

**REQUEST FOR PROPOSAL (RFP)**  
**CATTARAUGUS COUNTY**  
**Cattaraugus Countywide Trail Signage Project**

**CATTARAUGUS COUNTY**  
**DEPARTMENT OF ECONOMIC DEVELOPMENT, PLANNING & TOURISM**  
**303 COURT STREET**  
**LITTLE VALLEY, NY 14755**

**MAY 2022**

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## 1. SUMMARY AND BACKGROUND

Cattaraugus County Department of Economic Development, Planning and Tourism (CCEDPT) received funding through the Appalachian Regional Commission in 2017 to complete the County Wide Trail System Plan. The Cattaraugus County Legislature approved and adopted the first ever **Cattaraugus Countywide Trail System Plan** in November 2017. The Cattaraugus Countywide Trail System Plan serves as the roadmap for Cattaraugus County to follow to make the system more user friendly and accessible for all. Through this project, we were able to survey existing trails, determine the feasibility of connecting existing trails within and beyond Cattaraugus County, identify potential trail corridors, and recommended trail improvements and potential new trails.

From the data gathered, we found that our biggest barriers preventing people from accessing the trail network were a lack of information/mapping (50% of respondents) followed by lack of signage (29%). CCEDPT also found that the three most important improvements to trail systems cited by respondents are better mapping and more information available about trails, filling the gaps and connections to other trails and improvement in signage on the trails.

Using the above data, CCEDPT developed the Cattaraugus Countywide Trail Mapping and Signage Project, which will have several benefits to Cattaraugus County as a whole, as well as to individual municipalities. This initiative focuses on GIS mapping the trails that already exist in the county, updating the County Trail Map Viewer (a downloadable GIS map viewer application), coordinating all county websites related to trails to provide links to the County Trail Viewer, mapping all identified trail access points and creating a comprehensive signage system using consistent graphics, colors and materials. The benefits include:

- Attracting more visitors and their spending.
- Attracting new businesses and people to locate in the county.
- Keep current residents and current business owners in the area.
- Fosters and promotes public recreation, active living and healthy lifestyles, while encouraging economic development.
- Encourages a network of non-motorized land and water transportation corridors to connect people to the area's resources.
- Explores opportunities to expand motorized off-highway vehicle and snowmobile trails.
- Conserves natural, ecological and hydrologic infrastructure resources.
- Promotes sustainable land development while preserving rural scenic character.
- Improving user experience.
- Enhance safety of people, vehicles and property.
- Improve travel within and between trail systems.
- Promote recreational trail use.

There are many indirect benefits of asset-based economic development, which include:

- Enhanced means by which visitors/residents can experience the County's rich natural assets by developing the comprehensive wayfinding and signage system.
- Improves the region's image by promoting the County's assets.
- Increased community pride by displaying their access to the Regional and County Trail Systems.
- Protect the environment by directing visitors onto designated trails, thereby helping to avoid trampling of fragile trailside vegetation and prevent erosion.

## **2. PROPOSAL GUIDELINES**

This Request for Proposal represents requirements for an open competitive process. Proposals will be accepted until **4pm EDT May 20th, 2022**. Any proposals received after this date and time will be returned to the sender. Proposals can be submitted either by mail or electronically to:

Kate O'Stricker  
Cattaraugus County  
Department of Economic Development, Planning & Tourism  
303 Court Street  
Little Valley, NY 14755  
[kmostricker@cattco.org](mailto:kmostricker@cattco.org)

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP.

## **3. PROJECT PURPOSE AND DESCRIPTION**

### **The purpose of this project is as follows:**

The CCEDPT desires to make County Trail systems more accessible by all user groups, encourage public recreation and promote active living and healthy lifestyles, while encouraging economic development. System improvements will allow users to search trails close to their location, organize hiking itinerary, review trails and connect with destinations, businesses and points of interest. The project will also create a comprehensive signage system for easier and safer access and navigability through the trail system.

### **Project Description:**

This project is designed to create a comprehensive and user-friendly trail signage system that connects the visitor's initial web search to navigate to and improve travel within/between trail systems in Cattaraugus County.

**Project Rationale:**

Eight recommendations were developed using data collected through the Countywide Trail Plan project, which included site inventory, trail analysis and community input. The CCEDPT and the Countywide Trail Committee have prioritized the recommendations based on community input, need and feasibility. Signage, maps, marketing and trail access have been adopted by the committee as the top priorities for improving trails. Community feedback supports these priorities.

To help market trail use in the county, a signage system will be installed. Not all trail access points within the county have clear signage. A large majority of the respondents (83%) chose lack of information/mapping and signage as the most common barrier that prevent people from accessing the trail system. This will provide the opportunity to create a clear signage system that will identify trail access and allowed trail uses. This system will use consistent colors, graphics and materials countywide.

**4. PROJECT SCOPE**

The proposed project builds upon recommendations in the Countywide Trail Plan, community input and the signage plan developed by the consultant hired earlier in the project. It will display information consistently across all media, provide an opportunity for trail organizations to update existing messaging and connect the signage initiative to Cattaraugus County and the Enchanted Mountains through a new underbrand applied to signage, maps and marketing materials. It is the intent of the CCEDPT to hire a manufacturer to construct specific signage with identifying information corresponding to different trail systems. Signage will include the following:

- 1) Small parking directionals – 2' x 3' metal sign labeled with trail information and directional arrows; to be affixed by pre-drilled holes to metal post along roadsides
- 2) Large parking directionals – 3' x 4' metal sign labeled with trail information and directional arrows; to be affixed by pre-drilled holes to metal post along roadsides
- 3) Metal posts – appropriate size for small/large parking directionals; to be installed along roadsides
- 4) Banners – 3 ½" wide wooden sign with trail information affixed by router; length varies; stained and painted accordingly; to be affixed to trail kiosk (not part of this RFP)
- 5) Pedestrian directionals – wooden informational structure on 4" x 4" posts to be installed at trail crossings; directional banners of varying lengths with trail information affixed by router to be attached to posts; stained and painted accordingly
- 6) Vertical trail markers – 4" x 4" wooden posts to be installed in the ground; must withstand weather; stained accordingly
- 7) Underbrands – 2½" x 8" plastic-material sign labeled with "Catt Co Trails" signature; must withstand weather; to be affixed to wooden signage

- 8) Underbrands for parking directionals – 6” x 18” metal sign labeled with “Catt Co Trails” signature; to be affixed to metal post along roadsides
- 9) Trail icons – 3” x 3” plastic-material sign labeled with use artwork (i.e. hiking, horse trail, etc.); must withstand weather; to be affixed to wooden signage

Examples of signage attached. Artwork, specifications, quantities and specific trail information customized per item will be supplied by CCEDPT.

## **5. WORK PLAN OBJECTIVES**

Manufacturer will provide an itemization of costs to develop each signage type listed in the Project Scope, including a design with size/material specifications. Suggestions to alter sizes based on standard material measurements will be considered by CCEDPT.

Selected manufacturer will fabricate listed signage according to orders placed by trail organizations to CCEDPT.

Trail organizations will install ordered signage on public trails as they deem necessary.

## **6. REQUEST FOR PROPOSAL AND PROJECT TIMELINE**

### **Request for Proposal Timeline:**

All proposals in response to this RFP are due no later than 4pm ET May 20th, 2022.

Evaluation of proposals will be conducted until May 24<sup>th</sup>, 2022. If additional information or discussions are needed with any bidders during this window, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than May 27<sup>th</sup>, 2022.

Upon notification, the contract negotiation with the winning bidder will begin immediately.

Notifications to bidders who were not selected will be completed by May 31<sup>st</sup>, 2022.

### **Project Timeline:**

Hire Manufacturer – 5/27/22

Signage Installation – 7/1/22-7/31/22

## **7. BUDGET**

All proposals must include proposed costs to complete the tasks described in the Project Scope including report development and travel expenses.

NOTE: All costs and fees must be clearly described in each proposal.

## **8. RESPONSE FORMAT**

Responses are to be self-explanatory and designed in a manner to provide the CCEDPT with a straightforward presentation of the manufacturer's capabilities and qualifications. The manufacturer is encouraged to submit, for the CCEDPT's review, any additional information pertinent to the project.

- General background and resources.
- Experience on projects similar in scope and size.
- Proposed project plan and project schedule/fee.
  - Provide itemization of costs to develop each signage type, including size/material specifications.
  - Suggestions to alter sizes based on standard material measurements will be considered.
- Other pertinent information.

## **9. PROPOSAL EVALUATION CRITERIA**

All proposals shall be reviewed and evaluated by CCEDPT Staff. Those manufacturers determined acceptable for the award based on an evaluation using the selection criteria reflected below will be interviewed either in person, online or by phone, whichever is deemed most appropriate by the selection committee.

### **Evaluation Criteria:**

- Quality and record of previously completed projects of similar scope and size.
- Record of completing projects on time and providing services that fully met or exceeded the client's expectations.
- Proposed product design that demonstrates a detailed and comprehensive understanding of the project scope of services.
- Total fee.

### **AWARD OF A CONTRACT**

After all interviews have been completed, the selection committee will forward their final recommendation for award to the Cattaraugus County Legislature for approval. The award will be made to the most qualified manufacturer after evaluation of all responses, interviews, a thorough review of their qualifications, completion of negotiations and acceptance of their fee. The right is reserved to reject any and all responses received; and, in all cases, the CCEDPT will be the sole judge as to whether the response has or has not satisfactorily met the requirements of this RFP.

Each bidder must submit one (1) copy of their proposal by either **email** or **mail** to the address below by **May 20<sup>th</sup>, 2022 at 4pm EDT**:

Kate O'Stricker  
Cattaraugus County  
Department of Economic Development, Planning & Tourism  
303 Court Street  
Little Valley, NY 14755  
[kmostricker@cattco.org](mailto:kmostricker@cattco.org)

If you have any questions please contact Kate O'Stricker, Development Specialist, at 716-938-2320 or by email at [kmostricker@cattco.org](mailto:kmostricker@cattco.org).