.

The Outer Banks National Scenic Byway Advisory Committee with representatives from all three counties seeks to implement recommendations in the byway's Corridor Management Plan by developing wayshowing components needed by visitors along the byway.

Project Objectives:

- Become familiar with current byway environment in order to assess effectiveness of existing wayshowing components for the Outer Banks National Scenic Byway.
- Prepare conceptual design drawings and maps for highway-oriented signs that are suitable for guiding engineering, location, and fabrication of wayshowing components.
- Identify general site locations for byway sign components for the Outer Banks National Scenic Byway.
- Coordinate with appropriate representatives of the North Carolina Department of Transportation's Highway and Ferry Divisions, National Park Service, U.S. Fish and Wildlife and all applicable local planning offices.
- Coordinate a community-based process for establishing a graphic identifier for the Outer Banks National Scenic Byway for use in wayshowing for the byway and other appropriate uses.
- Engage Outer Banks National Scenic Byway Advisory Committee, partners, and stakeholders in the decisions and actions to implement effective wayshowing components on the byway.

- Develop a draft application for a National Scenic Byways Program Discretionary Grant to support the final design and initial implementation of recommended wayshowing components.

Scope of Services:

The scope of work will occur in the following areas:

1. Review the presence and general effectiveness of four wayshowing components which serve travelers of the Outer Banks National Scenic Byway, including
 - Marked Byway Entrances and Exits: Signs and entry monuments which signify the beginning, ending and major intersecting entry points of the byway, including villages and ferry terminals.
 - Orientation Stops: Visitor centers and roadside pull-offs where travelers may obtain an overall orientation to the byway corridor.
 - Byway Guide Signs: Highway and road signs which guide motorists along the byway route, including its two Down East Carteret County Loops.
 - Identification of Byway Interpretive Facilities and Special Places: Signs and graphics with the names of places where travelers are encouraged to stop.
2. Conduct an on-site assessment of the physical wayshowing components which are presently installed to aid travelers on the Outer Banks National Scenic Byway.
3. Develop graphic identifier or design for use in signage associated with the Outer Banks National Scenic Byway
 - Using community-based planning, prepare several graphic identity options for the Outer Banks National Scenic Byway that can be incorporated in highway-orientated signage for the byway.
 - Present illustrations of appropriate and multi-media applications of these Outer Banks National Scenic Byway graphic identity options to the byway's Advisory Committee for review and appropriate approval.
4. Map Sign Locations
 - Prepare GIS geo-data and associated maps to illustrate the location and reference information for proposed and recommended Outer Banks National Scenic Byway wayshowing components.
 - Review geo-data base and map exhibits with the Outer Banks National Scenic Byway Advisory Committee and other officials as may be appropriate.
5. Project Administration
 - Prepare periodic updates and status reports, as called for in contract.
 - Conduct communications with the Outer Banks National Scenic Byway Advisory Committee as needed.
 - Coordinate the work of sub-contractors and sub-consultants.

- Manage professional service costs and direct expenses and prepare periodic invoices in accordance with contract.
- Coordinate necessary travel arrangements to the Outer Banks National Scenic Byway for purposes of completing this project.
- Maintain project files and records.

Deliverables:

- A report which provides the on-site assessment and overall effectiveness of existing wayshowing components, recommendations and general or probable costs for implementation based on priorities for implementation.
- Conceptual designs for several options for graphic identity for Outer Banks National Scenic Byway.
- Conceptual design drawings for the use of the graphic identifier in highway-orientated signage. Design drawings will illustrate the design intent and provide overall dimensions and descriptions of appearance of recommended signage. The drawings are not intended to be used for construction, fabrication or specific site installation purposes.
- Geographic information system (GIS) based mapping and geo-data files containing data pertaining to the general location of recommended signs. Geo-data is intended for general location purposes and not intended for construction-level information. Printed copies and electronic files will be provided.
- Probable cost projections for the fabrication, construction, installation and implementation of recommended wayshowing components using available and comparable unit pricing.
- Comprehensive draft of an application for National Scenic Byway Discretionary Grant implementing recommendations.
- Copies of preliminary and presentation materials that are related to this project.

Schedule: The duration of the project is expected to be between three and six months, with start time early in 2011.

Project Budget: The Outer Banks National Scenic Byway Advisory Committee is budgeting up \$32,000 for consultant services and direct expenses.

Assumptions:

- Traffic, civil, structural and environmental engineering services are not included within the scope of this scope of work. Environmental assessment services and preparation of an environmental assessment report would be considered additional services.

- Representatives of the Outer Banks National Scenic Byway Advisory Committee will provide appropriate and necessary assistance with this project. The committee will provide the following materials for use by the consultant:
 - Outer Banks Scenic Byway Corridor Management Plan
 - Copies of all current communication media that pertain to the Outer Banks National Scenic Byway including brochures, maps, guide books, website address, etc.
 - Official and pending transportation and road improvement plans that impact the Outer Banks National Scenic Byway and any intersecting road or highway.
 - Existing GIS geo-data for highways, political boundary, landscape features and other layers for use in this project. The consultant shall be able to rely on the accuracy of provided data.
- NCDOT (in coordination with federal agencies as applicable) has final approval for the locations of Outer Banks National Scenic Byway wayshowing signs that occur in the public highway, road, and street rights-of-way.

Qualifications: Selected consultant or team will have

- Familiarity with the National Scenic Byway program and general interest in the Outer Banks National Scenic Byway.
- Experience working with state, national and byway highway sign policies and standards.
- Graphic design capability for highway signage as well as printed and electronic media uses.
- Accomplished applications of GIS and GPS geo-data systems
- Experience in preparing national byway grant applications.

Submission Requirements for Proposals

The qualification package shall be submitted on 8 ½” x 11” paper or electronically with responses in each of the following categories:

- Resume of proposed staff, including personal references.
- Summary of another project of similar scope for which the consultant was primarily responsible, addressing description of the project including size and scope, initial and actual project schedule, budget, description of services, project references with name, address and telephone number.
- Electronic capability, including system and software used.
- Listing of any current projects and scheduled completion dates.
- Approach to this project, including degree of familiarity with the communities along the Outer Banks National Scenic Byway.
- Explain why you are the most qualified to provide the requested services.
- Contract proposal outlining scope of work with compensation and travel expense schedules.

Selection process

Notification of this Request for Proposals will be posted on appropriate list servers and bulletin boards. A Request for Proposals will be sent to all who express interest and request a copy of the Request for Proposals. Upon receipt of the proposal packages from respondents, the byway’s

Steering Committee will review the proposals and make recommendations to the Advisory Committee.

Negotiations: Following selection by the Advisory Committee, the Steering Committee will begin negotiations of specific contract terms, conditions and fees.

Evaluation criteria: The following criteria will be the basis on which consultants will be selected (in no particular order):

- Appropriate experience in the type of project.
- Past performance of the consultant.
- Demonstrated experience in conducting public meetings.
- Proposed design approach for the project and schedule for completion.
- Demonstrated knowledge of the area where the project is located.
- Other factors that may be relevant to the Project.

Submission of Proposals

Proposals must be received by 2 p.m. on January 14, 2011 at the following address:

Karen Willis Amspacher
Core Sound Waterfowl Museum and Heritage Center
P.O. Box 556, 1785 Island Road
Harkers Island, NC 28531

Or by electronic mail to:
kwampacher@ec.rr.com

Or by fax to: 252.728.1742

General Comments

- Any cost incurred by respondents in preparing or submitting a Proposal shall be the respondent's sole responsibility.
- All responses, inquiries or correspondence relating to this Request for Proposal will become property of the Outer Banks National Scenic Byway Advisory Committee.
- Specific questions regarding the Request for Proposals should be directed to Karen Amspacher, Core Sound Waterfowl Museum and Heritage Center, 252-728-1500 (o) or 252-723-0982 (cell). If a question of general concern is asked by any consultant with regards to this Request for Proposals, a copy of a written response will be sent to all.
- The Outer Banks National Scenic Byway Advisory Committee reserves the right to accept or reject any and all proposals, and to enter into any contract deemed to be in the best interest of the program.