

and six are appointed by the Placer County Board of Supervisors. Committee members serve two year terms, and can be reappointed by the appropriate appointing body.

Transportation Committee

The role of the Transportation Committee is to provide input and direction to staff and to advise the Board on any and all matters pertaining to transportation planning, budgets, programs and projects. Committee responsibilities include the consideration of proposed transportation projects and expenditures. Following such consideration, Committee recommendations are submitted to the NLTRA Board for consideration and action.

Committee Membership

In addition to appointed NLTRA Board members, committee membership includes interested members of the community who have expertise and/or interest in transportation and related issues. Committee members serve two year terms and may be reappointed. Based on adopted NLTRA policy, two Committee members are appointed to represent the Truckee-North Tahoe Transportation Management Association.

Marketing Committee

The mission of the NLTRA Tourism Division is *“to promote North Lake Tahoe as a travel destination with the purpose of increasing travel spending within the region, including year-round occupancy and length of stay, generating additional Transient Occupancy Tax (TOT) revenues, sales tax revenues, and maximizing exposure and promotion of North Lake Tahoe on a regional, national and international level.”* The role of the Marketing Committee is to provide input to staff and advise the Board on all matters related to the NLTRA’s marketing strategies, plans, programs, budgets and outcomes. Committee responsibilities include the consideration of marketing strategies, plans, programs and budgets. Following such consideration, Committee recommendations are submitted to the NLTRA Board for consideration and action.

Committee Membership

In addition to appointed NLTRA Board member, this Committee consists of marketing and sales professionals from community businesses and organizations. An effort is made to ensure a diversity of representation from geographic areas as well as types of businesses and organizations. Based on adopted NLTRA policy, Committee membership is up to 15 members. Members serve a three -year term and may be reappointed. A quorum will consist of one board member and a majority of members present.

Business Association and Chamber Collaborative

This group will meet every other month beginning in January and will determine the allocation of Marketing Grant funds of \$10,000 for each Eastern Placer County Business Associations in two grant cycles (May, November), coordination of events calendar and other joint collateral pieces such as the map and Visitor Guide (March, September), and Chamber or other collaborative programming such as Shop Local,

Deleted: Membership Advisory Committee

Deleted: Membership programs, projects and other activities are based on the objectives and actions as set forth in the adopted Chamber Business Plan. The role of the Membership Advisory Committee is to provide input and direction to staff and the NLTRA, including guidance and input on Chamber programs, projects, budgets, and related activities, and input on the annual update of the Chamber Business Plan. The Committee, and its Community Marketing Grant Program have responsibility for consideration and recommendations in connection with the NLTRA’s adopted Community Marketing Grant allocations.

Gateway Lighting, Seminars and Workshops, Holiday or Sidewalk Sale Promotions, etc. (January, July).

Committee Membership

In addition to appointed NLTRA Board member, committee membership is defined as follows: one representative each from the North Tahoe Business Association (NTBA), Tahoe City Downtown Association (TCDA), West Shore Association (WSA), Squaw Valley Business Association (SVBA), Incline Village Business Association, and the Northstar Village Retailers Association (NVRA), and up to 2 seats to be filled by members, or representatives of members, of the North Lake Tahoe Chamber of Commerce. Members other than business association appointees serve a three year term and may be reappointed. Business association appointees serve at the pleasure and term of their association. The quorum will consist of one board member and a majority of members present.

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Deleted: At least one of these seats shall be filled by a Chamber member from the Incline Village area.

Deleted: Consideration in appointing applicants for Committee membership shall be given to ensure that the Committee represents as broad a cross-section of members as possible, from both a type of business and a geographic perspective.

Finance Committee

The role of the Finance Committee is provide input to staff and direction to staff and to advise the Board on any and all matters pertaining to the present and future budgets, and all financial matters related to the corporation. Committee responsibilities include the review and consideration of monthly financial statements, forecasts, annual budgets and related matters. As appropriate, the committee makes recommendations to the NLTRA Board of Directors, particularly with regard to monthly financial statements, and the annual NLTRA budget.

Committee Membership

In addition to appointed NLTRA Board members, at least one member of the committee can be appointed to represent the membership and community at-large. It is preferred that this member have a background in finance, accounting or a related profession. This committee will be chaired by the Treasurer and will serve for a one year term. Quorum is one board member and a majority of members present.

Lodging Committee

As directed by the NLTRA Board, the duties of this committee are to review and provide input to the NLTRA Board of Directors regarding marketing programs from a lodging supplier's perspective, including continuous review of the NLTRA's consumer Website to ensure optimal functionality for the booking of reservations by lodging suppliers.

Committee Membership

In addition to appointed NLTRA Board member, committee membership shall consist of up to 15 representatives of lodging suppliers which are members of the NLTRA/North Lake Tahoe Chamber of Commerce. Committee members serve three year terms and may be reappointed. This committee will meet monthly or every other month as deemed necessary by the committee. A quorum will consist of a

Special Event Grant Program Task Force

9-5

This task force considers and makes recommendations to the board regarding special event grant applications, consistent with the adopted NLTRA Special Event Grant Funding Criteria.

Task Force Membership

The membership of this Task Force has been set at a total of seven, defined as follows: One representative from the Board of Directors, one representative from the Lodging Committee, two representatives from the Business Association and Chamber Collaborative, and two representatives from the Marketing Committee. Representatives are chosen by the committees and names submitted to the Board of Directors for final appointment. Task Force members serve a one year term, and may be reappointed.

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Conference Sales Committee

The mission of the NLTRA Conference program is *"To promote North Lake Tahoe as a premier meetings destinations with the intent to increase awareness, lead generation and related booked room revenue."* The role of the Conference Sales Committee is to review the various plans and programs associated with the promotion and advertising of the NLTRA Conference Sales program. This includes but is not limited to the review of media plans, sales missions, FAMs, trade shows. The committee provides direction to staff and agency partners in the preparation and execution of yearly conference plans and advises the NLTRA Marketing Committee and Board of Directors on conference and group initiatives and action items.

Committee Membership

This Committee consists of Director of Sales from properties involved in the group and conference sales industry in the North Lake Tahoe region. Additional committee members may be appointed by the board based on association and involvement in the group/conference sales industry. Based on adopted NLTRA policy, Committee membership is up to 15 members. This committee acts as an advisory committee to the NLTRA Marketing Committee.

Wedding Committee

The mission of the NLTRA Wedding Committee is to advise the NLTRA Marketing Committee and NLTRA Board of Director on wedding related issues affecting the North Lake Tahoe Region. This committee will review the goals and objectives of the wedding related marketing efforts and provide staff and agencies input and direction. This committee will meet quarterly.

Elections Committee

As set forth in the adopted NLTRA Bylaws, at least sixty days prior to any election, the NLTRA Board shall appoint an Elections Committee. The responsibilities of the Elections Committee are: 1) to solicit qualified Board candidates for nomination; 2) to prepare a slate of candidates; 3) to give notice of the election; 4) to direct staff in conducting the election; 5) to appoint an impartial party as Inspector of the Election to tally the ballots and announce the results to the Board.

Committee Membership

As defined in the Bylaws, the Elections Committee shall be composed of three (3) to seven (7) members, including at least one (1) Member of the Board and at least one (1) Member not currently serving on the Board. No member of the Election Committee can be a candidate for the election for which they are serving on the Committee.

Cooperative Marketing Committee (CMC)

As defined in the *North Lake Tahoe Marketing Cooperative Participation Agreement* (July 2006), this committee was established by the Cooperative "Participants" (NLTRA and the Incline Village Crystal Bay Visitors Bureau) to coordinate efforts to fund and implement the North Lake Tahoe Marketing Cooperative. The role of the CMC is to finalize the annual Regional Cooperative Marketing Plan and oversee Plan implementation, using the budget resources identified and approved by each Participant. The CMC oversees the Plan by providing direction and oversight to the Plan Administrator. Consistent with Section 1.5 of the Agreement, the Plan Administrator is the NLTRA's Director of Tourism.

Committee Membership

Consistent with Section 8 of the North Lake Tahoe Marketing Cooperative Participation Agreement, the NLTRA's membership in the CMC is defined as follows: Four members, to include the Executive Director, at least one Board member, and at least one At Large Member. Note: The Incline Village Crystal Bay Visitors Bureau (IVCBVB) has the same number of CMC members, defined in identical fashion. These four members are appointed by the IVCBVB Board of Directors.

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Process for Appointing Committee Members

With the exception of the six members of the Infrastructure Committee appointed by the Placer County Board of Supervisors and the four members of the Cooperative Marketing Committee appointed by the Board of Directors of the Incline Village Crystal Bay Visitors Bureau, the NLTRA Board of Directors approves all other appointments to the committees identified in this document.

NLTRA Board Member Appointments

Each year, in December, members of the NLTRA Board are provided with a form on which to indicate their committee assignment preferences for the coming calendar year. The Board Chair, with input from the NLTRA Management Team, finalizes a list of proposed Board committee assignments. These proposed assignments become part of the slate of proposed committee appointments considered by the NLTRA Board at the regular Board meeting each January.

"Lay" or Community Member Appointments

Each year, in December, the NLTRA Management Team shall conduct a process for soliciting letters from members and others in the community expressing their interest and qualifications for consideration of appointment to a specific committee. The

Management Team shall assemble the letters and prepare recommendations for appointment for Board consideration at the regular Board meeting each January.

Approving Committee Appointments

Every effort shall be made to ensure that a complete slate of proposed appointments for each committee, including Board, "lay" member and Placer County representatives, is submitted to the NLTRA Board for consideration and approval as part of the regular Board agenda each January so that the new committees can be in place by no later than mid-January.

Consistent with the NLTRA's adopted *Handbook for Board Members*, each Board member is encouraged to serve on one or more committees. Each committee will have a minimum of one board member, required for a quorum.

Committee Attendance

Removal/Resignation

Process for New Appointments

It is the responsibility of the NLTRA Management Team to provide the Board Chair with a regularly updated list of committee member attendance. The Chair may recommend that a committee member be removed if he/she misses three consecutive meetings without notification. Should a committee member be asked to step down, or if a member resigns, the Board can consider and approve a replacement at any time during the year, consistent with the qualifications and process described in this document.

Organizational Communications

Timely and effective communications, both internal and external, are essential for organizational coordination and success. The NLTRA Executive Director and Management Team shall work to ensure the quality of staff reports and other documents necessary to support NLTRA decision making, strategic planning, and project implementation.

Any press release which is drafted to communicate a significant change in organizational structure or policy shall be first reviewed by members of the NLTRA Board Executive Committee, or by the full Board, if requested by the Executive Committee.



north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe's #1 Resource for Business & Community Information

Event and Education Schedule

November

- | | | |
|----|--|--------|
| 15 | Expo-Winter Expo
Squaw Olympic Valley Lodge | 4-8:00 |
| 29 | Mixer- Northstar | 5-7 |
| 30 | Mixer- Sunnyside Holiday Toys for Tots | 5-7 |



north lake tahoe

Chamber | CVB | Resort Association

November 7, 2012

Subject: Wayfinding Signage Master Site Plan RFP Consultant Selection and Funding Request
From: Ron Treabess, Director of Community Partnerships and Planning

Tourism Master Plan/Strategic Goals:

By 2014, there will be 30 wayfinding signs in place within the North Lake Tahoe region, and 50 by 2016.

By 2016, the organization will have provided advocacy for all project and program development that aligned with our mission.

Decision Considerations:

- The RFP, approved by the Joint Committee, was issued to solicit proposals for preparation of an area-wide wayfinding signage master site plan. (Attached)
- The *North Lake Tahoe Community Wayfinding Signage Design Standards Manual* will be used to guide the preparation of the plan
- The plan will identify up to 50 specific signs, locations, wording, style, and costs for design and installation throughout the Placer County portion of North Lake Tahoe.
- The plan will identify property ownership and permit requirements.
- The plan will identify existing signage to be consolidated or removed as a result of new signage
- Four RFP consultant proposals were received by October 26th due date
- Review of consultant proposals has been completed by selection committee
- The recommended consultant proposal and request for infrastructure funds was presented to the Joint Committee at the October 29th meeting for Committee recommendation to the Board of Directors.

Selection Committee Process

- Selection Committee consisted of Board member Phil GilanFarr; John Mitchell, Placer County DPW; Sue Rae Irelan, California Tahoe Conservancy; Kathy Long, NTPUD, and Ron Treabess
- Committee read the four proposals, used evaluation forms to score each proposal (form attached)
- Committee met and discussed individual proposals and was in unanimous agreement as to order of proposal preference
- After determining preference, Committee then reviewed cost proposals. Three of the four cost proposals, which was not the highest determining criteria were very similar and very close to the original staff estimate

Proposal Evaluation Scoring (Average of all Committee members)

<u>Evaluation Criteria</u>	Max. Points	Wild West	Design Workshop	Fallon MultiMed	Experience Design
Qualifying Background including Working with similar projects	25	20	21	15	14
Qualifying expertise and experience Of team personnel	25	21	22	15	15
Understanding of scope of work, Method of performance and work Plan, including deliverables	50	49.6	42	4.5	5.5
Total	100	90.6	85	34.5	34.5
+10% Local	10	9	8.5	3.4	0
	110	99.6	93.5	37.9	34.5

Funding Request

The Cost Proposals from the top three scoring firms were a low of \$46,700 and a high of \$50,300. Staff's original cost estimate was \$50,000 plus a 10% contingency for an up to \$55,000 request. This is the figure agreed to by the Selection Committee.

Selection Committee Recommendation

That the Joint Committee recommends:

- Staff negotiates a specific scope of work, including time schedule, including deliverables with Wild West Communications Group partnering with KB Foster Civil Engineering, Inc. (Excerpt of Wild West proposal attached)
- Design Workshop is approved for negotiations if not successful with Wild West.
- An Infrastructure Request of up to \$55,000 to complete the Wayfinding Signage Master Site Plan as defined in the agreed upon scope of work enabling at least 10% of signs to be constructed during summer 2013.
- **Joint Committee approved the Selection Committee recommendation 5-0, with 2 abstentions**

Staff Recommendation

That the NLTRA Board approval and recommend to the Placer County Board of Supervisors the Selection Committee recommendation as approved by the Joint Infrastructure/Transportation Committee.

Request for Proposals

North Lake Tahoe Chamber/CVB/Resort Association (hereinafter "NLTRA")
ATTN: Ron Treabess
P. O. Box 5459
100 North Lake Blvd., 2nd Floor
Tahoe City, CA 96145
(530) 581-8735

The NLTRA is requesting proposals for professional design consulting services related to the preparation of a Wayfinding Signage Master Site Plan for the North Lake Tahoe Region of Placer County. The Plan, prepared by the successful consultant firm, will be complete and comprehensive and be detailed, well organized and of explicit volume to thoroughly present the required information described in the RFP.

<i>Proposal Data</i>	
Title:	Wayfinding Signage Master Site Plan
Issue Date:	September 21, 2012
<i>Pre-Proposal Conference</i>	
Day/Date:	October 9, 2012
Time:	1:00 PM
Location/Address:	North Lake Tahoe Chamber/CVB/Resort Assoc 100 North Lake Blvd., 1 st Floor Tahoe City, California 96145
Directions:	In the southeast corner of the State Route 28 / State Route 89 "Wye" intersection in Tahoe City (in the Visitor Center meeting room)
<i>Proposal Due Date</i>	
Day/Date:	Wednesday, October 24, 2012
Time:	4:00 PM
Location/Address:	North Lake Tahoe Chamber/CVB/Resort Assoc ATTEN: Ron Treabess P. O. Box 5459 100 North Lake Blvd., 2 nd Floor Tahoe City, CA 96145

Sealed written replies to this invitation must be received by NLTRA at the location indicated, and no later than the date and time indicated. Submittal by fax or email is not acceptable.

This Request for Proposal does not constitute an order for the goods or services specified.

Introduction

The North Lake Tahoe Chamber/CVB/Resort Association (NLTRA), in an effort to increase and improve navigation, accessibility, visibility and recognition of regional public facilities, has embarked on a wayfinding signage program. The project results from the understanding that it is important to the region's economic future to present unified and thematic wayfinding signage so that visitors and residents alike are able to easily navigate in the region. Gateway monument signs, and other regional revitalization programs are further evidence of the need to upgrade public amenities, appearances and increase the visual quality of the region. The next step in developing this program is the preparation of a **Wayfinding Signage Master Site Plan** (Master Site Plan). All consultants must familiarize themselves with the Scope of Work, General Conditions, and Appendices that are included with this package.

Background

In order to successfully bid this RFP, it is important to understand the intent and function of wayfinding signage in general, and at what point the NLTRA is in its process of developing a North Lake Tahoe wayfinding signage program. The RFP is born from two documents: 1) the recently completed *North Lake Tahoe Community Wayfinding Signage Design Standards Manual* (Design Manual); and 2) the NLTRA's 2004 *North Lake Tahoe Tourism and Community Investment Master Plan* (TCIMP). While the TCIMP should be reviewed by respondents to increase understanding of the needs and goals of this program, the Design Manual is the document of which a complete knowledge is required to prepare the requested Master Site Plan. Both of these documents are available at <http://www.nltra.org/documents>.

Project Description

The project consists of completing a Wayfinding Signage Master Site Plan for the North Lake Tahoe portion of Placer County. The Master Site Plan will include the identification of approximately 50 locations for wayfinding signage within the specified area. For each location, the specific sign design will be indicated, as will the wording, and cost estimate for construction, fabrication and installation. In addition, existing signage that will be consolidated or removed as a result of new signage will be clearly stated. Lastly, the consultant will be responsible to identify land ownership for each selected site, obtain permission to use a site, and identify permitting requirements for installation. The aforementioned Design Manual provides all of the basic design and permitting guidelines to direct the project.

The area to be included is North Lake Tahoe (Placer County) from Kings Beach (Stateline) in the east to Tahoma on the west shore of Lake Tahoe (Placer/El Dorado County line), and northward through the Squaw Valley and Martis Valley to the Town of Truckee and Nevada County borders.

Several agencies exert a variety of jurisdictional and permitting controls in this region. They include:

- United States Forest Service (USFS)
- Tahoe Regional Planning Agency (TRPA)
- California Department of Transportation (Caltrans)
- California State Parks (CSP)
- Placer County (PC)
- California Tahoe Conservancy (CTC)
- Local utility districts
 - NTPUD, TCPUD, SVPD, NCSD
- Army Corps of Engineers (USACE)

In addition, there exist local "design review committees" (DRCs) mostly staffed by volunteer community members and organized by Placer County. These DRCs are charged with

representing the communities and to a certain extent are responsible to interpret and enforce the guidelines of the area's many "Community Plans". There are also a variety of other stakeholders that may need to be engaged for successful completion of the project, including the general public. The successful respondent will be responsible to ensure all stakeholders are considered. The Consultant should have the expertise, and create an allowance for public meetings, to ensure acknowledgement and acceptance of the Master Site Plan.

Scope of Work

The Scope of Work for this project shall include, at a minimum, the necessary graphics and supportive text for:

- Preparation of an area-wide Master Site Plan showing location of approximately fifty (50) new wayfinding sign locations.
- Description of each site indicating land ownership, permission for use, and permitting requirements for approval and installation as outlined in the Design Manual.
- Determination of each sign design, lettering size and style, color specification, as defined in the Design Manual.
- Determination of specific wording and icons for each sign based on guidelines in the Design Manual.
- Preparation of cost estimates for construction, fabrication, and installation of each sign
- Identification of existing signage that will be consolidated with new signage or eliminated at each site.

General Conditions

1. PROPOSAL SUBMITTAL INFORMATION

1.1. NLTRA will receive written and sealed competitive proposals for the Wayfinding Signage Master Site Plan until 4:00 PM PST, Wednesday, October 24, 2012, at the office listed below. Any proposal received after the date and hour specified will be rejected and returned unopened to the offeror. Each proposal and supporting documentation must be in a sealed envelope or container plainly labeled in the lower left-hand corner: **NLTRA RFP, Wayfinding Signage Master Site Plan.** Consultants must also include their company name and address on the outside of the envelope or container.

1.2. Proposals must be addressed to:

Mail: North Lake Tahoe Chamber/CVB/Resort Association
ATTEN: Ron Treabess
P. O. Box 5459
Tahoe City, CA 96145

Hand Deliver: Ron Treabess
North Lake Tahoe Chamber/cvb/ Resort Association
100 North Lake Blvd., 2nd Floor
Tahoe City, CA 96145

1.2. Consultants are responsible for making certain proposals are delivered to the NLTRA. Mailing of a proposal does not ensure that the proposal will be delivered on time or delivered at all. If consultant does not hand deliver proposal, we suggest that consultant use some sort of delivery service that provides a receipt.

1.3. Proposals will be accepted in person, by United States Mail, or by private courier service. No proposals will be accepted by oral communication, telephone, electronic mail, telegraphic transmission, or facsimile transmission.

- 1.4. In any request for a decision involving a proposal mistake, correction withdrawal, the NLTRA will have sole discretion. Except as otherwise specified in Section 5100 of the Public Contract Code, correction or withdrawal of inadvertently erroneous proposals before or after proposal opening may be permitted only if such correction or withdrawal is not prejudicial to the interest of the NLTRA or fair competition.
- 1.5. Mistakes in proposals detected prior to proposal opening may be corrected or withdrawn by the respondent with a written request received by the NLTRA prior to the date and time designated for opening of proposals. The written request must be signed by the same person who signed the original proposal, and shall be sealed, time-stamped and deposited in the same manner as the original proposal. Oral, faxed, emailed or telegraphic corrections or withdrawals shall not be permitted. Proposals may be withdrawn in writing prior to the above scheduled time set for closing. Alteration made before the closing date and time must be initiated by consultant, guaranteeing authenticity.
- 1.6. NLTRA reserves the right to postpone the date and time for accepting proposals through an addendum.

2. PRE-PROPOSAL CONFERENCE

- 2.1. A pre-proposal conference will be held at 1 PM on Tuesday October 9, 2012 at the North Lake Tahoe Resort Association office at 100 North Lake Tahoe Blvd., 1st floor (in Visitor Center) Tahoe City, California 96145. All interested consultants and consulting firms should attend this meeting.

3. CLARIFICATION OF REQUIREMENTS

- 3.1. It is the intent and purpose of NLTRA that this RFP permit competitive proposals. It shall be the consultant's responsibility to advise NLTRA if any language, requirements, etc., or any combinations thereof, inadvertently restricts or limits the requirements stated in this RFP to a single source. Such notification must be submitted in writing and must be received by the NLTRA no later than seven (7) business days prior to the proposal closing date. A review of such notifications will be made.
- 3.2. **ALL REQUESTS FOR ADDITIONAL INFORMATION OR CLARIFICATION CONCERNING THIS INVITATION TO PROPOSAL MUST BE SUBMITTED IN WRITING NO LATER THAN SEVEN (7) BUSINESS DAYS PRIOR TO THE PROPOSAL CLOSING DATE AND ADDRESSED TO:**

Mail: North Lake Tahoe Chamber/CVB/Resort Association
ATTEN: Jessica Walker
P. O. Box 5459
Tahoe City, CA 96145

Hand Deliver: Jessica Walker
North Lake Tahoe Chamber/CVB/Resort Association
100 North Lake Blvd., 2nd Floor
Tahoe City, CA 96145

Fax: (530) 581-8727

Email: Jessica@puretahoenorth.com

4. ADDENDA AND MODIFICATIONS

- 4.1. Any changes, additions, or clarifications to the RFP are made by amendments (addenda).

- 4.2. Any consultant in doubt as to the true meaning of any part of the RFP or other documents may request an interpretation thereof from the NLTRA. At the request of the consultant, or in the event the NLTRA deems the interpretation to be substantive, the interpretation will be made by written addendum issued by the NLTRA. Such addendum issued by the NLTRA will be sent to all consultants receiving the original RFP and will become part of the proposal package having the same binding effect as provisions of the original RFP. No verbal explanations or interpretations will be binding. In order to have a request for interpretation considered, the request must be submitted in writing and should be received by the NLTRA no later than seven (7) business days prior to the proposal closing date.
- 4.3. All addenda, amendments, and interpretations of this solicitation shall be in writing. Any amendment or interpretation that is not in writing shall not legally bind NLTRA. Only information supplied by NLTRA in writing or in this RFP should be used in preparing proposal responses. All contacts that an offeror may have had before or after receipt of this RFP with any individuals, employees, or representatives of NLTRA and any information that may have been read in any news media or seen or heard in any communication facility regarding this RFP should be disregarded in preparing responses.
- 4.4. NLTRA does not assume responsibility for the receipt of any addendum sent to consultants.

5. EXAMINATION OF DOCUMENTS AND REQUIREMENTS

- 5.1. Each consultant shall carefully examine all RFP documents and thoroughly familiarize itself with all requirements prior to submitting a proposal to ensure that the proposal meets the intent of this RFP.
- 5.2. Before submitting a proposal, each consultant shall be responsible for making all investigations and examinations that are necessary to ascertain conditions and requirements affecting the requirements of this RFP. Failure to make such investigations and examinations shall not relieve the offeror from obligation to comply, in every detail, with all provisions and requirements of the RFP.

6. PROPOSAL COPIES

- 6.1. Consultant must submit three (3) original hard copies of its proposal. In addition, consultant must submit five (5) CDs of the original proposal.
- 6.2. Each original proposal must include this RFP and any subsequent addenda.
- 6.3. Each original proposal must be manually signed by an officer of the company having the authority to bind the submitter to its provisions. Person signing proposal must show title or **AUTHORITY TO BIND THE FIRM IN A CONTRACT**. Failure to manually sign proposal will disqualify it.
- 6.4. All proposals, responses, inquiries, or correspondence relating to or in reference to this RFP, and all electronic media, reports, charts, and other documentation submitted by consultant shall become the property of NLTRA when received.

7. PROPOSAL PREPARATION COSTS

- 7.1. Issuance of this RFP does not commit NLTRA, in any way, to pay any costs incurred in the preparation and submission of a proposal.
- 7.2. The issuance of this RFP does not obligate NLTRA to enter into a contract for any services. The award and execution of any contract pursuant to this RFP is subject to NLTRA's available funding and operating agreements, NLTRA may withdraw the RFP and decline to award any contract pursuant to the RFP at any time and for any reason.
- 7.3. All costs related to the preparation and submission of a proposal shall be paid by the proposer.

8. RFP REQUIREMENTS

- 8.1. Proposals shall be of a length and contain a level of detail equal to the magnitude of the proposed project. Proposals shall include the following information at a minimum:
- 8.1.1 A cover letter, which shall be signed by an authorized employee or officer of the firm, which briefly summarizes the proposal. Additionally, consultants must state in the cover letter that the proposal shall be valid for a period of up to ninety (90) days following the date of receipt of the proposal. The NLTRA reserves the right to make an award without further discussion of the proposal with the consultant. Therefore, the proposal should be submitted initially on the most favorable terms that the consultant may propose.
 - 8.1.2 Brief description of the major business functions, history and organizational structure of the firm.
 - 8.1.3 A statement about whether the organization has ever defaulted on a contract and if there are any legal actions currently against, or anticipated to be against, the firm.
 - 8.1.4 Descriptions and statements of qualifications shall be included clearly indicating:
 - Why the firm is qualified to perform the subject services
 - Previous successful experience completing similar projects
 - A description of the proposed project team and project manager
 - A brief summary of each team member's qualifications and experience indicating length of service and resume
 - 8.1.5 A list of references for similar projects, including contact name and telephone number, shall be provided. The results of reference checks may affect the award.
 - 8.1.6 Provide a detailed Scope of Work describing all work tasks required to complete the project generally outlined above and as understood by the consultant. The consultant may propose tasks in any format or grouping it feels will best manage and accomplish the project. Identify the key issues considered necessary to completing the project, as well as any assumptions made in preparing the Scope of Work.
 - 8.1.7 Consultants shall include a proposed method of performance, which includes:
 - Methods for completing required tasks/deliverables
 - Timeline for completion, including a schedule of deliverables as are defined in the Scope of Work

* The respondent shall make this section of the response as detailed as necessary to communicate their proposal.
 - 8.1.8 A cost proposal for completion of the entire project shall be provided. This includes: Consultant charges (hours and rates), travel expenses, lodging, meals, and clerical or other employee expenses, meeting attendance, telephone, duplication, fax, postage or other expenses. The cost proposal must be presented in a separate sealed envelop as it will not be opened until the selection of a tentative consultant has been made.

* The cost proposal shall indicate the amount of cost applied to each deliverable.
 - 8.1.9 The proposal should include a comprehensive table of contents of the material included in the proposal and identify the location of such material by sequential page number.

9. SELECTION PROCESS

- 9.1. This RFP is being conducted in accordance with the Laws of the State of California.
- 9.2. The NLTRA will review all proposals received and make responsiveness determinations relative to timeliness, signatures or other submission related issues of the proposal(s). A non-responsive submittal shall be eliminated from further consideration and cannot be recommended for an award of a contract. All responsive proposals will be screened by an Evaluation Committee composed of the NLTRA Staff and other appropriate participants. A reasonable number of firms with the most highly qualified proposals may be invited for interviews and further consideration. If interviews are necessary, the proposed project manager for each proposal shall represent the firm during the interview process.
- 9.3. The NLTRA will prepare evaluations based upon the weighted evaluation criteria contained in this RFP. The approximate three top-ranked firms will be identified for consideration. The NLTRA is not required to select the lowest cost proposal.
- 9.4. Once a firm has been selected, negotiations for a final scope of work, compensation and proposed agreement may include, at the NLTRA's discretion, an opportunity for minor revisions by the selected firm for the purpose of obtaining a best and final offer.
- 9.5. The NLTRA reserves the right to award a contract to the firm or individual that presents the proposal which, in the sole judgment of the NLTRA, best accomplishes the desired results; and/or reject any or all proposals, waive minor irregularities, or negotiate minor deviations with the successful respondent.

10. EVALUATION CRITERIA

- 10.1. The selection committee will evaluate and select the most highly qualified consultant based on the following criteria:

<u>Evaluation Criteria</u>	<u>Maximum Rating Points</u>
Qualifying background and experience of firm, including successful experience working with similar projects:	25
Qualifying expertise and experience of team personnel, including results of reference checks:	25
Proposed Scope of Work, method of performance and work plan, including required deliverables:	<u>50</u>
Maximum Total Points	100

- 10.2. Pursuant to the NLTRA "Building Community" preference, a ten percent (10%) preference will be awarded to local firms responding to this RFP. The ten percent credit will be added to the submitting firm's aggregate score during the evaluation process. This preference will also be applicable to non-local proposals that utilize local firms on their team for more than 40% of the project work. Local firms are those with an office within 30 miles of the defined project area, no exceptions.
- 10.3 Proposed cost of services will be considered only after a consulting firm has tentatively been selected based on the fore mentioned point total.

11. OTHER GENERAL REQUIREMENTS AND CONSIDERATIONS

- 11.1. If you consider any portion of your proposal to be privileged or confidential by statute or judicial decision, including trade secrets and commercial or financial information, clearly identify those portions.
- 11.2. Proposals will be opened in a manner that avoids disclosure of the contents to competing consultants and keeps the proposals secret during negotiations. All proposals are open for public inspection after the contract is awarded, but trade secrets and confidential information in the proposals are not open for inspection.
- 11.3 The NLTRA has a Protest and Appeals policy. Protests must be submitted in writing to Ron Treabess, Director of Community Partnerships & Planning, NLTRA, P.O. Box 5459 Tahoe City, CA 96145 within seven (7) working days after respondent knows or should have known the facts giving rise to a protest.
- 11.4 Consultants must warrant and covenant that no official or employee of the NLTRA, nor any business entity in which an official of the NLTRA has an interest, has been employed or retained to solicit or aid in the procuring of any resulting contract, nor that any such person will be employed in the performance of such contract without immediate divulgence of such fact to the NLTRA.
- 11.5 If the consultant is currently involved in an ongoing bankruptcy as a debtor, or in a reorganization, liquidation, or dissolution proceeding, or if a trustee or receiver has been appointed over all or a substantial portion of the property of the consultant under federal bankruptcy law or any state insolvency law, the consultant must provide the NLTRA with that information as part of its proposal. The NLTRA may use information regarding a consultant's financial responsibility when making an award determination.
 - 11.5.1 The NLTRA reserves the right to take any action available if it discovers a failure to provide such information to the NLTRA, including but not limited to, a determination that the consultant should be declared non-responsible and/or non-responsive, and suspension or debarment of the consultant.
 - 11.5.2 By submitting a proposal in response to this solicitation, the consultant agrees that if, during the term of any contract it has with the NLTRA, it becomes involved as a debtor in a bankruptcy proceeding, or becomes involved in a reorganization, liquidation, or dissolution proceeding, or if a trustee or receiver has been appointed over all or a substantial portion of the property of the consultant under federal bankruptcy law or any state insolvency law, the consultant will immediately provide the NLTRA with a written notice to that effect and that it will provide the NLTRA any relevant information requested in order for the NLTRA to determine whether the consultant has the financial ability to meet its obligations to the NLTRA.

12. LICENSES, PERMITS, TAXES

- 12.1. The price or prices for the work shall include full compensation for all taxes, permits, etc. that the consultant is or may be required to pay.

13. DISADVANTAGED BUSINESS ENTERPRISE (DBE) REQUIREMENTS

- 13.1. NLTRA hereby notifies all consultants that, in regard to any contract entered into pursuant to this RFP, Disadvantaged Business Enterprises (DBE's) will be afforded equal opportunities to submit proposals and will not be discriminated against on the grounds of race, color, sex, disability, or national origin in consideration of an award.
- 13.2. A DBE is defined as a small business concern which is at least 51 percent owned and controlled by one or more socially and economically disadvantaged individuals, or in

the case of any publicly owned business, at least 51 percent of the stock of which is owned by one or more socially and economically disadvantaged individuals. Socially and economically disadvantaged include Women, Black Americans, Hispanic Americans, Native Americans, Asian-Pacific Americans, and Asian-Indian Americans.

14. EQUAL EMPLOYMENT OPPORTUNITY

14.1. Consultant agrees that it will not discriminate in hiring, promotion, treatment, or other terms and conditions of employment based on race, sex, national origin, age, disability, or in any way violate Title VII of the 1964 Civil Rights Act and amendments, except as permitted by said laws.

15. CONFLICT OF INTEREST

15.1. The consultant shall not offer or accept gifts or anything of value nor enter into any business arrangement with any employee, official or agent of NLTRA or member of the NLTRA Board of Directors.

15.2. By signing its proposal, the consultant certifies and represents to NLTRA that the consultant has not offered, conferred or agreed to confer any pecuniary benefit or other thing of value for the receipt of special treatment, advantage, information, recipient's decision, opinion, recommendation, vote or any other exercise of discretion concerning this RFP.

16. NLTRA STANDARD PROFESSIONAL SERVICES AGREEMENT

16.1 A sample Professional Services Agreement (PSA) is included as Attachment A. The consultant shall be required to execute the PSA upon selection of the successful respondent and final negotiation of PSA terms. Consultant should review this contract, including the insurance requirements, carefully before spending time on preparing a proposal for this project. The NLTRA will consider minor revisions to the contract subject to the review and approval of the NLTRA's legal counsel. A summary of proposed revisions to the standard PSA should be included in the consultant's proposal.

17. REFERENCE DOCUMENTS

- 17.1 North Lake Tahoe Community Wayfinding Signage Design Standards Manual. April 2012. Available at NLTRA. www.nltra.org/documents
- 17.2 North Lake Tahoe Tourism & Community Investment Master Plan. 2004. Available at NLTRA. www.nltra.org/documents
- 17.3 Standards & Guidelines for Signage, Parking and Design: Lake Tahoe Region of Placer County North Tahoe Community Plan - Appendix B. June 1994. Available at Placer County Planning Dept. 565 West Lake Blvd., Tahoe City, 530-581-6282 or www.trpa.org/default.aspx?tabindex=2&tabid=257.
- 17.4 Standards & Guidelines for Signage, Parking and Design: Lake Tahoe Region of Placer County North Tahoe Community Plans: Kings Beach, Tahoe Vista – Appendix C. Adopted: April 30. Available at Placer County Planning Dept. 565 West Lake Blvd. Tahoe City 530-581-6282. or www.trpa.org/default.aspx?tabindex=2&tabid=257
- 17.5 Memorandum of Understanding. Between Tahoe Regional Planning Agency and the County of Placer – Appendix DD. April 1997.
www.trpa.org/default.aspx?tabindex=3&tabid=295
- 17.6 Squaw Valley Wayfinding Signage. Available at North Lake Tahoe Resort Association.
www.nltra.org/documents.
- 17.7 TRPA Code of Ordinance, Chapter 26 SIGNS.
www.trpa.org/documents/docdownlds/ordinances/COCh26.pdf

Wayfinding Signage Site Plan RFP
 Evaluation Form
 for
 Wild West Communications

All Required RFP Items Received on Time

Evaluation Criteria	Maximum Points	Score	Comments
Qualifying Background and experience of firm, including success working with similar projects	25		
Qualifying expertise & experience of team personnel, including reference checks	25		
Understanding of scope of work, method of performance and work plan, including deliverables.	50		
Score	100		



October 24, 2012

North Lake Tahoe Chamber/CVB/Resort Association

Attn: Ron Treabess

PO Box 5459

100 North Lake Blvd, 2nd Floor

Tahoe City, CA 96145

Ref: Wayfinding Signage Master Site Plan Request For Proposal

Dear Mr. Treabess,

Wild West Communications Group (Wild West), partnering with KB Foster Civil Engineering, Inc. (KB Foster), welcomes this opportunity to submit our Statement of Qualifications to the North Lake Tahoe Resort Association (NLTRA) in our response to the Request for Proposal for professional design consulting services related to the preparation of a Wayfinding Signage Master Site Plan for the North Lake Tahoe Region of Placer County.

Wild West and KB Foster have worked together on similar projects in and around the Tahoe Basin -- the Lake Tahoe Environmental Signage Project for TRPA and the Tahoe City Gateway Signage Project most closely relate to the experience required by the RFP.

Wild West has provided sign design and consulting services for numerous projects in our community from retail businesses to shopping centers to Basin-wide signage and has worked directly with the agencies and stakeholders affiliated with this project including bringing to completion and finalizing the North Lake Tahoe Community Wayfinding Signage Design Standards Manual.

KB Foster has provided survey and engineering services for numerous signage projects in our region and has provided consulting services to many of the agencies affiliated with this project in the past.

We propose that Wild West contract directly with NLTRA, with KB Foster as a subconsultant, in order to provide the appropriate understanding, guidance and experience specific to the completion of this project. Both firms carry the necessary business liability insurance specific to each trade.

POST OFFICE BOX 346
HOMEWOOD CA 96141
P * 530 - 525 - 5201
F * 530 - 525 - 4559
I K . W W C G . @ G M A I L . C O M
L A K E T A H O E

11-13

Wild West and KB Foster certify that we, or any of our principals, have never defaulted on a contract and there are no legal actions currently against, or anticipated to be against our firms.

This proposal shall be valid for a period of up to ninety days following the date of receipt of this proposal.

In the descriptions in the Qualifications of the Firms section of this response to RFP, you will see that both firms have been providing professional services within the Tahoe Basin for over thirty years and understand the unique issues related to signage and public infrastructure projects in the Tahoe Basin.

Sincerely,



Lolly Kupec, Principal
Wild West Communications Group.



Ken Foster, PE
K.B. Foster, Civil Engineering, Inc

Enc:

5 proposals on disk

3 printed hard copies w/ original RFP and Addendum attached

RESPONSE TO REQUEST FOR PROPOSAL

Wayfinding Signage Master Site Plan
for the North Lake Tahoe Region of Placer County

PREPARED FOR

North Lake Tahoe Chamber / CVB / Resort Association

PO Box 5459
100 North Lake Boulevard, 2nd Floor
Tahoe City, CA 96145

PREPARED BY

Wild West Communications Group

PO Box 346
Homewood, CA 96141
530-525-5201

K.B. Foster Civil Engineering, Inc.

PO Box 149
Carnelian Bay, CA 96140
530-546-3381

October 24, 2012

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- RFP Addendum #1

INTRODUCTION: BACKGROUND

The North Lake Tahoe Chamber / CVB / Resort Association, in an effort to increase and improve navigation, accessibility, visibility and recognition of regional public facilities, has embarked on a wayfinding signage program. The project results from the understanding that it is important to the region's economic future to present unified and thematic wayfinding signage so that visitors and residents alike are able to easily navigate in the region. Gateway monument signs and other regional revitalization programs are further evidence of the need to upgrade public amenities, appearances and increase the visual quality of the region.

In 2004, the NLTRA published the North Lake Tahoe Tourism and Community Investment Master Plan which outlined an investment strategy for the region, including the recommendation for a comprehensive wayfinding signage program. From this report the NLTRA facilitated the creation of the **North Lake Tahoe Community Wayfinding Signage Design Standards Manual** for the Placer County portion of North Lake Tahoe.

The Signage Design Standards Manual, representing input from the US Forest Service, Tahoe Regional Planning Agency, CalTrans, California State Parks, Placer County, California Tahoe Conservancy, Army Corp of Engineers, and local utility districts, identifies seven distinct Sign Design Types and presents design methodology for application in a variety of locales within our community.

The North Lake Tahoe area within Placer County includes the West Shore to the El Dorado County line in Tahoma, North Lake Boulevard through Kings Beach to the Nevada state line, Highway 267 to the Nevada County line in Truckee, and Highway 89 north past the entrance to Squaw Valley to the Nevada County line and the Town of Truckee.

Some examples of the application of the principals provided in the **Signage Design Standards Manual** have already been installed through a pilot program in and around Tahoe City. These include 25 signs along the nineteen-mile Tahoe City Public Utility District Multi-Use Trail System, the series of signs marking the new North Tahoe Fire Protection District facilities and the Tahoe City Public Utility District administration offices, and the monument sign identifying the entrance to the North Tahoe Regional Transit Center on Highway 89, West Lake Boulevard, just south of the wye in Tahoe City.

The next step in developing this Wayfinding Signage Program is identifying appropriate locations for wayfinding signs throughout our community – the preparation of a **Wayfinding**

Signage Master Site Plan. This Master Site Plan will identify recommended sign locations as one enters and navigates around the Placer County area of North Lake Tahoe.

INTRODUCTION: PROJECT DESCRIPTION

The **Wayfinding Signage Master Site Plan** for the North Lake Tahoe portion of Placer County will include the identification of up to 50 major locations for wayfinding signage within the specified area. Some of these locations may require ancillary signage on secondary roadways, thus upping the total number of signs/locations. These ancillary signs may be required to complete the navigability of the area which fulfills the underlying purpose of a successful wayfinding signage program.

Each proposed sign layout will be based on a Sign Design Type as provided in the Signage Design Standards Manual that will best fulfill the needs of a specific location. The sign design layout will include recommended verbiage and icons as applicable, and follow the guidelines provided for content, proportions, materials, and colors in the Manual.

Many recommended locations for new wayfinding signs may provide the opportunity to eliminate existing signage, offering visual/aesthetic improvements. The signs to be eliminated must be cataloged and their purpose must be adequately replaced by the new wayfinding sign.

Every proposed sign location must have permission from the property owner to pursue locating a wayfinding sign on the property, and the physical location must be ultimately permissible. A proposed location may be ideal, but the property owner or the actual physicality of the environment may preclude using that location. An outline of the permitting process for each sign will be provided, and may be different for each sign and location.

Along with a design layout for each sign, the project will include cost estimates for construction.

As the Wayfinding Signage Master Plan develops the project should be vetted through each applicable Design Review Committee. This inclusion of the community committees will facilitate a better understanding of wayfinding signage, but also provide information to the **Wayfinding Signage Master Site Plan** that may not have been previously included. These community members know the needs of their community, are familiar with applicable community plans – their input should be recognized in the process.

INTRODUCTION: SCOPE OF PROJECT

The development process of the **Wayfinding Signage Master Site Plan** must remain flexible and fluid. Locations may seem ideal but may not be permissible for a variety of reasons. Finding a different location for a wayfinding sign may influence the location, design, or content of a subsequent sign. Since the goal of the Wayfinding Signage Program is to maintain consistency of the image and message provided to our visitors (and residents), it is important to consider what other signage is in the area and what other signage programs are in place in determining proposed locations. For example, TRPA has plans to install signs as one enters the Tahoe Basin at all seven locations as part of its Environmental Improvement Program.

The Scope of Work for the **Wayfinding Signage Master Plan** project is organically defined through these totally integrated tasks:

- **Preparation of an area-wide Master Site Plan**

This Plan will identify and locate up to 50 new wayfinding sign locations.

- **Efficacy of each site**

This will include identity of property owner, written permission from the owner to pursue locating, permitting and constructing a sign on the property; and an outline of regulatory permitting requirements.

- **Sign Design & Content**

Determination of Sign Design Type to be used as described in the Manual; sign layout will include recommended verbiage and icons as applicable, and follow the guidelines provided for content, proportions, materials, and colors in the Manual.

- **Identify existing signage**

The new wayfinding signs may be able to consolidate existing signage thus improving visual clutter and community aesthetics. Signs to be replaced must be cataloged and their purpose identified and replaced by the new signage.

- **Cost estimates**

Cost for permitting, construction and installation must be identified.

QUALIFICATIONS: WILD WEST RELATED PROJECTS

Completed and current signage projects include:

North Lake Tahoe Community Wayfinding Signage Design Standards Manual

Client: North Lake Tahoe Chamber / CVB / Resort Association

Challenges: Wild West was asked to complete the Manual. A different approach was taken that allowed material developed to date to be incorporated by rewriting and editing content. Sign designs were streamlined; applications and purposes were better defined; and a reasonable permitting process was adopted to make the Manual function appropriately.

Tahoe Regional Planning Agency EIP Signage Program

Client: Tahoe Regional Planning Agency

Challenges: Wild West was contracted along with K.B. Foster Civil Engineering, Inc, to design and survey Tahoe Basin gateway signs for the TRPA Environmental Improvement Project. Sites were researched and surveyed at three Nevada roadways into the Lake Tahoe Basin. Several site-specific sign designs were presented and final design chosen by TRPA/EIP committee. Final signage design was presented through simulated photography. Final sign drawings and specifications were provided along with engineered construction drawings.

Installation is scheduled for Spring 2013.

TCPUD Multi-Use Trail System Signage

Client: Tahoe City Public Utility District

Challenges: Wild West was contracted by TCPUD to map the complete multi-use trail system. This involved literally walking or riding along the trail to mark important features such as road crossings, etc. The map was to include all features of the trail system along with trail-side amenities that might be of interest to trail users. The map graphic was then utilized as a Bike Trail Map printed brochure (partially supported by advertisers) and made available free at various locations throughout the District.

The map was then printed on a weather-proof metallic surface and incorporated into a trail-side sign structure along the 19-mile system. Twenty-five free-standing map signs are strategically located throughout the trail system. Wild West determined the best-suited locations based on property ownership, environmental features and resting areas.

Tahoe City Gateway Signs

Client: Placer County Redevelopment Agency

Challenges: Wild West was contracted along with K.B. Foster Civil Engineering, Inc. to design and develop gateway signs for downtown Tahoe City. Onsite investigation and evaluation of potential signage sites was included in the project with final locations determined by Caltrans.

A series of sign configurations were presented to the downtown community for review and comment resulting in design changes. Final signage design was presented through simulated photography. The signs have been installed at two of three Caltrans recommended locations.

Tahoe Dave's Ski & Boards (phase one completed, phase two in permitting)

Client: Dave Wilderotter

Challenge: Meet the needs of the anchor tenants while reflecting the building redesign in a new freestanding sign, bring up to date to meet code requirements.

This is a multi-phased project now in its third phase keeping pace with the remodeling projects of the building owner.

Tahoe City Marina (in design phase)

Client: Tahoe City Marina

Challenge: Redesign existing monument sign at North Lake Blvd to better reflect current activities on the property; incorporate the wishes of the tenants; meet county regulations; and at the same time increase visibility; complete sign plan for property incorporating public access, bike trails and marina needs.

Old Greenwood Signage Manual

Client: East West Partners

Challenges: Wild West was contracted by East West partners to develop a signage facilitation manual for its public spaces for its Old Greenwood project in Truckee. This manual explored and applied all the applicable code and regulations from the Town of Truckee, as well as ADA compliance, and California and national building code requirements as they related to the various sign applications at the Old Greenwood Pool and Tennis Facility, and Pro Shop Facility. This manual included thematic sign design suggestions for all applicable signage, and required coordination with the project architects, engineers, and interior and exterior design teams.

Tahoe Community Center, Art Center, and Visitor Center

Client: TCPUD

Challenges: Meet the needs of the tenants while reflecting the historic image of the facility. Freestanding monument sign, tenant signage and building identity signs.

Heritage Plaza

Client: TCPUD

Challenges: Compliment the design theme of TCPUD properties, reflect the historic nature of the project, compliment, not compete with the surrounding businesses. Freestanding monument sign

Meeks Bay Fire Protection District

Client: MBFPD

Challenges: Maximize visibility and compliment the historic nature of the facility while incorporating the new emerging image of the District. Building signs. (Donated)

The Blue Agave Restaurant

Client: Steve Topol

Challenges: Maximize the visibility of the sign within the extremely narrow environmental constraints, and reflect the redesign of the building while at the same time not losing sight of its status as a historic monument. Freestanding monument sign.

River Grill Restaurant Complex

Client: Bob Bell

Challenges: Design a freestanding monument sign with maximum visibility from all travel ways. A unique v-shaped support structure solved the problem and met the code requirements for a freestanding sign. Project included complete sign plan for complex.

Ground work for the Lighthouse Center signage

Client: Judy Topol

Challenges: Multiple parcels needed to be united to present a unified image to the public. Various code restrictions were challenged to provide maximum visibility for all tenants in this complex. Several meetings held with tenants, Placer County and TRPA to reach consensus and balance between what was desired and what could be permitted. Co-owner, Safeway Corporation, took over final design and construction of final signs.

Plumas Bank (Phase one completed & new project in design phase)

Client: Plumas Bank

Challenges: Reflect Plumas Bank corporate identity within constraints of multiple tenant complex. Establish acceptable sign plan for all tenants in building. Established code acceptable parking and landscaping plan.

Gary Davis Group Inc

Client: Gary Davis

Challenges: Design and create unique, sophisticated signage that reflected this modern engineering firm. Design sign plan for multiple tenant facility. Work within existing building design constraints with an eye towards the future redesign of the building.

The Boatworks Mall (design phase)

Client: Channel Lumber, Inc.

Challenge: Design freestanding monument sign in current location that meets code requirements and satisfies needs of tenants, while maximizing visibility, reflecting modern trends, and proposed complex redesign.

A few other Wild West logo/signage clients include:

Auerbach Engineering, Inc.

Jeremiah's Tree Service

Joe Pace Construction

KBFoster Civil Engineering, Inc complex sign

North Shore Dental Group

North Tahoe Athletic Club

North Tahoe Public Utility District

Tahoe City Dental Group

Tahoe City Public Utility District

Timberwolf Construction

Wolfdale's Cuisine Unique

QUALIFICATIONS: KB FOSTER

With over 30 years of design, survey, architecture and planning experience in the Lake Tahoe Basin, greater Truckee and surrounding areas, K.B. Foster Civil Engineering, Inc. has built a solid reputation with clients, the public and regulatory agencies in the Northern Sierra/Lake Tahoe region. Working primarily in the Lake Tahoe & Truckee region, KB Foster has developed an extensive understanding of the overall environment and special circumstances surrounding projects in the Lake Tahoe and Truckee areas. Our staff is experienced with all aspects of project design and planning of civil engineering projects in the region, and has developed positive working relationships with federal, state, and local regulatory agencies. We are an experienced, creative, energetic firm dedicated to bettering the natural and built environment in which we reside. Our design work is client-oriented and site sensitive. We work to maintain the integrity of the project goals while reducing impact due to tree removal, minimizing grading, and protecting water quality.

Staff is divided into four departments: civil engineering, survey, planning and architecture. As a multi-disciplinary firm, K.B. Foster is able to offer all surveying, engineering architectural and planning services a client requires. Our office is small enough to allow communication to be quick, clear and concise, yet large enough to bring together a diverse talent pool and background, which contributes to creativity, diverse experience, and depth of expertise. This combination creates an environment in which all departments work together seamlessly to provide clients with approvable designs that meet their goals and agency requirements. For large projects, the most highly qualified sub-consultants are added to the team to provide specialized expertise.

K.B. Foster's interest in providing general engineering services to the Truckee Tahoe Airport District stems from a longtime commitment to the development and enhancement of the local community. The entire staff at K.B. Foster has been long time residents of the Tahoe Truckee area, and three of the company's five employees were raised in the Tahoe Truckee community. Additionally, Ken Foster has been a 25 year tenant at the Truckee Tahoe Airport District and served on its Board of Directors.

CIVIL ENGINEERING

The K.B. Foster Engineering Department is led by Principal Ken Foster. Our engineering department emphasizes a "Partners in Design" approach, involving the Client, the agencies and the public (when appropriate) to deliver a project that meets the needs and wants of the agencies and public, while still meeting the core goals of the Client. K.B. Foster is able to assist with the

bid process, from construction cost estimates to the final bid stage and construction management and inspection. Our department is compartmentalized in order to ensure that a high level of Quality Control and Quality Assurance is maintained for all of our design projects. Keeping the Client involved in the design decisions is a main goal and is achieved with weekly updates and milestone memorandums identifying the major design decisions that have been made or need to be made.

QUALIFICATIONS: KB FOSTER KEY PERSONNEL

Kenneth B. Foster, PE (CA & NV)

Principal, Civil Engineer

Ken has been providing professional engineering and surveying services in the Tahoe Basin and Northern Nevada since opening the office in Carnelian Bay in 1978. Ken's expertise managing various public and private survey projects over the past three decades had given him the experience and foresight to implement projects efficiently and effectively. Ken has been a licensed Professional Engineer in the State of California since 1971 and has been actively involved in survey projects since that time, staying up-to-date on ever-evolving survey standards and methods. Ken has ensured that projects of similar scope have been successfully completed for the North Tahoe Public Utility District, California Tahoe Conservancy, and Placer County.

Lonnie R. Kirby, PLS (CA & NV)

Professional Land Surveyor

Lonnie has been providing professional land surveying services at KB Foster for over ten years. He is a Registered Land Surveyor in Nevada and California. He has been the Professional Land Surveyor in responsible charge of hundreds of surveys in the Lake Tahoe and Northern Nevada regions. He is very familiar with local control networks and the seasonal surveying challenges faced in the Tahoe Basin. His work includes right-of-way surveys, topographic surveys, ground control for aerial surveys, boundary surveys, sectional breakdown research and surveys, roadway construction surveys, and as-built surveys. Lonnie will be responsible for managing and scheduling the field crews for the supplemental topographic survey work. He will also prepare the plats and legal descriptions for any required easement descriptions.

DETAILED SCOPE OF WORK

The **Wayfinding Signage Master Site Plan** will be complete and comprehensive and be detailed, well-organized and of explicit volume to thoroughly present the required information outlined in the request for proposal.

From time-to-time throughout the compilation of the material for the Wayfinding Signage Master Site Plan, Wild West will present progress reports for review by the client (NLTRA) and any of the project stakeholders desiring participation. This may take the form of casual one-on-one review of information or a formal meeting environment. We will maintain flexibility and present information whenever requested.

Consideration for wayfinding sign locations was taken into consideration by Wild West throughout the development of the **North Lake Tahoe Community Wayfinding Signage Design Standards Manual** it recently completed for NLTRA. The Sign Design Types presented in the Manual were created on the basis of function and versatility. These Types can be modified and adjusted to accommodate any viable wayfinding sign application. They will be used as the basis for new wayfinding signs in this **Wayfinding Signage Master Site Plan** project.

The following is a detailed description of the scope of work to be completed as outlined in the request for proposal:

#1 Preparation of an area-wide Master Site Plan

Wild West and KB Foster staff will travel throughout the designated project area to research proposed wayfinding sign locations, as soon as weather permits after award of contract. The Plan will include up to 50 signage locations which may include one or more signs associated with any location. Some needs for wayfinding signs include identifying facilities that are off the main travel-way. These locations will require ancillary signs on secondary roads directing the visitor to the facility(s).

An example of this application would be at the Lake Forest Road area which offers a multitude of visitor amenities including a campground, beaches, pier and Lake access, Skylandia Park, Pomin Park, US Coast Guard station, boat launch and pier, UC Davis Research Center, and several commercial business locations including auto repair and a veterinary. The traveler would

be directed off the main highway with general information signage and then periodically directed with secondary signage to specific facilities as they are approached along the secondary roadway.

We would consider this application as one complete signage recommendation with multiple locations. Permitting would be required accordingly based on property ownership and supervising regulatory agency jurisdiction.

Each proposed wayfinding sign location(s) would be photographed and cataloged with detailed environmental features. It would be optimal to photograph locations without snow, but the existence of snow may not impede accurate assessment in some cases. KB Foster will offer a preliminary engineering review to determine that each location has appropriate vehicle site lines, that it can physically house the suggested sign, and the location can be permitted.

The Master Site Plan would offer assurance that all proposed wayfinding signs can be situated and permitted at each location and that they can meet regulatory requirements of applicable agencies and land ownership.

The Master Site Plan will also take into consideration the location of existing and proposed area signage of other agencies such as TRPA EIP Lake Tahoe Basin signage, US Forest Service and California State Parks boundary identifying signage, and CalTrans traffic control signage – these cannot be replaced. These existing signs must be considered when locating new wayfinding signage as to not interfere with their visibility and not confuse the traveler.

A printed, segmented, area-wide map will be created to show the locations of existing signs that cannot be replaced, and the locations of all proposed new wayfinding signs. These will be keyed to drawings of proposed sign designs. A Master Binder will be kept cataloging all proposed locations and the proposed sign design for each.

Tasks to be completed include:

- Identify desired locations for wayfinding signage throughout the project area
- Photograph each location and catalog features
- Create area-wide map with keyed signage locations
- Create Master Binder to catalog all collected data
- Periodic client/stakeholder review

#2 Efficacy of each site

We will identify the property owner for each site. The ownership will be recorded on the area-wide map and in the Master Binder. Written permission will be obtained from all property owners to allow one to pursue locating, permitting and constructing a sign on the property.

It is estimated that many of the proposed locations along the state highways will be within CalTrans prescribed rights-of-way or on land owned by CalTrans. Multiple locations may be owned by the same property owner which may facilitate one blanket permission.

Each proposed site will be evaluated to determine "build-ability". Is there sufficient shoulder to house a sign? Are site distances adequate to view sign and information contained within? Is the physical environment suitable for sign construction?

Each proposed site will be evaluated to determine "permit-ability". Which regulatory agency(s) are involved for each location? What are the requirements for permitting? What is the timeframe for permitting?

Each proposed site will be evaluated to assure need. What other signs are in the area? Is the new sign adding to clutter or eliminating clutter?

Tasks to be completed include:

- Ownership of potential site locations identified, permissions acquired
- Permitting processes for locations identified
- Preliminary application for permits made to all applicable agencies
- Requirements such as setback, height, aggregate size, colors and coverage issues resolved

#3 Sign design & content determined

Wild West will design a layout for each proposed new sign, which will be created according to the appropriate Sign Design Type as described and illustrated in the Community Wayfinding Signage Design Standards Manual. Each Sign Design Type has been designed for specific function and purpose.

New sign layouts will include suggested verbiage and any icons as applicable and follow the guidelines provided in the Manual for content, proportions, materials, and color.

The sign layouts will be presented in two formats: flat dimensional drawings showing details as described above and photo simulations that will illustrate the sign positioned in the location.

If more than one of the Sign Design Types can work in any given location, both Types will be illustrated with a flat dimensional drawing for client review.

Tasks to be completed include:

- Understand the relationship of visual cognizance and speed of travel
- Make recommendations for appropriate Sign Design Type, verbiage and icons
- Create sign layouts and photo simulations in situ for each new sign

#4 Identify existing signage

New wayfinding signs may be able to replace or consolidate existing signage. The ability to reduce, replace and consolidate existing signage would greatly eliminate visual clutter, improve the aesthetics of our community, and create a uniformed community image.

More than likely, existing signs to be replaced would be Caltrans signage. CalTrans signs fall into two main categories: Traffic control and informational/directional. Traffic control signs cannot be replaced, altered or inferred with. These signs fulfill Federal Highway Regulations for vehicle safety.

Informational/directional signage can be considered for replacement with new wayfinding signs. Signs to be replaced, removed or consolidated will be photographed and cataloged, and a written justification for change will be provided. Written permission/agreement to remove signage must be obtained from the entity that owns the signs. All documentation regarding removing signage will be part of the Master Binder.

Tasks to be completed include:

- Identify existing signs to be removed or replaced
- Written justification for removal or replacement
- Sign owner identified, written permission for change obtained

#5 Cost Estimates

Budgeting for new wayfinding signs is a crucial final element for a successful signage program. Cost estimates will be prepared for each Sign Design Type and all modifications of Type. The cost variable for each Sign Design Type will be the required infrastructure and foundation required for installation at each location.

We will create a spread sheet keying sign locations, costs for the creation of Sign Design Types

and estimates for foundations/installations. If more than one Sign Design Type can apply for any given location, cost estimates will be provided for both Types. All cost information will be part of the Master Binder.

Cost variables will help guide appropriate locations for installation – i.e., if the recommended location is moved 100 feet in either direction, undesirable environmental conditions may be avoided.

Tasks to be completed include:

- Cost estimates for each Sign Design Type and all modifications
- Cost estimates for specific location installation
- Create spreadsheet to record cost information

TIMETABLE

DESCRIPTION OF TASK	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Meet w/ client / Memo Stakeholders	■		■	■	■		■	■
#1 Preparation of Area-wide Master Site Plan								
Travel throughout project area								
Evaluate each proposed site, photograph								
Create Master Binder w/ each site								
Create area-wide printed map								
#2 Efficacy of Each Site								
Identify property owners								
Get written permission to use site								
Identify permitting process for each site								
#3 Sign Design & Content Determined								
Create layouts for each sign location								
Create photo simulations for each site								
#4 Identify Existing Signage								
Identify, photo, catalog signs to be replaced								
Get written permission to replace/remove signs								
#5 Cost Estimates								
Cost estimates for each Sign Design Type & modifications								
Cost estimates for site installation								
Create cost spreadsheet; Update Master Binder								

Final deliverables: Master Binder with verified locations, sign layouts, written permissions, permitting process outlined; printed map; cost spreadsheet
 Estimated delivery mid-June 2013. Timeline can be accelerated depending on weather conditions and property owner cooperation.
 All timelines are estimates based upon snow melt and reasonable response time from property owners.