

REQUEST FOR PROPOSALS

PROJECT: Lower Albion Meadows Trail Interpretive Signage

PROJECT LEAD: Town of Alta, Utah

COLLABORATING PARTNERS: Salt Lake City Department of Public Utilities; State of Utah Office of Outdoor Recreation, Alta Ski Area

RFP RELEASE DATE: April 19 2019

PROCUREMENT CONTACT:

Chris Cawley

801-742-6010

Ccawley@townofalta.com

1. Background/Introduction

The Town of Alta, Alta Ski Area, and Salt Lake City Department of Public Utilities (hereafter referred to as “the partners”) are collaborating to develop content for, and fabricate, 4-5 interpretive signs to be installed along Alta’s Lower Albion Meadows Trail. This trail was rerouted from its original alignment in summer 2017, where it featured a series of interpretive signs providing information on Alta’s landscape, environment, and social history.

The Lower Albion Meadows trail connects the two Alta Ski Area base areas, and it traverses the toe of a steep, forested, north facing slope, on an embankment above Little Cottonwood Creek. Dense stands of spruce and fir trees give way to open meadows, where during the peak of summer, Alta’s world-famous wildflowers teem with life, and moose and mule deer are visible from across the canyon—and sometimes from right up close. The trail is well-suited to families and the elderly, as it is built to USFS standards, although it is linked to the larger Alta trail network for visitors seeking a longer or more strenuous outing.

Funding for this project will be provided in part by a grant from the Utah Office of Outdoor Recreation to the Town of Alta, and a contribution by Salt Lake City Department of Public Utilities. Alta Ski Area will contribute in-kind labor and materials.

2. Project Goals

The goal of the project is to educate Alta residents and visitors about the protected watershed status of Little Cottonwood Canyon and the surrounding National Forest, as well as other aspects of the landscape, environment, and history of Alta and upper Little Cottonwood Canyon by creating interpretive materials that orient trail users to their surroundings.

3. Scope of Project and Services

- a. Create fully developed content and graphic design for 4-5 signs in collaboration with the partners. Content will include language, images, and overall presentation.
- b. Fabrication of 4-5 sign panels with 36” x 24” (landscape or portrait TBD) of graphic content per sign.
- c. Signs will be mounted outside during the summer and fall seasons in a mountain location and will be subject to extreme temperatures, rain and snow, and impacts associated with

storage and seasonal installation/removal. Materials should be durable enough that signs can remain attractive and functional for at least ten years in this environment.

- d. Target demographic includes a variety of Alta visitors including children and families, senior citizens, and others with various levels of knowledge of their natural surroundings.
- e. Preliminary content structure includes an overall theme of “watershed,” with subthemes on individual signs to include geology; Alta’s history as a mining town; restoration efforts that took place after the mining era; animals of Alta; plants of Alta especially wildflowers; and Little Cottonwood Creek.

4. Time and Place of Submission of Proposals

Via email in .pdf format, to Chris Cawley at Ccawley@townofalta.com, by 5:00 PM on Friday, May 17.

5. Anticipated Selection Schedule

The Town of Alta will notify selected contractor by 5:00 PM Wednesday, May 22nd.

6. Timeline

Project kickoff meeting with the partners in June 2019. Completed signs, ready to install, delivered to the partners by September 15, 2019.

7. Elements of Proposal

Please provide:

- a. detailed coordination plan and schedule including meetings, charrettes, etc., as well as project milestones.
- b. Examples of previous design and fabrication work
- c. Team member qualifications

8. Evaluation Criteria

- a. Ability to meet project timeline outlined in RFP section 6.
- b. Respondent’s qualifications and portfolio
- c. References
- d. Familiarity with Alta, Little Cottonwood Canyon, and/or Utah’s Wasatch Front-area outdoor recreation system, including the National Forest and protected watershed status of the project area

9. Budget

\$20,000 for design of signage content, materials, fabrication, and shipping. (Partners will contribute labor and materials for sign mounting.)