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Qualifications Submittal for Graphic
Design and Professional Services for the
Town of Carrboro Wayfinding Program



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Annette Lafferty, Town of Carrboro
301 W. Main Street.
Carrboro, NC 27510

December 1, 2017

Dear Annette,

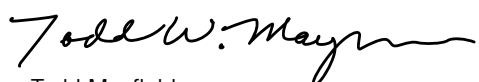
We are pleased to submit our qualifications submittal for graphic design and professional services for the Town of Carrboro wayfinding program. As an award winning company totally vested in the art and science of place branding and wayfinding, we are confident of our ability to provide solutions that will meet or exceed your expectations.

Axia is a US based firm specializing in both branding and wayfinding for cities, towns and regions throughout the US, Canada and the Caribbean. We maintain strong working relationships with several tourism marketing experts including Roger Brooks International, Total Destination Marketing and Great Destination Strategies. For over a decade, we have provided branding support and full wayfinding solutions for their clients.

We have itemized our scope, and summarized our understanding of the task at hand. You will see several examples of city wayfinding programs. Additionally, we have included online links to project materials and other resources for your consideration. This electronic document includes live links to online resources.

We thank you for this opportunity and hope that we will be able to work with you and your team.

Sincerely,

A handwritten signature in black ink that reads "Todd W. Mayfield".

Todd Mayfield,
Principal and Group Creative Director
Axia Creative, Inc.

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Overview

We have read and understand the requirements of this RFQ and the Town of Carrboro's's wayfinding objectives. We have reviewed the wayfinding inventory map, the Downtown Parking Plan and the Brand Guidelines. This qualifications submittal demonstrates our experience and specialized understanding of community wayfinding programs and how best to support the "Feel Free" brand.

About Axia

Axia Creative is an award-winning visual communications company specializing in wayfinding, branding and graphic design services for destinations and tourism organizations.

The company was established in Georgia in 2003. In 2004, Axia moved its main office to Wellington, Florida. In 2014, our Calgary office was opened to better serve our growing Canadian market.

Axia is organized into project teams led by managing professionals who oversee junior staff and freelance talent. Each team is assembled for specific regional assignments. As our client demographic has broadened over the last 8 years, we reorganized our corporate structure to a predominantly virtual office to help us respond more efficiently to international projects. We engage with regional talent who are in close proximity to project sites which mitigates travel costs and allows us to have a more frequent on-site presence.

As mentioned in our cover letter, we have several long-standing relationships with tourism and destination development companies. We partner with these specialized consultants and others on projects that require specific skill sets such as brand strategy, wayfinding programs, product development, market analysis, interpretive writing, website development, urban planning, interior design and architectural services.

Axia demonstrates a unique set of skills that are combined to provide highly successful branded wayfinding solutions. We are fully qualified to execute all of your scope requirements with a high level of creativity and methodical approach.

Our understanding of strategic branding combined with our extensive experience in destination wayfinding sets us apart from many creative firms. Axia is an industry leader in the development of wayfinding programs that effectively support brands and enhance the place experiences. We have an intuitive ability to collect the necessary information about a community, understand its culture and become intimately connected with its makeup in order to create a wayfinding system that is uniquely tailored to their specific character and needs.

The following are several important benefits for the Town of Carrboro in working with Axia:

Overview, continued

- ***Place-making and community branded wayfinding are our core disciplines*** . We understand how visitors think and what they expect in a destination experience.
- ***Axia is well-versed in the M.U.T.C.D. which is the guiding manual for the USDOT***. Axia has worked with many state DOT agencies throughout the US and understands the importance of DOT signage compliance requirements. We will reach out to NCDOT early in the process to ensure your program is fully compliant.
- ***The Axia team is one of the most diverse and capable design groups in the US***. Our design acumen and appetite for innovation enables us to approach and execute any design challenge presented to us. In support of our unique branded wayfinding programs, we provide a comprehensive graphic design experience. Our versatility in several creative mediums gives us a holistic approach to design.
- ***We are experienced in gaining public consensus***. We tailor public workshops, stakeholder interviews and presentations to be informative and inclusively collaborative. We find that before a design is fully developed, it is important to facilitate controlled public interaction. We present the goals of the wayfinding initiative, the benefits of it and very importantly, the principals of effective design and regulatory constraints. Once these are communicated, we invite input and ideas.
- ***We are at the cutting edge of technology and fabrication techniques***. We update our computer hardware every few years to maximise the latest design software updates. We continue to learn about improved fabrication techniques and materials. Our goal is to specify techniques and materials that are durable, require minimal maintenance and, where possible, incorporate green products and principals.
- ***We have developed community programs of all sizes***. We have developed programs for small towns with a population of 7,000 residents to large cities with a population of 127,000. Our work has included quaint downtown centers to large counties and regions.
- ***Our company is financially secure and sound***. Since 2003, Axia has been busy with work. Our good reputation and standing in the design community has rewarded us with a steady project load. Our work-hard attitude and love for our craft has secured our position as a solvent business with a long future. You can count on us to be there for you for the life of the project and well beyond.

Team Profiles

Todd Mayfield – Principal and Group Creative Director

Having over 33 years of experience in visual communications including wayfinding, brand development, advertising and print graphics, Todd has earned numerous awards for design excellence and profound respect among his constituents. He is also an accomplished fine artist, illustrator and published author.



Todd's long career in commercial design started as a young boy running errands in his father's advertising agency in Honolulu. Todd quickly rose from an apprentice graphic designer to creative director for large creative firms from Hawaii to Washington DC.

His work has been featured in national publications and books such as Print Magazine, Signs of the Times and American Corporate Identity. He was featured in an online interview by the European-based Placebrand Observer and now serves on their expert panel. In early 2016, Todd published his book: "Branded Wayfinding for Destinations" which is currently being sold through Lulu.com and Amazon.

Prior to opening Axia Creative, Todd was the Creative Director for Nth Degree in Georgia where he provided design direction for large events and trade shows. While there, he designed audience acquisition campaigns and event graphics for high-profile companies such as Qualcomm, Intel, Kyocera, Hot Jobs, Mohawk and Pfizer.

Previously, he served as the Design Director for the Douglas Group in Washington, DC where he headed branding, wayfinding and interpretive projects for clients such as the US Capitol (DC), the US National Arboretum (DC), the City of Rockville (MD), the Ronald Reagan Building (DC), Marriott Hotels and Ritz-Carlton.

In Chicago, Todd was a senior designer for Ambrosi & Associates. His projects included in-store and point-of-sale graphics for Sears, Jacobsons, Walgreens and Herbingers. He also provided brand development and wayfinding for retail malls owned by General Growth Properties.

In Hawaii, Mr. Mayfield worked for a large international architectural and interior design firm called Media Five, Ltd. He was the lead designer for their graphic design team that specialized in creative services for the hospitality industry. His projects included branding and wayfinding for large hotels, resorts and communities such as the historic Royal Hawaiian Hotel in Waikiki, the Kapalua Beach Hotel on Maui and the Kapolei residential development on Oahu.

Team Profiles, continued

Marilyn Mayfield – Principal and CFO

Marilyn is a co-founder of Aixa. She manages and provides financial direction for all Aixa business activity. As collaborating partner, she participates in Aixa's business development strategies and advises on marketing outreach efforts.

She has a strong background in accounting and personnel management for companies such as Sony Music in New York where she served eight years as Accounting Manager. There, she interfaced with vendors, talent and upper management.

In Atlanta, she was an accountant for Coca-Cola's Legal Division in the Atlanta Office Complex. She graduated from Columbia University of New York with honors.



Stephen Sinclair - Principal & Group Program Director

Stephen has a 30-year history of implementing successful design programs in both the U.S. and Canada. He studied formally at the Alberta College of Art + Design and began his professional career in Calgary, Alberta as a graphic artist in 1980 to working his way forward to design director for a national firm in the 90s. Having gained 2 decades of industry experience Stephen founded his own communications design firm in 1999.



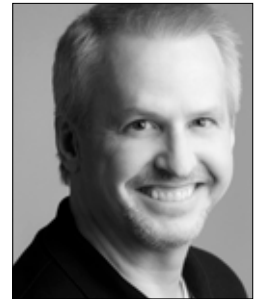
Since that time he has enjoyed a reputation for creating stand-out ideas that deliver tangible results. Stephen works in partnership with clients to identify their business challenges and develops design strategies that advance the creative direction of their brands. His ability to innovate and deliver outstanding results is why he is a valued principal of Aixa Creative. Stephen is an active member of The Society for Experiential Graphic Design (sedg.org)

Stephen has been instrumental in defining and building brand personalities for a wide variety of organizations, recent completed work include; a national identity program for CBC/ Radio Canada's broadcast bureaus across Canada, a branded wayfinding program for the City of Leduc, Alberta, a wayfinding master plan for the Parksville Downtown Business Association, British Columbia, a branded identity program for First Calgary Financial's 16 branches, and a corporate brand identity and wayfinding program for TCU Place, Saskatoon's Arts and Convention Centre.

Team Profiles, continued

Michael Haug – Senior Project Designer

Mike is an experiential graphic designer with a strong portfolio of branded environments, “experience” design, signage and wayfinding projects. Over the last 25 years, he has worked on almost every type of environmental graphics project from municipal wayfinding plans and site signage to donor recognition, display and event graphics to sign systems for office buildings, hospitals and clinics.



He’s had the privilege of working on a number of important cultural projects including the Minneapolis Institute of Arts, the Guthrie Theater, Minneapolis Central Library, Musical Instrument Museum, Minnesota Zoo, TCF Bank Stadium and Orchestra Hall. His most recent experience is managing the wayfinding program for the City of Topeka Kansas and the City of Luverne Minnesota.

His ability to create solutions that both compliment the architecture and meet client needs is a testament to his collaborative style. Mike has a strong background in branding and graphic design and understands how to infuse a company’s brand into the environment to create a memorable experience.

Lara Sawczak – Graphic Designer and Production Manager

Lara provides graphic design support and coordinates production for Axia. She produces fabrication production templates and map artwork for information kiosks. She also produces and expedites signage standards manuals and assists other designers with documentation. She contributes concepts for wayfinding signage and interpretive graphics.



She has extensive schooling and two degrees in graphic design. She earned a Bachelor of Arts Degree in Graphic Design, while at Middlesex University, London, England. She attended Central Saint Martins School of Art, in London, England where she earned a Certificate of Graphic Design.

Experience

Since 2003, Axia, along with our strategic partners, have been providing a great product – Creativity. It is at the center of everything we do. Whether you call it “thinking out of the box”, “taking one step beyond” or simply “dancing on the edge of reality” it all adds up to one thing – Success. When we engage with a client, we aim for a long-term relationship. The following is a partial list of our municipal and destination clients:

Partial Destination Client List

- The Town of Canmore, AB
- The City of Leduc, AB
- The City of St. Albert, AB
- Vulcan County, AB
- Inside Passage, AK
- The City of Sitka, AK
- The Town of Foley, AL
- The City of Gulf Shores, AL
- The City of El Dorado, AR
- The City of Sedona, AZ
- Parksville Downtown, BC
- The City of Fullerton, CA
- The City of Oxnard, CA
- The City of Pittsburg, CA
- Russian River, CA
- Downtown Stockton, CA
- U.S. Capitol Campus, D.C.
- The City of Margate, FL
- The City of Wilton Manors, FL
- The City of Burlington, IA
- The City of Fairfield, IA
- The City of Topeka, KS
- Terrebonne Parish, LA
- Moosehead Lake, ME
- The City of Luverne, MN
- The City of Mankato, MN
- Downtown Great Falls, MT
- The Town of Kalispell, MT
- The Town of White River, MT
- Granville County, NC
- The City of Rapid City, ND
- Coos County, NH
- Hudson County, NJ
- The City of Barrie, ON
- The Town of Bracebridge, ON
- The Town of Kenora, ON
- Vermillion, ON
- Tillamook Coast, OR
- The City of Gatlinburg, TN
- The City of Bothell, WA
- The Town of Enumclaw, WA
- The City of Monroe, WA
- The City of Moses Lake, WA
- The City of Snoqualmie, WA
- The City of Tukwila, WA
- The City of Janesville, WI
- The Town of Green River, WY
- The City of Rock Springs, WY

Key destination wayfinding project examples are presented on the following pages. Additional project examples may be viewed online at axiacreative.com



District gateway for Leduc, Alberta

CITY OF GULF SHORES

Alabama

Branding, Wayfinding
and Print

Following a comprehensive branding initiative, a regional wayfinding program was designed for the City of Gulf Shores.

The wayfinding system included city and district gateways, vehicular and pedestrian guides, beach access identities, information kiosks, regulatory signage, street banners, street and intersection identity signs, facility identities and digital message displays.

Gulf Shores represents an on-going relationship of ours that has rendered several branding and wayfinding assignments beyond the original contract.

Scope:

Branding

Wayfinding

Site Assessment

Stakeholder Interviews

Public Workshop

Concept Generation

Design Development

Wayfinding Strategy (Plan)

Bid Documentation

Production Oversight

Reference on page 36



TOWN OF CANMORE

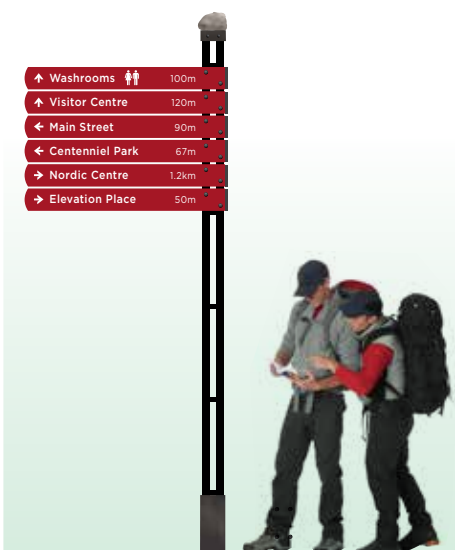
Alberta, Canada

Wayfinding and Print

Axia designed a wayfinding system to support a new brand for the Town of Canmore in Alberta. The project included primary, secondary and district gateways, vehicular and pedestrian guides, bike and hiker trailblazers, parking guide and identity signs, regulatory signs, pedestrian directory maps, bike fix-it stations, identity monuments for the Rocky Mountain Legacy Trail and temporary event signage.

Scope:

Site Assessment
Stakeholder Interviews
Public Workshop
Concept Generation
Design Development
Wayfinding Strategy (Plan)
Bid Documentation



RUSSIAN RIVER

California

Branding & Wayfinding

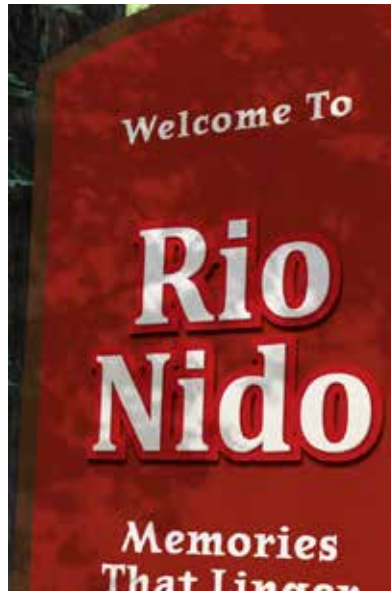
Axia and their strategic partner, Great Destination Strategies developed a regional brand and wayfinding system for the Russian River Resort Area which included the towns of Guerneville, Monte Rio and Rio Nido.

The wayfinding program included regional, town and hamlet gateways, vehicular and pedestrian guides, information kiosks, park and facility identities, street banners, riverside trailblazers for kayakers and regulatory signage.

Scope:

Site Assessment
Stakeholder Interviews
Public Workshop
Concept Generation
Design Development
Wayfinding Strategy (Plan)
Bid Documentation

Reference on page 36



CITY OF LEDUC

Alberta, Canada

Wayfinding and Interpretive

Leduc is located just south from the Edmonton International Airport in Alberta. Axia was commissioned to design a brand-supportive wayfinding system for city. The system included regional and district gateways, vehicular and pedestrian guides, destination pageantry, information kiosks with interpretive graphics, street identity signs and trailblazers for Leduc's Multiway multi-mode trail system.

Scope:

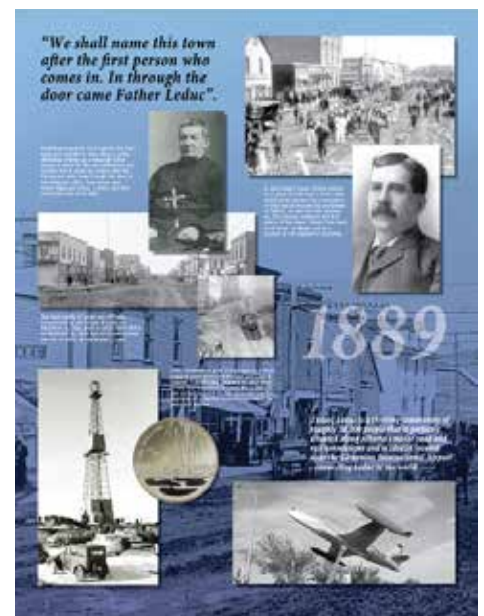
Wayfinding

Site Assessment
Stakeholder Interviews
Public Workshop
Concept Generation
Design Development
Wayfinding Strategy (Plan)
Bid Documentation

Map Development

Interpretive Graphics

Reference on page 36



TERREBONNE PARISH

Louisiana

Branding & Wayfinding

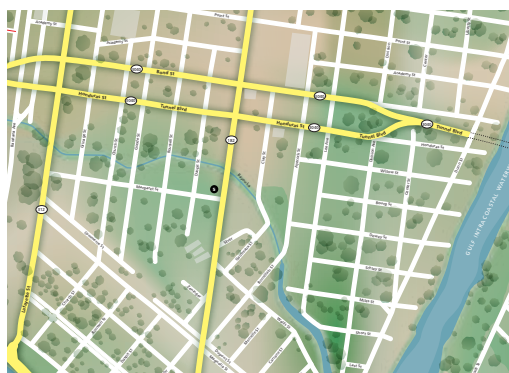
Axia worked with Great Destination Strategies, Total Destination Marketing and The Graham Group to brand Terrebonne Parish. The brand rendered a tagline, parish identity and various visual communications.

A regional wayfinding program was developed for Houma and smaller communities throughout Terrebonne Parish. The system included parish, community and district gateways, vehicular and pedestrian guides, information kiosk/maps, street banners, bayou bridge identity signs and regulatory signs.

Scope:

Site Assessment
Stakeholder Interviews
Public Workshop
Concept Generation
Design Development
Wayfinding Strategy (Plan)
Bid Documentation

Reference on page 36



MUSICAL INSTRUMENT MUSEUM

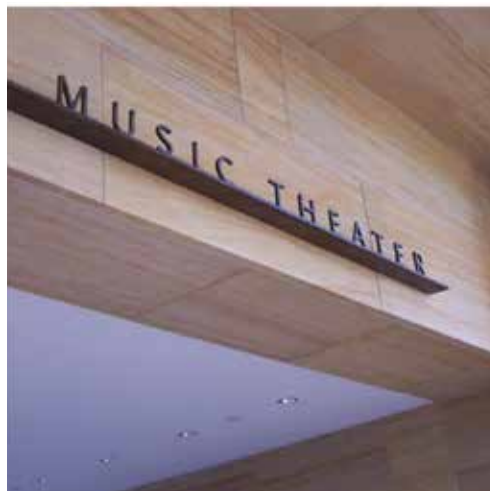
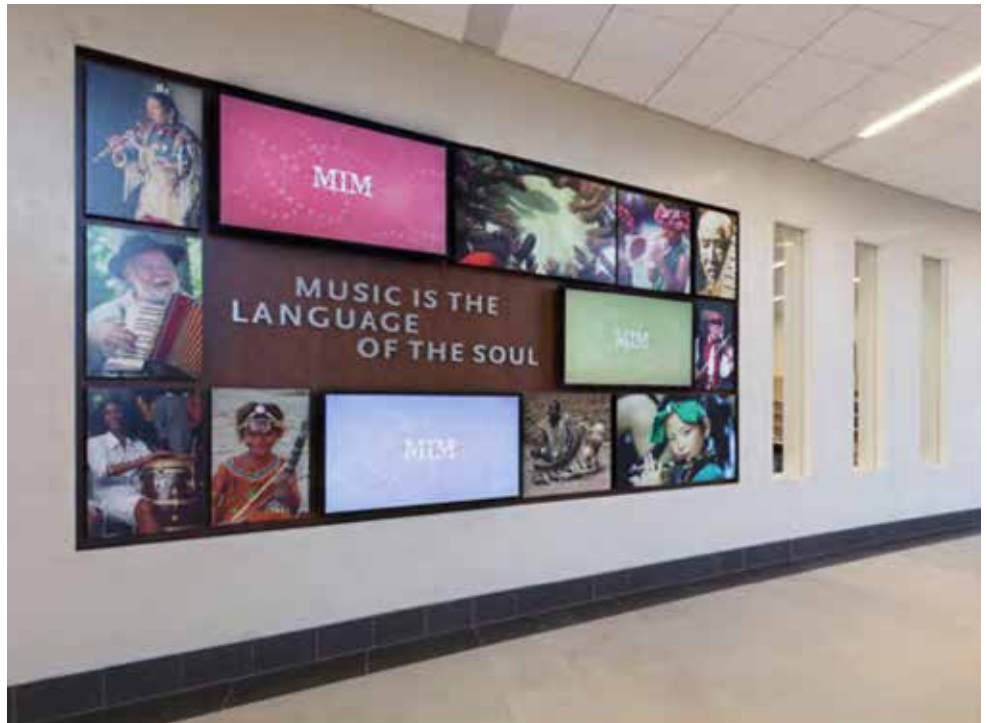
Phoenix, Arizona

Identity and Wayfinding

The Musical Instrument Museum is a project in Phoenix developed by Mike Haug. It included an incredible collection of instruments from around the world and throughout history. All exterior and interior building signage was designed to compliment the architecture, yet allow for flexibility as collections and destinations would invariably change.

A combination of digital and static images welcome visitors at the main entrance and set the tone for the experience. Digital signage also allows for special event information and updates. Working with RSP Architects, the materials such as aged bronze, dark wood and brushed aluminum, were chosen to integrate and compliment architectural elements.

Reference on page 36



TCF BANK STADIUM

Minneapolis, Minnesota

Identity, Wayfinding
and Interpretive

The goal for the new football stadium on the University of Minnesota campus was to enhance the game-day experience for loyal Gopher fans. The bold maroon and gold palette and large historical photos added color, energy and a sense of history to the largely monochromatic concourse.

Working with Populous and Architectural Alliance, We created the schematic design, managed the project through design development, fabrication and installation. The project encompassed everything from exterior building and site signage, stadium bowl and concourse signs, specialty graphics, donor recognition, recruiting displays, locker room graphics, room signs and directional signs.



CALGARY STAMPEDE INDIAN VILLAGE

Calgary, Alberta, Canada

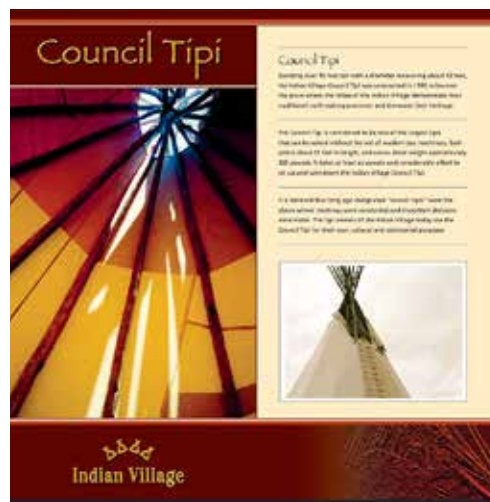
Brand Identity and Interpretive

The Indian Village has been a major part of the Calgary Stampede since the inception in 1912.

We were given the task to research and design a series of interpretive displays that both educate and respect First Nations traditions and culture.

Guiding visitors through the village, uniquely designed displays feature the tribes of Treaty 7, and describe traditional native activities you will experience at Indian Village.

The deliverables included Logo, brand development and guidelines. Research design and implementation of interpretive displays and exterior event identification, specifications and project oversight.



Project Approach

Our approach to developing and managing successful branded wayfinding projects has evolved over 30 years. Our process wire frame is based on the architectural model for project management, enhanced with professional practices developed by SEG (Society for Experiential Graphic Design). With each project we complete, we learn new things that we can apply to the next project. Although we adhere to a proven methodology, we remain open to fresh ideas and new ways to solve old problems.

The following outline demonstrates our recommended approach for Carrboro's program, which may be modified upon contract negotiation:

Step 1: Project Area Analysis

- Review all available documentation about the Town of Carrboro, the "Feel Free" brand, applicable regulations, land use bylaws, and existing master plans.
- Conduct a addition study of online information about the community and explore the Carrboro area Google map.
- Create detailed version of the project timeline.
- Hold a pre-visit teleconference to confirm site visit objectives, stakeholder meetings and area reconnaissance.
- Discuss and identify key stakeholders and user groups to be interviewed during the first site visit.
- Site Visit 1 (estimated 4 days)
 - **Day 1**
 - Hold a project kick-off meeting with the Carrboro staff.
 - Members from the Carrboro staff will take Axia representatives on a guided tour of the project area.
 - Conduct 1st round of stakeholder interviews.
 - **Day 2**
 - The Axia Team will explore the project area on their own. This is the first of two field surveys during this initial visit to Carrboro. The survey objectives are to:
 - Confirm and understand destinations.
 - Confirm vehicular routes and decision points.
 - Confirm any bicycle and/or pedestrian routes and respective decision points.
 - Analyze traffic flow, traffic speed and planned roadway improvements.
 - Confirm data provided in the Downtown Parking Plan and photo/document onsite observations with regard to the 9 designated public parking facilities.
 - Review and photograph existing conditions and in-place wayfinding devices.
 - Identify and photograph proposed wayfinding opportunities.
 - Conduct 2nd round of stakeholder interviews if needed

Project Approach, continued

- Day 3

The Axia Team will continue to explore the project area, photograph existing conditions and prepare notes for discussion with the Carrboro staff on the last day of the visit.

- Day 4

Meet with the Carrboro staff to review stakeholder interviews, site survey and discuss initial assessment findings and preliminary ideas.

• Assessment Report

- Prepare a customized Google map for preliminary planning and team collaboration. Add arrival points, traffic routes, proposed destinations, decision points and mark existing wayfinding devices.
- Populate password-protected project web page with relative reference materials.
- Prepare stakeholder summary.
- Digest field notes and prepare written site assessment.
- Establish design criteria and how best to support the "It's Carrboro Feel Free" brand.
- Create a system hierarchy (family of sign types).
- Prepare program recommendation and design criteria.
- Assemble all information into an Assessment Report.
- Submit Assessment Report Draft to the Carrboro staff for review and comment.
- Revise Assessment Report, submit final draft for distribution and approval and upload to the Carrboro project web page.

Step 2: Concept Generation

- Generate three preliminary concepts based on the assessment findings from Step 1.
- Update the wayfinding plan on the Google map.
- Present initial concepts to the Carrboro staff for review and comment via teleconference.
- Prepare a Destination Criteria document which will serve as a qualifier for destinations to be included on pedestrian and vehicular guide signage.
- Create a PowerPoint presentation for public workshop.
- Site Visit 2 (estimated 2 days).

- Day 1

Meet with Carrboro staff to confirm public workshop program.

Leave open schedule for site exploration or stakeholder meetings.

Conduct public workshop (evening meeting). Objectives are to:

- Explain program objectives, assessment findings and design criteria.
- Present initial concepts via Powerpoint.
- Facilitate collaborative exchange, answer questions, respond to comments.

Project Approach, continued

- Day 2

Meet with Carrboro staff to review public workshop and discuss concept revisions.

- Consider input from workshop and apply appropriate ideas into concepts.
- Distribute concept revisions from the workshop to attendees via Survey Monkey.
- Submit two or three of the concepts to a fabricator to determine preliminary probable costs.
- Update the Google map with revised sign locations.
- Submit the concepts to NCDOT for compliance review.
- Prepare a Probable Cost Report and NCDOT comment summary. Submit to the Carrboro staff for review and comment and upload to the Carrboro project web page.
- Prepare a Concept Summary, Submit to the Carrboro staff for circulation and/or record and upload to Carrboro project web page.

Step 3: Design Development

- Develop single approved concept to include all system sign types.
- Update the Google map plan.
- Present design summary draft to the Carrboro staff for review, comment and/or approval via teleconference.
- Make design refinements and submit revised design summary to the Carrboro staff.
- Establish and document a phased implementation plan for fabrication and installation.
- Develop and articulate a destination hierarchy.
- Create a PowerPoint presentation for the Board of Aldermen.
- Site Visit 3 (estimated 2 days).

- Day 1

Meet with the Carrboro staff.

Present design summary Powerpoint to the Board of Aldermen for review, comment and/or adoption.

- Day 2

Confirm sign placements on site and record using GIS or GPS.

Photograph locations.

Meet with the Carrboro staff as needed.

- Make design refinements and submit design summary to Carrboro staff.
- Prepare full size mock-up artwork for either prototype construction or paper print-out and upload to the Carrboro project web page.
- Optional Site Visit 4 (estimated 1 to 2 days).

- Day 1

Meet with the Carrboro staff as needed.

Test mock-ups in the field.

Project Approach, continued

- Make final design refinements, submit final design summary to the Carrboro staff and upload to the Carrboro project web page.
- Make refinements to Google map plan and meet with the Carrboro staff (teleconference) to finalize plan and sign messaging.

Step 4: Documentation, Production Files & Bidding

a. Documentation

- Generate document components.
 - Design intent drawings (scaled drawings and specifications).
 - Message and phasing schedule.
 - Sign location plan.
 - Sign removal plan.
- Submit draft bid documents to the Carrboro staff for review.
- Revise bid documents and upload finals to the Carrboro project website.

b. Production Files

- Production-ready art (uploaded to project website).
 - Full size sign templates.
 - Arrows, symbols and misc. graphics.
 - Kiosk map.
 - Other (TBD).

c. Bidding

- Provide RFP samples and advise on content.
- Recommend RFP distribution channels.
- Respond to bidder's information requests during the bid process.
- Review short listed bid respondents and provide comparative bid spreadsheet.
- Provide award recommendation.

Step 5: Production Oversight - Optional

- Interact with the selected sign fabricator, respond to questions, consider product/process alternates and address challenges and change order requests.
- Review sign fabricator's shop drawings for design compliance.
- Review samples (materials and finishes) prior to full execution.
- Review production prototypes (if required).
- Issue periodic progress reports to the Carrboro staff.

Project Approach, continued

- Visit fabricator's facility to inspect in progress fabrication at the 80% completion point.
- Perform pre installation walk through on site with fabricator to spray-mark sign locations.
- Post installation punch list inspection (Axia will be on site to inspect the finished program for completeness and fulfillment of fabricator's contract).
- Provide post installation summary report to the Carrboro staff prior to final payment to the sign contractor.

Scope Deliverables

- Deliverable #1: Create online, interactive map
- Deliverable #2: Create password-protected project webpage
- Deliverable #3: Detailed project timeline
- Deliverable #4: Assessment report
- Deliverable #5: Initial wayfinding concepts
- Deliverable #6: Destination criteria for placement on signs
- Deliverable #7: Probable cost summary
- Deliverable #8: NCDOT review summary
- Deliverable #9: Public workshop concept presentation
- Deliverable #10: Revised concept survey monkey to all workshop attendees
- Deliverable #11: Final concept summary
- Deliverable #12: Design summary draft (all developed sign types and wayfinding devices)
- Deliverable #13: Board of Aldermen presentation
- Deliverable #14: Final design summary
- Deliverable #15: Bid Documents
- Deliverable #16: Post Installation Assessment Report



Gateway for Parksville Downtown

Estimated Timeline

The following is an estimated timeline for the Town of Carrboro's Wayfinding Program:

		DESIGN & DEVELOPMENT					DOCUMENT / BIDDING / FABRICATION / INSTALL					
TASK	DUR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
Step 1 Project Area Analysis	4-5 wks	●	●									
Step 2 Concept Generation	4-5 wks		●	●	●							
Step 3 Design Development	6-7 wks			●	●	●	●					
Step 4 Documentation	4-5 wks					●	●					
Step 5 Production Oversight	20-30 wks						●			●		●

- Task Duration
- Site visits
- Key Client approvals



Gateway for Sedona Arizona

Rates

The following is a schedule of hourly rates. We typically calculate estimated program fees in a lump sum format which is derived from successful past project experience. We resort to hourly rates only when smaller add-on assignments are requested which are always subject to negotiation. In any given project we usually put in more time than what our invoicing represents. Our goal is to deliver successful solutions regardless of budgeted time allotments as long as the agreed scope has not expanded beyond a reasonable extent.

Team member hourly and day rates

Team Member	Hourly Rate	Day Rate*
Todd Mayfield	\$120	\$960
Stephen Sinclair	\$110	\$880
Mike Haug	\$100	\$800
Lara Sawczak	\$80	\$640

*Day rates are based on 8 hours x the team member's hourly rate but may render up to 10 hours in a day.



Gateway for Burlington, Iowa

References

City of Margate, Florida

Project in bidding
Kim Vazquez
Margate Community Redevelopment Agency
Project Manager
954.935.5324
kvazquez@margatefl.com

*** Russian River, California**

Albert Lerma
Sonoma County Economic Development Board
707.565.6428
albert.lerma@sonoma-county.

City of Topeka, Kansas

Project in bidding
Brett Oetting
Visit Topeka (CVB)
President & CEO
785.234.1030
brett@visittopeka.com

*** City of Gulf Shores, Alabama**

Grant Brown
Recreation & Public Affairs Director
251.968.1848
gbrown@gulfshoresal.gov

*** City of Leduc, Alberta**

Bart Pouteau
Director, Communications & Information Support
780.980.8450
BPouteau@leduc.ca

Parksville Downtown, BC

Pamela Bottomley
APR, Executive Director
Parksville Downtown Business Association
250.248.8079
info@parksvillebc.ca

*** Terrebonne Parish**

Janel Ricca
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*** Musical Instrument Museum**

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***References that are associated with project examples**

Additional Information

We are providing several additional resources for consideration. The following are links to an electronic version of our book on branded wayfinding, a sample project web page which will be used during your project, a sample assessment report, design intent drawings, message schedule, location plan, a Google map used for a recent project, and a short Axia promo video for fun.

This qualification submittal includes live links when clicked.

Our Branded Wayfinding for Destinations Book

https://issuu.com/toddmayfield/docs/branded_wayfinding_for_destinations_f632c9c081a30a

Sample Project Web page

<http://axiacreative.com/axia-cafe.html>

Password: tinleyparkil

Sample Assessment Report

https://issuu.com/toddmayfield/docs/canmore_planning_summary

Sample Design Intent Drawings

https://issuu.com/toddmayfield/docs/burlington_design_intent-draft2

Sample Message Schedule

https://issuu.com/toddmayfield/docs/burlington_message_schedule-draft2

Sample Location Plan

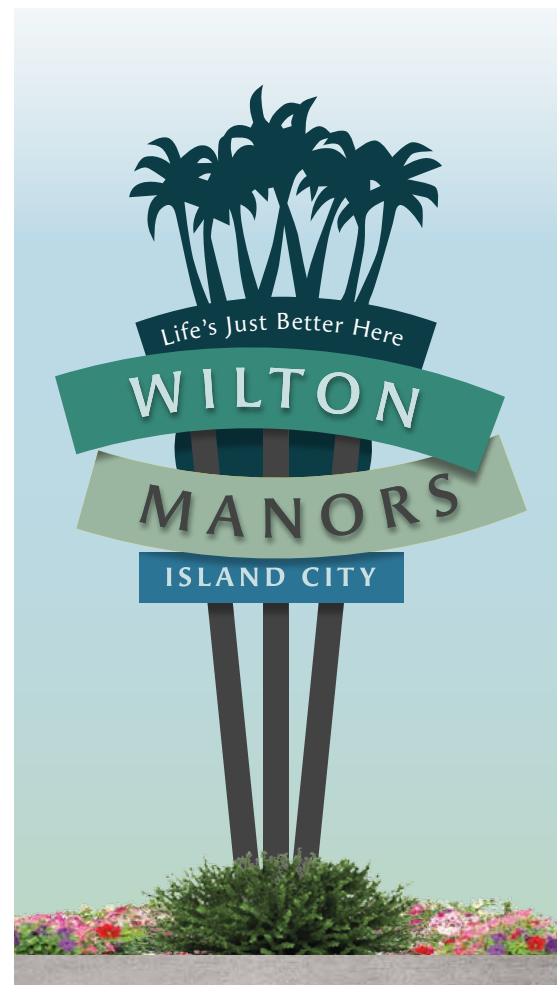
https://issuu.com/toddmayfield/docs/burlington_location_plan-draft2

Sample Google Map

<https://drive.google.com/open?id=1Mz0u8lgIJ23CxRMNi2CAAymFAUY&usp=sharing>

Axia Promo Video

<https://vimeo.com/242443558>



Gateway for Wilton Manors, Florida