# Request for Proposal – Wayfinding Strategy

1. **Introduction**

The District of 100 Mile House is seeking proposals from potential consultants with expertise to develop a Wayfinding Strategy for the District of 100 Mile House.

1. **Background**

The District of 100 Mile House is a community of approximately 2,000 residents, located on Highway 97 in the South Cariboo. Forestry has been the main economic driver throughout most of its history, with tourism and commercial services significant generators as well. 100 Mile House is the commercial hub and main service centre for about 15,000 residents in the South Cariboo, a population that grows to 25,000 or more in the summer months as the surrounding area’s recreational property owners and tourists return.

The District of 100 Mile House Economic Development Strategy has identified that 100 Mile House needs to create a wayfinding strategy to determine the best mix of tools to increase awareness of the region. (Copied from the EC Dev Strategy)

**Purpose**

Our Wayfinding Strategy will provide analysis, system design and recommend a phased implementation plan. This infrastructure investment will highlight local assets and facilities to support visitors, new residents, and businesses and to guide people moving throughout the community, giving visitors a positive experience. A Wayfinding Strategy will provide clear guidance for visitors and encourage them to explore destinations not immediately visible from the highway.

1. **Scope of Work**

The following may be used as a guide to the tasks to be undertaken, which is not exhaustive or limiting. Respondents should develop their own approach to the project, based on project understanding. The District encourages respondents to propose alternatives that will be beneficial to the project, and is open to innovative proposals that can achieve the best results.

Throughout the project, the successful consultant will work closely with the District’s Director of Economic Development and Planning (the primary staff contact) and provide regular progress reports.

The selected consulting firm will be expected to:

1. conduct a review of the municipality and familiarize themselves with the current signage situation
2. prepare and submit a signage audit of all municipal signage
3. conduct research, provide analysis, report, and make recommendations on:

* Using landmarks to provide orientation cues and memorable locations
* Create well-structured paths
* Create regions of differing visual characteristics
* Create an identity at each location, different from all the others

1. establish a strategy for aesthetic signage to make landmarks and services easy to find
2. the wayfinding strategy will create both a pride of place for residents and to welcoming and assisting our seasonal residents and visitors.
3. A rebranding is not within the scope of work of this project. However, utilizing existing identity, potentially in a hybrid brand format, may be considered.

Desired results:

A single consultant will be engaged to execute the Wayfinding Strategy work but will work closely with the District of 100 Mile House Economic Development staff, the South Cariboo Visitor Centre staff, and others. We are seeking a consultant with experience in placemaking/wayfinding.

1. **Project Schedule (anticipated)**

* Advertisement for Proposal: May 20, 2022
* Proposal Deadline: June 10, 2022
* Award of Project: June 17, 2022
* Draft Wayfinding Strategy Due: Sept. 12, 2022
* Final Wayfinding Strategy Due: Sept. 30, 2022

1. **Project Budget**

Respondents are asked to provide a detailed fee proposal for the tasks outlined in the Scope of Work, inclusive of travel costs or any other anticipated costs. Any assumptions should be clearly stated. Proposals up to $25,000 will be considered.

1. **Submissions**

* Cover letter signed off by a principal of the company authorized to execute a contract with the District of 100 Mile House
* Consultant qualifications
* A detailed proposed work schedule, which itemizes key tasks, milestones, deliverables and realistic timelines, including allowance for an adequate number of meetings with the District
* A comprehensive fee proposal as outlined in item 6 above
* References from similar projects completed by the proponent, and at least one relevant sample of the proponent’s work

1. **Questions**

Any questions should be directed to: [ecdev@100milehouse.com](mailto:ecdev@100milehouse.com). Answers will be posted at: <http://www.100milehouse.com/business-development/bid-opportunities>

1. **Resources**

Some additional resources may be found here:

* District of 100 Mile House Economic Development Strategy [www.100milehouse.com](http://www.100milehouse.com)
* Discover South Cariboo [www.discoversouthcariboo.ca](http://www.discoversouthcariboo.ca)

The District may request additional information or clarification of proposals and hereby reserves the right to evaluate, at its sole discretion, the extent to which each proposal compares to the stated criteria that it believes will best serve its requirements.