Request for Proposals

WAYFINDING PROGRAM
FOR THE CITY OF NAPLES

BID Number: 15-041
BID Opening Date: May 22, 2015
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AECOM is pleased to submit our qualifications for the Wayfinding Program for the City of Naples.

AECOM is a national leader in wayfinding and has significant experience in assisting clients in creating implementable and creative solutions to wayfinding problems. The AECOM Wayfinding Studio has designed and implemented many sign programs consistent with the FHWA/MUTCD and local DOT policies and procedures. Our team has extensive Florida DOT project experience and we understand the specific requirements for fabrication and placement of roadway signs. We are thoroughly familiar with the FDOT District 1 approval process, which will help to facilitate the completion of your project on time and within budget.

AECOM has extensive experience in every aspect of wayfinding planning and design, from the development of concepts, integration of identity and branding graphics, and destination marketing to building public consensus, construction, bidding and construction administration.

While other consultants “dabble” in wayfinding and planning, our wayfinding and environmental graphics team works full-time on a variety of wayfinding projects similar to yours. As you review the proposal, you will note that we have worked on several communities with both large and small visitor bases. Each community requires special strategies to aid the visitor in finding a destination. While direction giving and orientation is important, we also recognize the necessity to create a design that matches the character of your city. Our designers work hard to create signage designs that are unique to each place, and match the architecture, brand and character of the area.

We have an outstanding wayfinding team
With a professional team of Wayfinding Planners, Environmental Graphic Designers, and local Transportation Engineers and Urban Planners, we have the experience and skills to assist you with your wayfinding project. We have assembled a team to assist in developing a comprehensive, thoughtful and enriching wayfinding signage plan for the City of Naples. AECOM has built a leading reputation as an expert in livable communities, planning, and context sensitive design.

We have developed a successful, time-tested process
Through our work experience with wayfinding and environmental design, we have developed an inclusive process for creating a plan that provides a framework for preserving the existing sense of place and maintaining and enhancing the character of the area.

The success of the plan hinges on how well the plan's strategies create ease of access and make visitors comfortable. Strategies related to wayfinding and interpretation provide an important unifying element that educates and directs travelers.

A critical component that makes our process successful is public outreach. AECOM team for this project is an expert at public involvement, and all members of the AECOM has extensive experience in working alongside community groups. AECOM firmly believes that public involvement and coordination with the community, property owners, and advocacy groups are essential to building consensus for a successful wayfinding design that creates community ownership. We ascribe to an approach that is highly interactive not only among the members of the design team, but also the client group, area stakeholders, and citizens of the community. Our public involvement process relies on several forms of communication, including written material, one-on-one stakeholder meetings, and an open design workshop. This collaborative approach results in decisions that are technically sound, creative, and in harmony with the community and environment in which they occur.

Creating exemplary environments
We make distinctive and successful places. We embrace the complexity of a creative, process-driven culture. Our collaborative and interdisciplinary way of working ensures that we create designs that are appreciative of context and grounded in local conditions.

AECOM has the experience, knowledge and resources to assist the City of Naples with its Wayfinding Sign Program. The experience section of this proposal contains a sampling of what we have done. Every city is unique yet they all have the same need for a successful wayfinding system. We are an extension of the staff and stakeholders and our knowledge will benefit the development of a wayfinding sign program for the City of Naples. A plan that will address items of the over arching items such as bringing economic vitality through active participation in shaping those designs.

To improve quality of life
Our approach delivers imaginative and sustainable solutions to enhance quality of life and ensure every project's long-term success. Underpinning all our work is a commitment to innovation, design quality, maximizing potential, social inclusion, creating value for client and community, enhancing biodiversity and the careful use of natural resources.
Sustaining our cultural legacy
We collaborate with our clients to preserve and manage cultural heritage resources, shaping sustainable environments and communities across the globe.

AECOM approaches every wayfinding project first with what we call our discovery phase. In order to have an implementable signage plan, it is imperative that deciding factors pertinent to the success of the plan be understood and acknowledged. With our local expertise and the capability to draw upon our global resources, we assist our clients in achieving exemplary outcomes. AECOM has the ability to easily reach out within and across our disciplines around the world in order to stay abreast of best practices. We have numerous resources that enable us to keep up with the latest solutions as well as up and coming practices. Our company subscribes to the together we are stronger and our solutions can attest to that.

Innovative and proven solutions
Our approach delivers comprehensive knowledge and expertise in a planning environment that ensures our cultural legacies are sustained for future generations. We recognize the complexity of governmental regulations, industry standards, and our client’s mission. We utilize that knowledge to provide innovative, cost-effective, and sustainable solutions.

Project management
Sound project management is a critical component of achieving a great project. AECOM has developed a reputation of service to our clients that includes a comprehensive professional approach, thoughtful, creative and thorough analyses, and above all, value for the staff and monetary resources utilized to produce work products.

We believe that the following proposal clearly demonstrates our interest, qualifications and expertise to provide the necessary design services for the City of Naples’ Wayfinding Program. We look forward to the opportunity to discuss our ideas with you in more detail.

Sincerely,

Susie Cartolano
Wayfinding Studio Leader/Project Manager
AECOM

Randy Mejeur
Associate Principal
Authorized Signatory
AECOM

AECOM Locations

Positioned for Convenience
With numerous offices located throughout the United States, AECOM is well situated and prepared to handle your needs. Our Orlando office is within easy travel distance of Naples.

AECOM
150 N. Orange Avenue
Suite 200
Orlando, FL 32901

Contracting Point of Contact
Randy Mejeur
randy.mejeur@aecom.com
407.284.4711
Our diverse team with their expert skills are eager to work with the City of Naples in crafting a successful Wayfinding Program that will serve for years to come.

The team AECOM has assembled brings both the specific skills needed for this project and knowledge of the area. Furthermore, team members have extensive knowledge of the unique issues and hurdles related to the development of city wayfinding.

The chart below represents the proposed team organization for this project.

Susie Cartolano, Kim Norberg, and Ana Oropeza will attend the proposed interview.
Susie Cartolano
Studio Leader / Project Manager
Wayfinding + Environmental Graphics

Professional History
2004 – Present
Design + Planning at AECOM
Environmental Graphic Designer/Wayfinding

2001 – 2004
Octavo Design & Production, Inc.
Graphic Designer

1998 – 2001
Typographics, Inc.
Graphic Designer/Prepress Operator

Renaissance Printing
Graphic Designer

Education
Bachelor of Science in Mathematics, University of Florida,
Gainesville, Florida, 1996

Affiliations
AIGA American Institute of Graphic Artists
SEGD Society for Environmental Graphics

Awards + Honors
2011 Washington State American Planning Association (APA) and Planning Association of Washington (PAW) Outstanding Achievement Award, Wayfinding as part of the Port Angeles Waterfront & Transportation Improvement Plan

2012 Washington State American Institute of Architects Civic Design Award, Wayfinding as part of the Port Angeles Waterfront & Transportation Improvement Plan

2013 Best Hospital Design Award (Future) from the Middle East Hospital Build & Infrastructure Conference

2013 FLASLA – Award of Honor, Lake Beauty Park Redevelopment

2013 FLASLA – Environmental Sustainability Honor, Lake Beauty Park Redevelopment

Ms. Cartolano specializes in wayfinding, environmental graphics, image and logo development, illustrative map design and interpretive art. She also has extensive knowledge on fabrication materials and construction methods. She approaches each project in a creative and holistic way that combines graphic design with the built environment. Ms. Cartolano's design services support urban environments, public spaces, and nature through placemaking and by enhancing the visual landscape. She is passionate about creating memorable and meaningful visitor experiences through her designs. She is also a seasoned graphic designer with experience in corporate identity, branding, packaging, magazine and book layout, marketing collateral and advertising. Her talents have played an important role in the success of several dynamic projects.

Project Experience
- Alamitos Park Gateways, Long Beach, CA
- City of Cape Girardeau Wayfinding, Cape Girardeau, MO
- City of Cocoa Wayfinding, Cocoa, FL
- City of Danville Wayfinding, Danville, VA
- City of Daytona Beach Wayfinding, Daytona Beach, FL
- City of Ephrata Wayfinding, Ephrata, PA
- City of Hallandale Beach Wayfinding, FL
- City of Jacksonville Wayfinding, Jacksonville, NC
- City of Mount Joy Wayfinding, Mount Joy, PA
- Health City of Orlando Wayfinding, Orlando, FL
- Central Hospital Gateways, Orlando, FL
- Heritage Green Wayfinding, Greenville, SC
- Kissimmee Lakefront Park Wayfinding, Kissimmee, FL
- Los Angeles Metro Branding, Los Angeles, CA
- Orange County Convention Center Wayfinding, Orlando, FL
- Orlando Health, Orlando, FL
- University of Central Florida Wayfinding, Orlando, FL
- Virginia State University, Petersburg, VA
- Woodward Academy Wayfinding, College Park, GA
- Yas Island Super Graphics, Yas Island, Abu Dhabi, UAE

Specialities
Project Management
Community Outreach
Cities, Hospitals, Universities, Trails, & Parks
Branding & Logo Design
Interpretive Displays
MUTCD/FHWA, local codes
Ms. Norberg is a seasoned design professional who has extensive experience in the development of information systems. She combines her understanding of architecture and the built environment with her signage and wayfinding expertise when developing comprehensive graphic standards manuals, master plan documents, details, elevations, sign face layouts, directory maps, applied graphics and more.

She can adapt her design style to support the specific needs of virtually any project. Her experience includes a broad range of project work with designers, architects, and contractors across a variety of industries. She is a proven project manager with specific skills in message schedule preparation, sign location planning, the production of construction documents, cost estimating, graphic design, and signage master plan preparation.

Project Experience
- Ave Maria University Wayfinding, Ave Maria, FL
- Broughton Psychiatric Hospital, Morganton, NC
- Carilion Clinic, Roanoke, VA
- Central Utah Correctional Facility, Gunnison, UT
- Cherry Psychiatric Hospital, Goldsboro, NC
- City of Buena Park Wayfinding, Buena Park, CA
- City of Cocoa Wayfinding, Cocoa, FL
- City of Daytona Beach Wayfinding, Daytona Beach, FL
- City of Denver Wayfinding, Denver, CO
- City of Sebring Wayfinding, Sebring, FL
- Dallas-Fort Worth International Airport Wayfinding
- Denver International Airport Wayfinding
- Domino’s Farms Office Park Wayfinding, Ann Arbor, MI
- Druid Hill Park Wayfinding, Baltimore, MD
- Fort Lauderdale International Airport Wayfinding
- Hartsfield-Jackson Atlanta International Airport
- IMG Academy Wayfinding, Bradenton, FL
- James A. Haley VA Hospital Wayfinding, Tampa, FL
- Minneapolis–St. Paul International Airport Wayfinding
- Orange County Convention Center Wayfinding, Orlando, FL
- Tampa International Airport Wayfinding
- Orlando International Airport Wayfinding
- Northwest Florida Beaches International Airport
- Pensacola International Airport Wayfinding
- Port Authority of NY/NJ Bus Terminal Wayfinding
- Southwest Florida International Airport Wayfinding
- Valencia College Wayfinding, Orlando, FL
- Yorktown Battlefield National Park, Yorktown VA
Ronald R. Cavalieri, PE  
Civil Engineer, Local Project Advisor

Professional History  
2007 – Present  
Design + Planning at AECOM  
Civil Engineer

26 years of experience total

Education  
Bachelor of Science, Civil Engineering, State University of New York, Buffalo, New York 1980

Master of Science, Civil Engineering, State University of New York, Buffalo, New York 1984

Master of Business Administration, Business Administration, Canisius College, Buffalo, New York 2002

AAS, Applied Science, State University of New York, Canton, New York 1975

Affiliations  
New York Water Environment Association  
National Society of Professional Engineers  
New York State Society of Professional Engineers  
American Water Works Association  
American Water Works Association - Florida Section  
Florida Water Environment Association  
Water Environment Federation  
Florida Engineering Society  
American Academy of Environmental Engineers  
Project Management Institute

Mr. Cavalieri has a broad range of civil/environmental engineering experience including water supply master planning, water and wastewater treatment plant facilities design and construction, computer analysis and design of water distribution systems, sewage collection and interceptor sewer modeling and design, and hydraulic analysis and design of water and wastewater pumping stations. He has extensive experience leading large, complex, multi-disciplined projects.

Project Experience  
- Lee County, Integrated Water Resources Master Plan, Lee County, Florida
- Various Municipal and Industrial Clients, Western Region Sanitary Landfill Closures, New York
- Collier County, Northeast Utility Facility Program Management Assistance, Naples, Florida
- South Florida Water Management District, Acceler Program Value Engineering Services, West Palm Beach, Florida
- Charlotte County Utilities, Burnt Store Water Reclamation Facility Expansion, Charlotte County, Florida
- Collier County, Henderson Creek Water Distribution System Improvements, Naples, Florida
- Sewer Authority, Combined Sewer Overflow Abatement Long-Term Control Plan, Buffalo, New York
- Buffalo Sewer Authority, RAS/WAS Pump Station Improvements, Buffalo, New York
- Erie County Department of Environment and Planning, Southtowns Wastewater Treatment Plant Modifications, Erie County, New York
- Erie County Water Authority, Water Transmission System Analysis, Erie County, New York
- Jamestown Board of Public Utilities, Water Distribution System Analysis, Jamestown, New York
- Lycoming County, Comprehensive Combined Sewer Overflow Study, Williamsport, Pennsylvania
- Niagara County Water District, Water Treatment Plant Upgrade, Niagara County, New York
- Harrisburg Authority, Combined Sewer Overflow Management and Control Program, Harrisburg, Pennsylvania
- Town of Amherst, Headworks Improvements, Amherst, New York
- Buffalo Sewer Authority, RAS/WAS Pump Station Improvements, Buffalo, New York
- City of Buffalo, Water Treatment Plant Modifications, Buffalo, New York
- City of Dunkirk, Ozonation Study, Dunkirk, New York
- City of Dunkirk, Water Distribution System Analysis, Dunkirk, New York
- City of Olean, Long-Term Water Production Study, Olean, New York
- Erie County Water Authority, Water System Improvements, Erie County, New York
- Lycoming County, Comprehensive Combined Sewer Overflow Study, Williamsport, Pennsylvania
- Niagara County Water District, Water Treatment Plant Upgrade, Niagara County, New York
- Niagara County Water District, Water Transmission System Analysis, Niagara County, New York
- Harrisburg Authority, Combined Sewer Overflow Management and Control Program, Harrisburg, Pennsylvania
Ana Oropeza  
*Senior Designer, Wayfinding + Environmental Graphics*

**Professional History**

August 2013 – Present  
Design + Planning at AECOM  
Environmental Graphics + Wayfinding

Reebok + SCAD  
Sponsor Project – Collaborate Product and Experience Design

April 2011 – July 2011  
Quality Metal C.A. (Caracas, Venezuela)  
Graphic Design, Branding and Marketing

May 2010 – December 2010  
Abaco Promo & Products (Caracas, Venezuela)  
Textile and Print Design

February 2010 – September 2010  
Instituto de Diseno de Caracas (Caracas, Venezuela)  
Autocad Professor

August 2007 – August 2008  
New York and Company NYCO (Caracas, Venezuela)  
Furniture + Exhibition + Interior Design

**Education**

Bachelor of Fine Arts, Industrial Design,  
Savannah College of Art and Design (SCAD), 2013

Bachelor of Arts, Graphic Design,  
Instituto de Diseno de Caracas, 2010

Bachelor of Arts, Industrial Design,  
Instituto de Diseno de Caracas, 2007

**Specialties**

Graphic Design  
Branding & Logo Design  
3D Modeling  
Interpretive Design  
Materials  
Fabrication  
Technical Drawings  
MUTCD/FHWA, local codes

Ms. Oropeza is a passionate graphic and industrial designer with experience in product design and development, branding and corporate identity. Ms. Oropeza is self-motivated, creative, and versatile with knowledge of both 2D and 3D work.

Her background in Industrial Design gives her extensive knowledge of fabrication and materials. She also has experience developing construction documents for retail commercial interior renovations.

Ms. Oropeza has both analytic and creative thinking, which is what allows her concepts to be data driven and oriented. Her designs are well thought out and consider the project character and goals. Research plays a big part in her design methodology.

Ms. Oropeza joined the wayfinding group in August 2013, and her experience and background in both 2D and 3D design (graphic and industrial design) has been a vital asset to the wayfinding team.

**Project Experience**

- Atkinville Design Standards, UT  
- Central Michigan University Wayfinding, Mt. Pleasant, MI  
- City of Buena Park Wayfinding, Buena Park, CA  
- City of Cocoa Wayfinding, Cocoa, FL  
- City of Danville Wayfinding, Danville, VA  
- City of Daytona Beach Wayfinding, Daytona Beach, FL  
- City of Jacksonville Wayfinding, Jacksonville, NC  
- City of Sebring Wayfinding, Sebring, FL  
- Emirate of Sharjah Wayfinding, United Arab Emirates  
- Oklahoma City Trails Wayfinding, Oklahoma, City, OK  
- Orlando Health Wayfinding, Orlando, FL  
- River of Life Wayfinding, Kuala Lumpur, Malaysia  
- Sunrail Wayfinding, Orlando, FL  
- The Avenue Wayfinding, United Arab Emirates  
- University of Central Florida Wayfinding, Orlando, FL  
- Woodward Academy Wayfinding, College Park, GA
2. FIRM EXPERIENCE

Our planners and designers help clients create environments that are engaging by providing clear direction and reinforcing the goals of the project.

AECOM is a unique enterprise consisting of designers, planners, architects, economists, engineers, scientists and related practice areas intentionally organized to provide holistic and sustainable physical, economic and social solutions to the complex challenges facing human settlements and enterprises locally and globally.

Our mission is to create, enhance and sustain the world’s built, natural and social environments. Together, we enable clients to transform environments into meaningful, memorable and sustainable places, from the scale of a building, to a campus, community or city, to a natural system, to an entire region. Our approach blends contemporary services of planning, design and development processes to generate truly holistic and sustainable solutions for our clients.

Wayfinding
Wayfinding is the organized movement of pedestrians and vehicles through a complex environment. It frequently involves layers of information such as maps, signs, landmarks or icons to direct a user to a destination.

AECOM's wayfinding design process is focused on creating a strong product for the client and community. We work outside of the box and strive to develop a contextual design solution for our projects. In order to accomplish this goal we need to fully understand the client vision, community character and marketing goals. AECOM's wayfinding studio works closely with the project team and client to discuss aspirations, evaluate options and design for success.

Desire
All projects begin with a vision to create a better place and/or to solve an existing issue. Our first step is to clearly understand your desire for your project, and to us, this means listening. We distill goals and supporting objectives from our discussions with you to create a working list that we then use to guide the project’s planning and design and to ensure that your end needs for the project are met.

Discovery
With these defined goals in mind, we then research the site, including environmental issues, existing conditions and improvements, previously compiled studies, zoning, and land use to fully understand the project possibilities. We also look at the project’s and/or site’s history and its greater context within the community, and in some cases, the region. The end result of our research is a summary of the information for future reference and support of design decisions. Through our analysis, we also create a list of design opportunities and challenges for the project that highlight areas to be addressed within design. The discovery stage also includes public workshops and stakeholder interviews to gain more input into user desires and project history. We also research similar projects to learn from other, comparable experiences. In most cases, an initial program list is also explored in this stage.

Goals
The intent of this project is to design a comprehensive wayfinding system for the City of Naples, enhancing access to those traveling by car, bike, bus, or foot. Stakeholder involvement is essential to the success of the new system. AECOM will conduct a series of workshops using established methods for gathering information. Our team will analyze the information and use it to design your wayfinding system.

Design and Discussion
Design begins with our synthesis of the goals of the Desire stage and the information of the Discovery stage to create a list of design principles. These principles describe design methods to both guide future decision making and serve as a benchmark to ‘stay true’ to your project vision throughout design. We then produce preliminary designs that follow these principles and respond to our site analysis, client and public input, and desired program elements. These initial designs allow for the first round of discussion with you and other stakeholders, the public, etc. We will conduct one-on-one reviews, lead ‘charrette-style’ working meetings, facilitate small group workshops, present to municipal groups and officials, and give larger, publicly advertised presentations, as required. Through this collaborative process, we work back and forth with you and your stakeholders to arrive at a consensus of design and program.

Documentation
Following completion of design, we assemble a final wayfinding signage system plan and order of magnitude cost estimate to provide a full picture of the project. This document can then be used for the basis of construction documents, to issue project RFP’s, as a resource for grant applications, and for CIP budget planning.
Downtown Orlando Wayfinding Master Plan

Downtown Orlando is the historic core and central business district of Orlando, Florida. There are five distinct enclaves in downtown: “Uptown”, “Lake Eola Heights”, “Thornton Park”, “Parramore”, and the “Central Business District”. In 2010, the estimated population of downtown was 44,300, however the 5-mile radius population of downtown is 265,100.

Downtown Orlando is the largest of urban centers in Central Florida. Downtown is removed from the tourist areas located in the southern half of the city; but does draw a significant number of visitors seeking to experience the “Real Orlando”. It is also the location of numerous festivals, parades, political demonstrations, and other high-profile events year-round.

The City of Orlando invested over $1 billion dollar into three downtown venues, including The Dr. Philips Performing Arts Center and the renovation of the Citrus Bowl Stadium.

The network of high-traffic, one-way streets combined with an aging and incomplete signage program made navigating Downtown Orlando particularly intimidating, both for new visitors and long time residents of the greater Orlando area. Parking, while abundant, was difficult to locate, leading visitors to believe that parking is scarce. Many of the top downtown destinations lacked clear and prominent identification, often creating confusion for visitors even when they were standing right in front of their destination.

With the tremendous amount of development and the growth of downtown, the volume of traffic is expected to continue to grow, creating wayfinding challenges.

In response to these needs, AECOM designed a functional, creative and flexible system of signage to provide clear access to Downtown Orlando's many destinations. Sign types included vehicular directional signs, parking identity signs, pedestrian directional signs and maps, and district branding.

Client Reference
Contact: Frank Usina, A.I.C.P.
City of Orlando
400 S Orange Avenue
Orlando, FL 32802
frank.usina@cityoforlando.net
407.246.2114

Design Fee: $120,000.00
Construction Cost: $500,000.00
3. SCHEDULE

Managing Time
Based on the needs of the City of Naples, AECOM will work with the City to meet the established schedule that clearly defines project deliverables, project milestones/due dates, and community workshops or other public meetings.

The following chart contains a proposed schedule based on the 25 week timespan indicated in the RFQ and the description of work detailed in this proposal. AECOM is committed to completing this project in 25 weeks. This schedule is aggressive and will require timely client review and decision making.

<table>
<thead>
<tr>
<th>Task A: Discovery</th>
<th>8 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.1 Site Evaluation</td>
<td></td>
</tr>
<tr>
<td>A.2 Character Workshop</td>
<td></td>
</tr>
<tr>
<td>A.3 Project Program Document</td>
<td></td>
</tr>
<tr>
<td>A.4 Design Charrette</td>
<td></td>
</tr>
<tr>
<td>Task B: Document</td>
<td>17 weeks</td>
</tr>
<tr>
<td>Task C: Cost Estimate (will take place during Task B)</td>
<td></td>
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<tr>
<td>Task D: Funding Assistance (will take place during Task B)</td>
<td></td>
</tr>
<tr>
<td>Task E: Wayfinding Map (will take place during Task B)</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>25 weeks</td>
</tr>
</tbody>
</table>

The AECOM Team has developed a reputation for quality work products and will utilize effective controls to maintain both the schedule and budget for all tasks assigned by the City of Naples. Quality control and assurance is much more than checking deliverables prior to submitting documents, it begins during the earliest phases of the study. The right people are assigned to the right tasks and will work consistently on this project.
4. PROJECT APPROACH

Our Approach to the Development of the Wayfinding Program for the City of Naples

Task A: Discovery & Conceptual Design
A.1 Site Evaluation - The AECOM design team will hold an initial kick-off meeting with the City of Naples to make introductions, confirm goals and refine the scope of work. Our team will review existing city wayfinding, placemaking, and master planning documents, Naples graphic and branding standards, and any other related planning documents. We will also review the FDOT design standards for community wayfinding signage and local codes and regulations. We will make confirm Naples’ in-house capabilities related to fabrication, installation and maintenance.

The list below constitutes the elements we assess and analyze.

» Current Wayfinding Signage to include: Vehicle & Pedestrian Directional Signage
» Physical structures such as: Landmarks, Kiosks and other Physical Elements
» Gateway Features/ Points of entry
» Destination Identification
» Parking Identification
» Existing Signage Standards & Signage Code Requirements
» Applicable codes and DOT considerations
» General Information/Marketing Materials
» Informational Signage
» Architectural & Community Character
» Traffic circulation
» Destinations / Points of Attraction
» Potential sign locations

A.2 Character Workshop - The AECOM design team will hold one (1) meeting to gain input from the City of Naples and stakeholders. Our goal is to gather knowledge about user expectations, local perspective, and preferred visual design elements and characteristics.

The City will be responsible for identifying and notifying stakeholders and establishing the venue for the workshop.

We will use worksheets and interactive exercises to help produce a response from participants.

» We learn more about how people move about the area; discover circulation patterns
» Learn any special difficulties with wayfinding, particularly as they involve the handicapped, senior citizens, staff, vendors and visitors
» Obtain information governing the use and presentation of the project identity
» Using the results from our evaluation and research, AECOM will prepare the written analysis portion of the project. The Project Program Document deliverable will include:
  » Analysis of the existing wayfinding system and recommendations for improvement
  » Proposed wayfinding methodology
  » Proposed circulation patterns to reach each destination
  » Recommended design standards for wayfinding elements
  » Environmental considerations that take into account climate, visibility, safety, maintenance and replacement costs
  » Recommended signage types and typical placement
  » A map of recommended wayfinding signage locations
  » A list of recommended terminology and/or design icons for primary and secondary destinations
» This report will be used as support for designing a palette of signs appropriate for the City of Naples system.
A.3 Project Program Document – Using the information gathered during the first site visit, we will produce a wayfinding manual which will include our analysis and recommendations, design guidelines, and proposed plan for the new sign system. We will present the Project Program Document to the City of Naples, stakeholders, and the community at the beginning of the second site visit and will gather input and design direction for the development of sign concepts.

A.4 Design Charrette – After the presentation of the Project Program Document, we will conduct a design work-session (charrette) where our design team will develop and test initial wayfinding and signage concepts, and further define the hierarchy of wayfinding and signage elements by encouraging public input through several open houses. This design charrette will begin and end with stakeholder and community presentations.

The goal is to provide the client with a recommended universal and cohesive design standard for wayfinding elements that are reflective of the City of Naples’ identity and are consistent in color, font, materials, architectural elements and graphics. Additionally, the recommendations will take into account street-level visibility, safety, maintenance, and replacement costs.

The City will be responsible for identifying and notifying stakeholders and establishing the venue for the design charrette.

Two (2) schematic design concepts will be prepared for the wayfinding sign family. We will also develop route plans to all major destinations and preliminary sign locations plans and sample sign messages. We will provide a magnitude of cost for implementation (Task C) and develop a sign cleaning and maintenance plan.
Stakeholders and the public will have an opportunity to interact with designers and provide input during a scheduled open house. The concepts will be presented to stakeholders and the community at the end of the charrette. We will present these concepts for review and comment and stakeholders will select one of the design concepts for further development.

Task A Deliverables:
- Project Program Document
- Two (2) Schematic Design Concepts

One (1) set of consolidated written client comments will be incorporated one (1) time for each deliverable listed above.

This task includes two (2) trips.
- Trip 1 - Discovery & Character Workshop
- Trip 2 - Presentation of PPD & Design Charrette

Task B: Document

After selection of the desired concept, AECOM will produce a set of final design intent drawings which will include: sign location plans, fabrication details, exact dimensions, letter heights, materials, mounting details, color specifications and material performance standards, a message schedule, and magnitude of cost estimate (Task C). We will include all of the signage elements and the documentation necessary for the purchase, fabrication and installation of the wayfinding/signage system. We will also provide samples of the materials, finishes, and colors specified.

We develop a complete sign schedule for the project, a listing of each sign required noting its content and location. The location is keyed to an overall sign location plan. As part of the documents, we prepare any special artwork that might be necessary such as symbols, illustrations, and arrow forms. A draft of these documents will be submitted for review and comment.

The final deliverable shall be Design Intent Documents that contains a written analysis & recommendations, signage designs with their respective details for fabrication, and recommended phasing plan. This is a bid ready document that can be used in soliciting fabricators to construct and install the signage.

Phase B Deliverables:
- 95% Design Intent Documents
- 100% Design Intent Documents

One (1) set of consolidated written client comments will be incorporated one (1) time after the 95% submittal. The 100% Design Intent Documents shall be considered final for procurement.

This task includes one (1) trip.
- Trip 3 - Present Design Intent Documents
Task C: Cost Estimate
AECOM will develop a magnitude of cost during the Design Charrette (Task A4). This estimate will be refined during the Documentation Phase (Task B) once fabrication details, quantities, and sign locations are finalized.

Task D: Funding Assistance
AECOM will research and make recommendations for sources of additional funding, although there is no guarantee of success. Our team will prepare phasing recommendations to fit the budget available.

Task E: Wayfinding Map
AECOM will design a wayfinding map to include major destinations within the City boundaries.

Additional Services, Implementation Assistance
After completion of this project, AECOM will be available to provide assistance to the City of Naples with procurement and implementation. We will evaluate procurement options and issue the documents for pricing, assist with evaluation of quotes, and award of a contract for the fabrication and installation of the system. Once the contract has been awarded, together we review submittals from the fabricator. We will evaluate compliance with the design intent, review the installation process to ensure the contractor’s understanding, and conduct final inspection and punch list at the completion of the installation of all the signage elements initially purchased as a result of our design services. Cost for Implementation Assistance is not included in this scope of work and will be evaluated at the request of the client.
5. CODE COMPLIANCE

The AECOM Wayfinding Studio has designed and implemented multiple sign programs through the FHWA/MUTCD and local DOT policies and procedures. Our team has extensive Florida DOT project experience and we understand the specific requirements for fabrication and placement of roadway signs. We are thoroughly familiar with the FDOT District 1 approval process and are currently working with FDOT District 1 on another local wayfinding project. All of the city wayfinding systems designed by AECOM are fully compliant with FHWA/MUTCD guidelines and receive local DOT approval prior to procurement.

The guidelines shown below are an example of the information we include in our design intent documents.

MUTCD Guidance — Typical Placement

Chapter 2A, General

Section 2A.16 Standardization of Location
Guidance:
04 Signs should be located on the right-hand side of the roadway where they are easily recognized and understood by road users. Signs in other locations should be considered only as supplementary to signs in the normal locations, except as otherwise provided in this Manual.

08 With the increase in traffic volumes and the desire to provide road users regulatory, warning, and guidance information, an order of priority for sign installation should be established.

Support:
09 An order of priority is especially critical where space is limited for sign installation and there is a demand for different types of signs. Overloading road users with too much information is not desirable.

Guidance:
10 Because regulatory and warning information is more critical to the road user than guidance information, regulatory and warning signage whose location is critical should be displayed rather than guide signing in cases where conflicts occur. Community wayfinding and acknowledgment guide signs should have a lower priority as to placement than other guide signs. Information of a less critical nature should be moved to less critical locations or omitted.

Option:
11 Under some circumstances, such as on curves to the right, signs may be placed on median islands or on the left-hand side of the road. A supplementary sign located on the left-hand side of the roadway may be used on a multi-lane road where traffic in a lane to the right might obstruct the view to the right.

Figure 2A-3, Typical Locations at Intersections

D - Urban Intersection

MARKED OR UNMARKED CROSSWALK

SIDEWALK

Figure 2A-4, Relative Locations on an Intersection Approach

A – Single-lane approach
B – Multi-lane approach

Standards

• All signs shall be located on the right side of the road and facing the direction of traffic.

• Regulatory and warning signs have priority and take precedence over wayfinding signage. Wayfinding signage may need to be relocated in instances where they obstruct or impede regulatory signage.

• Wayfinding signage shall not impede, restrict or obstruct the driver’s view, particularly when travelling through or making turns at intersections.

• Wayfinding signage shall be placed in locations that avoid visual obstructions such as trees, signs and other elements along the streetscape.

• Wayfinding signage shall be located to minimally obstruct the scenic value of the area.

Figure 2A-4. Relative Locations on an Intersection Approach

A – Single-lane approach
B – Multi-lane approach

100 – 200 ft

Min.

4 ft

Min.

4 ft

Min.

4 ft

Min.

• All signs shall be located on the right side of the road and facing the direction of traffic.

• Regulatory and warning signs have priority and take precedence over wayfinding signage. Wayfinding signage may need to be relocated in instances where they obstruct or impede regulatory signage.

• Wayfinding signage shall not impede, restrict or obstruct the driver’s view, particularly when travelling through or making turns at intersections.

• Wayfinding signage shall be placed in locations that avoid visual obstructions such as trees, signs and other elements along the streetscape.

• Wayfinding signage shall be located to minimally obstruct the scenic value of the area.
6. PAST PERFORMANCE

The AECOM team proposed for this project has many examples of similar projects located throughout the United States.

From gateways to vehicular signage and logos to interpretive panels, AECOM can meet and exceed your wayfinding needs. Our talented environmental graphic designers create and develop designs that are contextual and not prescriptive. Client input is integral in driving the design into a final concept that engenders pride of ownership in both client and stakeholders. The following pages contain descriptions and representative images of similar projects.

Comparable Project Experience

Downtown Orlando Wayfinding - Orlando, FL
Historic Cocoa Village Wayfinding - Cocoa, FL
City of Sebring Wayfinding - Sebring, FL
Heritage Green Campus Wayfinding - Greenville, SC
North Miami Beach Wayfinding - North Miami Beach, FL
Hallandale Beach Wayfinding - Hallandale Beach, FL
West Palm Beach City Wayfinding - West Palm Beach, FL
Bartow Community Imaging - Bartow, FL
Sanford Wayfinding - Sanford, FL
Winter Garden Wayfinding - Winter Garden, FL
City of Bradenton Downtown Wayfinding, Bradenton, FL
Cape Girardeau Wayfinding - Cape Girardeau, MO
City of Port Angeles Wayfinding - Port Angeles, CA

Kissimmee Downtown Wayfinding, Kissimmee, FL
Buena Park Wayfinding - Buena Park, CA
Ft. Myers Bicycle & Pedestrian Wayfinding - Ft. Myers, FL
Bluffton Wayfinding - Bluffton, SC
Ephrata Wayfinding - Ephrata, PA
Denver City Wayfinding - Denver, CO
Lincoln Heritage National Scenic Byway Wayfinding - KY
A1A National Scenic & Historic Highway - St. Johns County, FL
William Bartram Scenic and Historic Highway - FL
30A Scenic Highway Recreational Trail - Walton County, FL
Journey Through Hallowed Ground National Heritage Area
Pedro St. James Historic Site Wayfinding, Grand Cayman, BWI
University of Central Florida Wayfinding - Orlando, FL
Historic Cocoa Village Gateway & Wayfinding System Design

Historic Cocoa Village is located along the Indian River in the City of Cocoa, Florida. Shops and restaurants fill tree-lined streets, creating a relaxing riverside atmosphere. The design of the new Village gateway sign was based on a concept developed for the 2008 Cocoa Waterfront Master Plan by Glatting Jackson Kercher Anglin. Glatting Jackson Kercher Anglin later became AECOM.

AECOM’s wayfinding studio designed the new Village wayfinding system to include the gateway sign, vehicular directional signs, pedestrian directional signs, retail information kiosks, and you are here maps. The goal of the new wayfinding system is to draw residents and visitors into the Historic Village.

Design completed in Spring 2015.

Client Reference
Contact: Susan McGrady
Historic Cocoa Village CRA
65 Stone Street
Cocoa, FL 32922
321.443.8510
smcgrady@cocoafl.org
City of Sebring Gateway & Wayfinding System Design

The City of Sebring was founded in 1912 and nicknamed “The City on the Circle” in reference to Circle Drive, the center of Downtown Historic District. Sebring’s entire downtown is a designated 1920s Historic District on the National Register of Historic Places and over $16 million have been reinvested in its downtown in the last ten years.

AECOM worked with the Sebring CRA to design a new wayfinding system which would provide better direction to the Historic Downtown District and to identify the city itself by providing a strong sense of arrival along the main northern and southern points of access. The 23 ft high masonry based gateway signs are internally illuminated and will welcome visitors like no other gateway sign along US 27 between Ocala and Miami.

Design completed in Spring 2015.

Client Reference
Contact: Robin Hinote
  Historic Downtown Sebring CRA
  368 S Commerce Ave
  Sebring, FL 33870
  863.471.5104
  robinhinote@mysebring.com
Heritage Green Campus Wayfinding

AECOM provided wayfinding design and documentation services for the phase one improvements for the Heritage Green campus, a two-square block cultural campus on the northwest side of the Downtown Central Business District. The campus includes the Upcountry History Museum, the Hughes Main Library of the Greenville County Library System, the Greenville Little Theatre, the Greenville County Museum of Art, the Children’s Museum of the Upstate, and the Museum & Gallery at Heritage Green.

Enhancing the character of the campus, AECOM developed a vibrant wayfinding system that included a gateway with digital messaging, entry features, and a comprehensive pedestrian package tailored to the campus brand. A custom, axonometric illustrative map was created for the map kiosk as another effective tool for visitors to orient themselves. Through the Heritage Green campus design project, Greenville will turn a site containing individual institutions and programs into a successful, collaborative, and complete campus that accommodates all users and creates a strong sense of place, improving the quality of life for the people of Greenville.

Installation completed in 2014.

Client Reference
Contact: Beverly James
Greenville County Library System
25 Heritage Green Place
Greenville, SC 29601
864.527.9231
bjames@greenvillelibrary.org
Orlando Health Campus Wayfinding

Orlando Health is 90-acre downtown medical campus located in Orlando, Florida currently undergoing a hospital expansion and several streetscape improvements. The campus includes five major hospitals as well as many clinics, medical offices, research and educational facilities, and administrative buildings. In addition to AECOM’s coordinated planning, urban design, and landscape architectural services, a comprehensive wayfinding program is being developed to enhance the campus vision to establish a clean, healthy, engaging environment.

Project Manager: Susie Cartolano
Client Reference
Contact: Jeanne Adam, Director, Marketing
1414 Kuhl Ave., MP 71
Orlando, FL 32806
321.841.5923
Jeanne.adam@orlandohealth.com
City of Port Angeles Wayfinding

The City of Port Angeles, nestled between the Strait of Juan de Fuca and the Olympic Mountains in Washington State, is the center of activity for the Olympic Peninsula. In partnership with the Walkable and Livable Communities Institute, the Client has retained AECOM to create a comprehensive, multi-scaled wayfinding and signage plan. This overall plan includes gateway monument signs at the east and west entrances into the City as well as vehicular directionals and pedestrian maps which reflect the heritage and unique character of this beautiful area in the Pacific Northwest.

Port Angeles is uniquely positioned to facilitate travel to Victoria, British Columbia; opportunities abound to enjoy outstanding natural scenery, discover whale watching or explore museums, galleries and shops that showcase the rich history and mastercrafts of local artists. With a vital wayfinding and signage program in place, the City will provide ease of direction to visitors and residents alike, and will promote a “park once and explore” mentality, which enhances local business and fosters a healthy community.

Project Manager: Susie Cartolano

Client Reference
Contact: Nathan West, Director
City of Port Angeles
321 E. 5th Street
Port Angeles, WA 98362
360.417.4751
nwest@cityofpa.us
Kissimmee Downtown Wayfinding

Although many know Kissimmee for the nearby theme park attractions, it also has a vibrant and charming Historic Downtown, which is a draw for locals and tourists alike. The Historic Downtown has a rich mixture of business, government offices, courthouses, restaurants, many retail stores, and a waterfront park. It is a sanctuary from the non-stop pace of the surrounding communities.

The City needed to update the existing signage, which was incomplete, in disrepair, difficult to read and lacked the flexibility needed for the growing downtown area. The Historic Downtown attracts many new visitors so it was vital that Kissimmee have a strong sign system that is consistent and communicates clear information.

We worked closely with the Downtown CRA and Kissimmee Main Street to develop a dynamic wayfinding system that will ease navigation into the downtown area for both pedestrians and vehicles. The goal of the wayfinding system was to direct to top destinations and to inform people of other downtown amenities. The design team created a new sign system that reflected the City’s charm and heritage.

**Project Manager: Susie Cartolano**

**Client Reference**

Contact: Gail Hamilton, CRA Mgr
City of Kissimmee CRA
320 E Monument Avenue
Kissimmee, FL 34741
407.518.2544
ghamilton@kissimmee.org
Buena Park Wayfinding

AECOM is working for the City of Buena Park which is located in northwest Orange County, California. The city has a population of 100,000 residents and is home to many tourist attractions. The city, which tags itself as Center of the Southland, is home to several tourist attractions, most notably Knott’s Berry Farm and other notable theme park attractions.

As part of the improvements to the streetscape and urban environment wayfinding enhancements are being implemented. These designs include monumental gateway features, pedestrian ad vehicular signage which matches the excitement brand of the community. The wayfinding team helped develop the exclamation point brand to match the character of the community theme park zone. The signage provides direction to the many destinations along the Main Street corridor.
The City of North Miami Beach contracted AECOM to evaluate the entry experience at each entry node into the City. As part of this project we reviewed the best access opportunities and designed gateway features in keeping with the character of the community’s history, architecture and brand.

The gateway features each contain a digital message sign which displays event and public service information at the key decision points around the community. The signs are internally illuminated at night for clear legibility.

**Client Reference**
Contact: Barbara Kramer  
City of North Miami Beach  
17011 NE 19th Avenue  
North Miami Beach, FL 33162  
barbara.kramer@citynmb.com  
305.948.2986

AECOM as part of the second phase of work has designed and is coordinating implementation of the vehicular and pedestrian wayfinding system. This will aid visitors in locating the many hidden destinations throughout the City. These destinations include retail, museums, parks and other civic destinations.

AECOM has coordinated the approval of this project through the Department of Transportation and obtained necessary approvals from the Federal Highway Administration for direction giving on state routes.
Hallandale Beach Wayfinding

Located between Hollywood and North Miami in Broward County, Florida, Hallandale Beach is a small, culturally rich community with historic sites, renovated parks and scenic beaches. The City’s main attraction is the Gulfstream Park, home of world class horse racing and casinos.

The City recently went through an intense rebranding and tasked AECOM to develop a comprehensive wayfinding system to enhance this new brand. The first phase of the system was the design of primary and secondary gateways. These gateways will signal arrival into the City while providing a vibrant visual brand identity.
AECOM developed a comprehensive wayfinding system and entry gateway features for the City of West Palm Beach. As part of the design process AECOM coordinated the designs with the public and community agencies to gain the necessary approvals.

Between 1990 and 2000, the population of West Palm Beach grew 22.8%. There are now over 100,000 permanent residents making West Palm Beach the largest community in Palm Beach County as well as the seat of its county government. With a judicial complex and a newly renovated, vibrant downtown business district, West Palm Beach continues to grow into the 21st Century.

To help support the City’s vision of becoming one of the premier city centers in the country, and a place where a diverse population can come together to work, play, and live, an effective wayfinding system throughout West Palm Beach will be an integral part of the revitalization process. It will provide ease of movement and strengthen identity. Improved gateways will establish a sense of arrival and celebrate entry into the City while internal directional signage will aid in the branding of the community and help visitors and residents engage and connect with important destinations.
Bartow Community Imaging

AECOM completed a community image and wayfinding plan for the City of Bartow. The project was to design physical elements that make up the urban landscape in public areas of the Community Redevelopment Area. Through several public workshops Glatting Jackson developed a City logo, wayfinding palette, circulation plan, and sign schedule for this historic downtown.

These services were provided by Glatting Jackson which became AECOM in 2008.
Sanford Wayfinding

AECOM worked with the City of Sanford to complete a comprehensive wayfinding system for the downtown. This includes a gateway feature as well as vehicular, pedestrian directional and retail identification signs. Timeless design choices were made to respond to the architectural heritage of Sanford as well as the many current and future social uses of the downtown and riverwalk areas. A citizen led steering committee assisted with design decisions and community input.

Our wayfinding team worked closely with the Florida Department of Transportation District 5 office to ensure the design was on the “fast track” for implementation. The fabrication was completed in November of 2011 and provides economic stimulus and ease of access to visitors to the many attractions within downtown.
Winter Garden Streetscape and Wayfinding

These services were provided by AECOM professionals during their employment with Glatting Jackson Kercher Anglin, Inc.

Historically, the Florida Central Railroad travelled through downtown Winter Garden. As the Railroad was regionally realigned, the West Orange Rails to Trails was created and this featured a portion through the downtown. We prepared the original West Orange Trail Master Plan and was hired by the City to implement a 3-Phase, 4.3 million dollar renovation of Plant Street and the Rail Corridor.

We provided master planning, streetscape design, environmental graphics, and wayfinding for the renovation of this historic streetscape. Specifically, the project featured wider sidewalks, an increase of on-street parking, a clock tower, a community plaza with a fountain and pavilion in the median, extensive landscaping, and a realigned West Orange Trail.

The streetscape referenced its storied history through design details such as tiled crate labels in the fountain acknowledging packing material from local industries and ornamental signage and archways designed in the classical railroad vernacular.
City of Bradenton Downtown Wayfinding

AECOM completed a wayfinding sign system design for the City of Bradenton. As the municipal seat of Manatee County and a historic coastal community with a vibrant downtown, Bradenton has many visitors daily. In an effort to educate visitors to stay and enjoy the amenities of this wonderful community, a wayfinding system was designed to guide pedestrians and vehicles to many top destinations.

These services were provided by Glatting Jackson which became AECOM in 2008.
Cape Girardeau Wayfinding

AECOM staff completed a Wayfinding Masterplan for the City of Cape Girardeau, Missouri. Cape Girardeau is uniquely situated between St. Louis, Missouri and Memphis, Tennessee which has led to the City becoming a popular weekend destination for tourists and visitors interested in a historic and charming community located on the scenic Mississippi River. The plan consisted of graphic design and locations for vehicular and pedestrian signage, parking, pedestrian kiosks, banners, and gateway monuments. The completed product detailed sign design and messaging, materials, size and scale; this information allows the City to solicit proposals to prepare complete shop drawings, manufacture and install all signage elements.

In addition to the Wayfinding Masterplan, the design team also assisted the City with various urban design initiatives including retrofitting existing downtown streets for bike lanes, on-street parking, street trees, and a more robust walking environment; offering inexpensive solutions to increase walkability and safety at the downtown intersections; traffic calming solutions for in-town neighborhoods; and planning a shuttle transit route that would connect Southwestern Missouri State University to the Downtown.

Client Reference
Contact: Marla Mills
Old Town Cape
418 Broadway Street
Cape Girardeau, MO 63701
573.334.8085
marlamills@oldtowncape.org

Banners were designed to visually brand districts.
7. PRICE

Attachment A - Price Schedule

<table>
<thead>
<tr>
<th>Task</th>
<th>Materials</th>
<th>Task Cost</th>
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<td>Task A</td>
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<tr>
<td>Task B</td>
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<td>Task D</td>
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<td>$6,000</td>
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<tr>
<td>TOTAL</td>
<td></td>
<td>$49,500</td>
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</table>

The budget for design is approximately $50,000. An additional amount, approximately $150,000 is anticipated for implementation of the program.

Company Name: AECOM Technical Services, Inc.  PH 407.284.4711

Email: AECOM Technical Services, Inc.

Name and Title of individual completing this schedule:

Randy Mejeur  Associate Principal

(Signature)  (Date)  5/20/15

The AECOM Team will utilize effective controls to maintain the budget for tasks assigned by the City of Naples. Product quality is of the utmost importance to the AECOM Team.

Attachment A includes our proposed budget for the City of Naples Wayfinding Program. This fee includes travel and limited printing expenses. Tasks from the Request for Proposal were blended into our phased approach.

The consultant fee that we have provided is based on our interpretation of the RFP solicited. This proposal is conditioned upon the negotiation of mutually acceptable contract terms, including an indemnification that is limited to our breach of the generally accepted standards applicable to our services (AECOM's negligence).
8. FORMS

The following forms are provided as a requirement of the RFP.

Submission Checklist - signed
Cover Form - signed
Current IRS W-9 form
References
**SUBMISSION CHECKLIST**
Bidder should check off each of the following items as completed and submit with bid response:

<table>
<thead>
<tr>
<th>CHECKLIST ELEMENTS</th>
<th>INCLUDED</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Submit one (1) original signature and FOUR (4) copies of your original bid proposal / document AND a Windows© compatible PDF of the original document on a CD or Flash / Thumb Drive that is clearly labeled.</td>
<td>X</td>
</tr>
<tr>
<td>• Include any required drawings; descriptive literature; qualifications; schedules; product compliance / exceptions; alternatives; questionnaire; references, forms, tabs, and any information required of the proposer identified in the text of the bid including information for bid evaluation.</td>
<td>X</td>
</tr>
<tr>
<td>• Include any delivery information.</td>
<td>N/A</td>
</tr>
<tr>
<td>• Have an authorized individual sign the appropriate pages including the Cover Form with any bid addendums initialed.</td>
<td>X</td>
</tr>
<tr>
<td>• Examples of vendor contracts used by the City can be found on the Naples Purchasing web site and should be reviewed by the vendor.</td>
<td>X</td>
</tr>
</tbody>
</table>
| • Bid proposal / document must to be received by the OPENING DATE & TIME indicated on the Cover Sheet. The mailing envelope must be addressed to:  
City of Naples  
Purchasing Division  
735 8th Street South  
Naples, Florida 34102  
The mailing envelope must be sealed and marked with: | X        |

ALL COURIER DELIVERED PROPOSALS MUST HAVE THE BID NUMBER AND TITLE ON THE OUTSIDE OF THE COURIER PACKET.

Submitting Vendor Name: **AECOM Technical Services, Inc.**

*At the discretion of the Purchasing Manager, bids or proposals with minor irregularities may be accepted and allowed to be corrected when in the best interest of the City.*
REQUEST FOR PROPOSAL
CITY OF NAPLES
PURCHASING DIVISION
CITY HALL, 735 8TH STREET SOUTH
NAPLES, FL 34102
PH: 239-213-7100    FX: 239-213-7105

<table>
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<td>Wayfinding Program</td>
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<tr>
<td>NUMBER:</td>
<td>15-041</td>
</tr>
<tr>
<td>OPENING DATE &amp; TIME:</td>
<td>05/22/2015 2:00 PM</td>
</tr>
</tbody>
</table>

PRE-PROPOSAL DATE, TIME AND LOCATION:
A non-mandatory Pre-Proposal conference will be held May 11, 2015 at 10:00 A.M. local time in the Purchasing Division located at 735 8th Ave – S, Naples FL, 34102

LEGAL NAME OF PARTNERSHIP CORPORATION OR INDIVIDUAL:
AECOM Technical Services, Inc.

MAILING ADDRESS:
150 N. Orange Ave, Suite 200
Orlando, FL 32801

PH: 407.284.4711
EMAIL: randy.mejeur@aecom.com
WEB ADDRESS: www.aecom.com

AUTHORIZED SIGNATURE

DATE

PRINTED NAME/TITLE
Randy Mejeur / Assoc. Principal

I certify that this proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a proposal for the same materials, supplies, or equipment and is in all respects fair and without collusion or fraud. I agree to abide by all conditions of this bid and certify that I am authorized to sign this proposal for the proposer. In submitting a proposal to the City of Naples the proposer offers and agrees that if the proposal is accepted, the proposer will convey, sell, assign or transfer to the City of Naples all rights, title, and interest in and to all causes of action it may now or hereafter acquire under the Anti-trust laws of the United States and the State of FL for price fixing relating to the particular commodities or services purchased or acquired by the City of Naples. At the City's discretion, such assignment shall be made and become effective at the time the City tenders final payment to the proposer.

FED/EIN Number 95-2661922

PLEASE NOTE THE FOLLOWING:

- Please initial by all that apply
- Addendum #1
- Addendum #2
- Addendum #3
- Addendum #4

This page must be completed and returned with your proposal.
- Proposals must be submitted in a sealed envelope, marked with proposal number & closing date.
- Proposals received after the above closing date and time will not be accepted.
- Proposal tabulations will be available on the City of Naples web site www.naplesgov.com

The consultant fee that we have provided is based on our interpretation of the RFP solicited. This proposal is conditioned upon the negotiation of mutually acceptable contract terms, including an indemnification that is limited to our breach of the generally accepted standards applicable to our services (AECOM's negligence).
W-9
Request for Taxpayer Identification Number and Certification

Name (as shown on your income tax return)

AECOM Technical Services, Inc.

Business name/disregarded entity name, if different from above

Check appropriate box for federal tax classification:

☐ Individual/sole proprietor  ☑ C Corporation  ☐ S Corporation  ☐ Partnership  ☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C= partnership, S=S corporation, P=partnership) ➤

☐ Other (see instructions) ➤

Exemptions (see instructions):

Exempt payee code (if any) 

Exemption from FATCA reporting code (if any)

Address (number, street, and apt. or suite no.)

4840 Cox Road

City, state, and ZIP code

Glen Allen, VA 23060

List account number(s) here (optional)

Requester's name and address (optional)

Part I  Taxpayer Identification Number (TIN)
Enter your TIN in the appropriate box. The TIN provided must match the name given on the “Name” line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see How to get a TIN on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Part II  Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and

2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and

3. I am a U.S. citizen or other U.S. person (defined below), and

4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Signature of U.S. person ➤

Date ➤

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. The IRS has created a page on IRS.gov for information about Form W-9, at www.irs.gov/w9. Information about any future developments affecting Form W-9 (such as legislation enacted after we release it) will be posted on that page.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, payments made to you in settlement of payment card and third party network transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),

2. Certify that you are not subject to backup withholding, or

3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and

4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct.

Note. If you are a U.S. person and a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

• An individual who is a U.S. citizen or U.S. resident alien,

• A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,

• An estate (other than a foreign estate), or

• A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax under section 1446 on any foreign partners' share of effectively connected taxable income from such business. Further, in certain cases where a Form W-9 has not been received, the rules under section 1446 require a partnership to presume that a partner is a foreign person, and pay the section 1446 withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid section 1446 withholding or your share of partnership income.

Cat. No. 10231X

Form W-9 (Rev. 8-2013)
REFERENCES

THIS SHEET MUST BE COMPLETED AND RETURNED WITH PROPOSAL

PROVIDE AT LEAST THREE REFERENCES FOR WHOM YOUR COMPANY HAS PROVIDED SAME OR SIMILAR SERVICES WITHIN THE LAST 2 YEARS.

COMPANY NAME: Historic Cocoa Village CRA
ADDRESS: 65 Stone St., Cocoa, FL 32922
TELEPHONE: 321.433.8510
CONTACT PERSON: Susan D. McGrady
CONTACT E-MAIL ADDRESS: smcgrady@cocoafl.org

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