

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

RE: Revised Wayfinding Project Scope and Fee

December 26, 2017

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 an additional 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 **(Jan 30 - Feb 2)**
 - **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 data from VHB data collection of existing signage
- Review and photograph existing conditions and in-place wayfinding devices.
- Identify and photograph proposed wayfinding opportunities.

Conduct 2nd round of stakeholder interviews if needed

- **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 Joint Advisory Boards (Feb 1, 2018 @ 7:30 p.m. Town Hall)

• **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 for review and comment **(Feb 16)**
- Revise Assessment Report, submit final draft for distribution and approval and upload to the Carrboro project web page. **(Feb 21)**

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 via teleconference. **(Mar 8)**
- 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 **(Apr 5 - Apr 6)**
 - **Day 1**

Meet with Carrboro staff to confirm public workshop program.

Project Approach, continued

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.

- Day 2

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

- Consider input from workshop and apply appropriate ideas into concepts. **(Apr 13)**
- Distribute concept revisions from the workshop to attendees via Survey Monkey. **(Apr 17)**
- 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. **(Apr 30)**
- 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. **(May 3)**
- Prepare a Concept Summary, Submit to the Carrboro staff for circulation and/or record and upload to Carrboro project web page. **(May 11)**

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. **(May 25)**
- Make design refinements, submit revised design summary to the Carrboro staff. **(Jun 1)**
- Establish and document a phased implementation plan for fabrication & installation. **(Jun 7)**
- Develop and articulate a destination hierarchy.
- Create a PowerPoint presentation for the Board of Aldermen.
- Site Visit 3 **(Jun 12 or 19)** -

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. **(Jun 25)**

Project Approach, continued

- Prepare full size mock-up artwork for either prototype construction or paper print-out and upload to the Carrboro project web page. **(Jun 27)****
- Make final design refinements, submit final design summary to the Carrboro staff and upload to the Carrboro project web page. **(Aug 8)**
- Make refinements to Google map plan and meet with the Carrboro staff (teleconference) to finalize plan and sign messaging. **(Aug 8)**

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. **(Aug 24)**
- Assist Town with all NCDOT approvals and finalize easement agreements as needed.
- Revise bid documents and upload finals to the Carrboro project website. **(Sep 7)**

b. Production Files

- Production-ready art (uploaded to project website). **(Sep 7)**
 - Full size sign templates.
 - Arrows, symbols and misc. graphics.
 - Kiosk map.
 - Other (TBD).

c. Bidding

- Provide RFP samples. **(Sep 11 or before)**
- **Review draft RFP and provide specific written specifications and related content*****
- Recommend RFP distribution channels***
- **Host a Join.me pre-bid teleconference*****
- Respond to bidder's information requests during the bid process***
- **Assemble and distribute responses to bidders*****
- Review short listed bid respondents and provide comparative bid spreadsheet***
- Provide award recommendation.***

Project Approach, continued

Proposed Fees

Step	Fee
1. Production Area Analysis (includes 1 site visit)	\$11,800
2. Concept Generation (includes 1 site visit)	\$12,800
3. Design Development (includes 1 visit)	\$16,500
4. Documentation	\$11,500
Sub Total:	\$52,600

Prior to our first visit, we will create a detailed project schedule with due dates and durations for all tasks using our online PM program.

* In order to reduce costs without sacrificing the quality and effectiveness of phase 1 assessment recommendations, we will format the final assessment report as an 8 1/2" x 11" document instead of the larger 17" x 11" version. We will eliminate general information that is not necessarily a direct benefit to the project and edit relevant information to be direct, right-to-the-point and in some cases as bullet point items instead of expanded narratives. The resulting information will maintain Axia's high standards that will serve as a strong foundation for the remaining phases.

** Many of our projects have not required our presence on site for the review of mock-ups and prototypes. Although we often gain helpful insight when reviewing mock-ups in the field, it is not usually of tremendous value. 70% of our clients prefer to conduct these studies without our presence. The primary value is to test font size and legibility for vehicular traffic.

***The due dates of these tasks cannot be determined until we know how quickly the Carrboro staff can execute their RFP draft for us to review or the response timing of other city officials outside of the Carrboro staff. We will make every effort to respond quickly in order to move this last step toward a successful and timely contract award.