

**REQUEST FOR PROPOSALS
FOR OUTREACH AND DESIGN CONSULTANT FOR
THE DHS TRAILS CONSERVATION PROGRAM**

The City of Desert Hot Springs is in the process of launching the DHS Trails Conservation Outreach program in efforts to increase outdoor youth hiking as well as a City-Wide public outreach program. The City now seeks a Consultant to oversee the City-Wide public outreach program that will feature information advertising, trail signages, safety signages, and trailhead directional signages.

Scope of Services:

The City seeks to hire an independent consultant, or a consultant firm that can have a dedicated staff member or staff members that can oversee the DHS Trails Conservation Outreach program. The scope of work will include designing trail head artwork and signage at various locations in Desert Hot Springs.

The consultant will be responsible for completing various tasks and assignments necessary in ensuring the trail signage adheres to any applicable permitting process with local, state, and federal hiking trail requirements.

Tasks and qualifications will include but are not limited to the following:

1. Designing informational advertisement and messages.
2. Designing of trail signage.
3. Designing of safety signage.
4. Designing digital work and graphic design.
5. Designing and distribution of educational material.
6. Designing billboard advertisement.
7. Designing and printing various brochures.
8. Design of wayfinding signs identifying trailheads and trails.
9. Design of trail signs identifying pathways.
10. Design of safety signages identifying hazards and/or unpermitted uses.
11. Update social media and website information regarding trails.

Availability and Terms:

1. The scope of work will be required to be completed by December 2023;

Proposal Format:

1. Cover Letter
2. Consultant Portfolio
3. Consultant Organization Chart with Roles and Responsibilities

4. Consultant Resume(s)
5. Consultant sub-contractors and/or recommended sub-contractors.
6. Consultant Similar Work Experience
7. Proposed Available Schedule
8. Proposed timeline for completion of project including benchmarks.
9. Additional Recommendations from Consultant
10. Fee Proposal

Estimated Timeline for RFP

- March 10th, 2023: *Post RFP to the Public*
- April 10th, 2023: *Close submittal time for RFP*
- April 10-14th, 2023: *Score and screen RFP submittals*
- April 18th, 2023: *Award Contract*
- April 24th -Dec. 31st, 2023: *Complete contract*

Please submit your proposal via email with subject "RFP Trail Head Project Consultant" to Erick Becerril, Housing and Community Programs Manager, at Ebecerril@cityofdhs.org by 2:00 PM, April 10th, 2023.

An interview may be requested after proposal are received.

A contract will be awarded to the most qualified Consultant. Although price is in consideration, it is not the sole determining factor. The City reserves the right to select the appropriate firm based on the most qualified proposal.

If you have any questions regarding this Request for Proposal or would like to meet and discuss Scope of Work prior to submitting proposal please contact Erick Becerril at (760) 329-6411 ext. 116.

Erick Becerril
Housing and Community Programs Manager