

# REQUEST FOR INFORMATION

## HELENA WAYFINDING PLAN & IMPLEMENTATION

### Question 1:

I just wanted to be sure you knew about the amazing community work that was done to create this Active Living Wayfinding Plan a few years back. It was a beautiful example of community partnerships, engaging partners, including people with disabilities, and including physical activity components. It didn't get fully integrated due to staff turnover and changing priorities sadly. I would love to see how this is integrated into this next phase. I am happy to chat more if you have questions."

Active Living Wayfinding Plan: [Nutrition and Physical Activity Promotion - Lewis & Clark County"](#)

### Response 1:

We will be sharing all of these plans during the study phase of our wayfinding implementation. There has been some great work done and we certainly aren't trying to replace it; we are just looking to get more consistency throughout our heavy tourism areas. All of the work done prior will be considered and the goal is to incorporate it.

### Question 2:

Could you share the City of Helena Guidelines referenced on page 4?

### Response 2:

Here are the [Helena, Montana General Sign Guidelines](#).

### Question 3:

Are interviews in-person or virtual?

### Response 3:

Interviews will be held virtually.

**Question 4:**

Page 11 mentioned that each bid must be emailed but also states that they must be delivered to a physical address. Could you confirm that both forms are required?

**Response 4:**

Bids must be delivered to the following physical address:

- Visit Helena
- ATTN: Andrea Opitz & Callie Aschim
- 105 Reeder's Alley, Helena, MT. 59601

**Question 5:**

The scope of work on page 8 mentions that this is Phase 1. Would you be able to share the scopes of the remaining phases?

**Response 5:****PHASE 2****FABRICATION AND MATERIALS**

- Material Selection: Proposing durable materials suitable for the local weather conditions and capable of supporting digital installations. This will involve selecting materials that not only withstand environmental factors but also align with the aesthetic values of Visit Helena.

**INSTALLATION**

- Implementation Planning: Planning and executing the installation of both physical and digital wayfinding elements, including the gateway feature. This will be coordinated with local authorities and stakeholders to minimize disruptions and ensure strategic placement for maximum effectiveness.

**PHASE 3****DIGITAL COMPONENTS**

- Online Business Directory: Designing and deploying a user-friendly online business directory. This directory will be integrated with physical signage through digital markers or QR codes, facilitating easy access to information.

- **Website Integration:** Ensuring that all digital components are seamlessly integrated with the Visit Helena website, enhancing the functionality and user-friendliness of the digital wayfinding elements.

## MAINTENANCE PLAN

- **Sustainability and Upkeep:** Providing a maintenance manual and a detailed schedule for the long-term upkeep of both physical and digital signage components. This plan will aim to ensure the durability and continued effectiveness of the wayfinding system.

### Question 6:

- Within the Design portion of the scope of work, could you elaborate on what the expected level of deliverables would be? For example, are you hoping for design strategy only, and will that be based on the existing plans outlined in the Lewis & Clark County's Active Living Wayfinding Plan? Or would there be an expectation of producing any schematic layouts or biddable drawings by the end of that phase?

### Response 6:

#### Wayfinding Signage Design Scope of Work

##### 1. Project Discovery & Site Analysis

- Conduct site visits to understand the layout, flow of movement, and user needs.
- Identify key decision points, destination zones, and user groups (e.g., first-time visitors, differently abled individuals).

##### 2. Wayfinding Strategy Development

- Define a logical and user-centered pathfinding strategy.
- Identify primary, secondary, and tertiary navigation routes.
- Develop naming conventions and hierarchy of information.

##### 3. Signage Typology & Placement Plan

- Determine types of signs needed, such as:
  - **Identification signs** (e.g., building names)
  - **Directional signs** (arrows and paths)
  - **Informational signs** (maps, directories)
- Draft sign location plans keyed to architectural drawings.

#### 4. Design Concept Development

- Create visual language for signage, aligned with branding or architectural context.
- Select typography, color palette, iconography, materials, and finishes.
- Produce mockups and visualizations of signage in context.

#### 5. Design Documentation

- Produce detailed design drawings for all sign types.
- Include dimensions, materials, mounting methods, and finish specifications.
- Provide a signage schedule and message list.

#### 6. Prototyping & Client Review

- Develop prototype signs or sample panels for review and testing.
- Adjust designs based on user feedback and stakeholder input.

#### 7. Fabrication Coordination (Optional)

- Assist with vendor selection or provide bid documents.
- Review shop drawings and material samples for compliance.
- Conduct quality control checks during fabrication.

#### **Question 7:**

On page 10, the criterion for Cost-effectiveness mentions that we will be evaluated based on the "overall cost of the proposed solution relative to the budget." Is there a budget available?

#### **Response 7:**

Yes, Cost-effectiveness is evaluated-(15 points): The overall cost of the proposed solution relative to the budget and the value it provides.

With this project being completed in partnership with multiple organizations in several phases it's difficult to pinpoint a budget.