REQUEST FOR QUALIFICATIONS

Trail Way-finding, Kiosk and Sign Design

Background & Purpose

Portland Trails, a 501(c)3 non-profit organization, is issuing a Request for Qualifications from consultants to assist in the creation of a design package for improved way-finding, signage, map kiosks and trailheads throughout our system.

Our trail network reaches within a half mile of every resident of Portland, spans four different communities, and connects over 20 neighborhoods in the Greater Portland area. Trailheads and their elements are the first impression of the trail system, and should serve to draw people in and provide them with comfort and information they need to utilize the system. We understand that our current trailheads do not "speak" to all users or potential users the same way. We seek to present the most universally welcoming experience to better serve a larger segment of the population, particularly in historically underserved areas.

Scope of Work

- **Kickoff Meeting—**to include Portland Trails and any consultants or partners to develop specific goals, timelines, communication, and project management schedules.
- **Existing Conditions Analysis—**aggregate available data including but not limited to GIS mapping layers, signage locations, and strategic trail nexus and intersections within the 90 -mile trail network.
- **Review of Draft Materials—**present the project team with at least two opportunities to review draft materials for editing and clarification.

A concurrent but separate design package will be created for trail construction and design, which will interface with these elements. This may or may not be designed by the same firm, depending on submissions. Please see associated "Trail Design RFQ" HERE.

Deliverables

- ***On-demand Map Production—***We wish to increase our ability to print map products that are user friendly and have appeal to trail users as well as create other features that fit within the overall on-site communication elements within our trail network. Portland Trails has recently undertaken extensive mapping work, including a new print version of our network map, with a digital interface soon to follow.

    - Templates for “You Are Here” maps, and trailhead/informational kiosks, some including;
        - Accessibility information (improved access for all users)
        - Multi-language trail information
        - Overview of nearest trail connections
- **Trail Signage/Wayfinding Plan—**to include design for trailhead kiosks and associated entry points, standards for signage and wayfinding frequency, and recommendations for foreign language translations.
    - Maps and visualizations (photo simulations, renderings) of a way-finding system and its components to include:
        - Trailhead design and elements
        - Way-finding at junctions and waypoints
        - Options for the street/trail interface
        - On-street way-finding options, where routes follow city or private streets and sidewalks
- **Cost estimates** for each of the identified deliverables.

Budget & Funding

Portland Trails has received funding to support this design project, and will provide staff support as needed, as well as background information, mapping, trail counter data (when available), and other information that will help in completing the assessment. We offer a budget of **$45,000** to cover the following costs:

- Consultant fees for defined services related to the RFQ
- Meeting logistics and costs, including any survey or stakeholder meetings
- Administrative expenses related to data collection, analysis, and reporting

RFQ Submission Requirements

1. Short description of your approach to the Scope of Work and Deliverables, including how contractor will collect and analyze information
2. Examples of similar trail way-finding, kiosk, and sign design options, if available
3. Brief timeline of proposed work, including timing of data collection, analysis and design
4. Cost breakdown estimate for the contracted services

RFQ’s should be submitted online **HERE**. ***Portland Trails is committed to equity and inclusion, and we encourage women, black, Indigenous and people of color as well as members of other underrepresented communities to submit responses to the RFQ.***

Deadlines & Contact Information

- Proposals must be submitted online **HERE** no later than **March 5, 2025** *(updated from former deadline of February 28, 2025)*
- All deliverables should be completed within 5 months of the final signed contract (most likely mid-late August 2025).
- For any questions or more information, please contact:
  Jaime Parker, Trails and Transportation Manager
  RFQ@trails.org