



**Request for Proposal (RFP)
for
Arts, Culture & Wayfinding Master Plan
for
City of Bondurant**



**Issue Date: March 9, 2023
Due Date: March 29, 2023 by 4:30 p.m.**

Introduction

The City of Bondurant is soliciting proposals from qualified consultant teams having arts, cultural, and wayfinding planning experience to develop an Arts, Culture & Wayfinding Master Plan for the community. Bondurant does not currently have an Arts, Culture & Wayfinding Master Plan.

Consultant teams wishing to respond to this RFP must submit a proposal to Maggie Murray, Planning & Community Development Director, at planning@cityofbondurant.com by **no later than 4:30 p.m. on Wednesday, March 29, 2023**.

Please refer all questions regarding this RFP to Maggie Murray, Planning & Community Development Director, via email at planning@cityofbondurant.com. Answers to questions received will be uploaded to the [City's website](#).

Background

Bondurant, Iowa, an [Iowa Great Place](#), is a rapidly-growing community of approximately 8,000 people in northeast Polk County. Between 2010 and 2020, the community saw a 91% increase in population. Bondurant has nineteen parks, scenic trails, year-round events that help shape our strong hometown feel, the Bondurant-Farrar Community School District's facilities, and a charming downtown district. In addition, the community is a draw for bicyclists, as the regional [Chichaqua Valley Trail](#) runs through the heart of Bondurant.

The 2022-adopted [Building Bondurant Comprehensive Plan](#) includes the following vision statement: Bondurant is a welcoming and forward-thinking community that embraces its rich history and preserves its hometown feel while growing sustainably. This plan, which provides long-term planning guidance through the year 2050, identifies the need for the community to create and adopt an Arts, Culture & Wayfinding Master Plan to help facilitate the implementation of projects and events related to arts, culture, and wayfinding.

While successful art installations and cultural events have occurred within the community in recent years, a formal plan is needed to create a shared vision for the role that arts and culture should play in Bondurant as the community continues to grow and evolve over the following decades. The plan will also need to tie in the topic of wayfinding so that such signage can contribute to the community's arts and culture scene and provide clear guidance to particular points of interest.

Geographic Scope

Bondurant, Iowa city limits; see map on Page 7.

Scope of Work

A successful response will showcase the ability to accomplish the following as part of the Arts, Culture & Wayfinding Master Plan document creation and adoption process:

1. **Background Review.** Background research review and develop an inventory of existing programs and facilities. Information to be collected and researched should include the following:
 - a. An inventory and analysis of existing arts, culture, and wayfinding facilities and programs.
 - b. A review of existing [planning documents](#), including the: 2023 Streets Master Plan (currently being drafted), 2023 Civic Campus Master Plan (currently being drafted), 2022 Building Bondurant Comprehensive Plan, 2022 Community Visioning Plan, 2022 Central District Improvements Stormwater Master Plan, 2021 City Park Master Plan, 2020 Regional Commercial Master Plan, and the 2013 Parks, Trails & Greenway Master Plan.
 - c. A review of current trends and best practices in community wayfinding and arts and culture facility/programming design.
2. **Communications and Engagement.** Consultant team expected to:
 - a. Engage with the steering committee throughout a series of meetings. This steering committee will be comprised of the City of Bondurant's Parks & Recreation Board, City staff, and possibly a representative from the Bondurant Community Foundation.
 - b. Solicit input from various stakeholder groups, including but not limited to the following: Bondurant Community Foundation, Friends of Chichaqua Valley Trail, Bondurant Chamber of Commerce, Bondurant-Farrar Community School District, Polk County Conservation, Bravo Greater Des Moines, American Legion, Bondurant Men's Club, Friends of the Library, Bondurant Lion's Club, etc.
 - c. Host two community open houses to gather input and share conceptual designs with the community. In addition, the consultant should also seek feedback through electronic means.
 - d. Present the final plan to the Parks & Recreation Board and City Council.
3. **Topic of Arts & Culture.** Plan to include:
 - a. Map(s) showing potential locations identified for fixed public art displays, both permanent and temporary.
 - b. A prioritized list of arts and culture recommendations for the next decade (2024-2034).
 - c. Policies and procedures to guide implementation of the prioritized list, including but not limited to the following topics:
 - i. Guidance on how the Parks & Recreation Board takes on a new role of implementing the Arts, Culture & Wayfinding Master Plan.
 - ii. Funding strategies.
 - iii. Procedures for artist selection and art acquisitions.

- iv. Care and maintenance of installations.
 - d. Visuals of example projects and costs to implement such example projects.
 - e. Concept development for the interactive ARTocka trail loop. ARTocka will be a series of public art sculptures and/or installations located along the approximate $\frac{3}{4}$ mile existing paved trail loop around Lake Petocka. These art installations are anticipated to help tell the story of Bondurant's history.
 - f. A high-level analysis of the potential for hosting Parks & Recreation Department programming by reusing the existing Bondurant Emergency Services building at 101 Grant Street North.
4. **Topic of Wayfinding.** Plan to include:
- a. A recommended phasing plan and signage policy for implementation.
 - b. A detailed location map that includes the position and type of sign at each location. Map should also consider future street corridors and trails identified in the [Building Bondurant Comprehensive Plan](#).
 - c. A plan which includes specifics of each sign design, including detailed specifications for fabrication, dimensions, materials, colors, installation requirements, and cost estimates. Cost estimates to detail the following topics: construction and manufacturing costs, installation costs, and long-term maintenance costs. Additional information relative to this topic:
 - i. Schematics should include the following sign types: directional, pedestrian, park, trail, parking, destination identification, and gateway/welcome signs.
 - ii. General theme of signage must be consistent with the City's Branding Guide; see attached.
 - iii. General theme of signage may also consider general theme of the approved water tower public art design; see attached.

Submission Content

The following information must be included as part of a response to this request:

- **Letter of Interest** – cover letter indicating interest in the project and identifying the firm's ability to provide the services needed.
- **Overview of Firm** – a brief description of the firm, including years the firm has existed, range of professional services, office locations, and staff size.
- **Key Personnel** – identify the key personnel assigned to the project. For these individuals, include their respective titles, experience, and periods of service with the firm, including resumes if desired.
- **Work Program** – describe the general project approach and process to be employed. Work program to include a project schedule, including a timeline of major milestones, deliverables, and completion.
- **Relevant Work Experience & References** – brief description of the firm's prior work relevant to this RFP, including three client references.

- **Budget** – estimate for completing the entire project, including a lump sum dollar figure for all consultant services, fees, and charges, as well as document and graphics preparation, reproduction, and delivery.

Selection Process & Evaluation Criteria

Proposals received will be evaluated by the RFP Scoring Committee, a group comprised of City Staff, Parks & Recreation Board member(s), and possibly a representative from the Bondurant Community Foundation. Based on the materials submitted, the City may invite any or all firms for proposal interviews. The City desires to select a consultant during the April 10, 2023 City Council meeting.

All proposals received will be evaluated based on the following criteria:

1. Capabilities and previous experience in comparable projects, including qualifications of key personnel who will have direct involvement in tasks on this project (35 points).
2. Firm's general approach to the project (35 points).
3. Proposed timeline to complete the work and demonstrated ability to meet proposed schedules (15 points).
4. Compatibility with City's financial obligations (15 points).

Timeline

- **March 9, 2023** – RFP released.
- **March 29, 2023 by 4:30 p.m.** – RFP submissions due.
- **Week of April 3, 2023** – RFP review and interview period.
- **April 10, 2023** – Council considers contract with the top-scoring response.
- **Mid-April, 2023** – Project kickoff for developing the Arts, Culture, & Wayfinding Master Plan.
- **December 2023** – Arts, Culture & Wayfinding Master Plan considered for adoption by the Bondurant City Council

Deliverables to the Plan

- Text and report files shall be in MS Word and PDF formats.
- Maps and associated data shall be in ArcGIS format and shall be provided to the City.
- Arts, Culture & Wayfinding Master Plan document:
 - The final plan shall be 8 1/2" by 11", either vertically or horizontally-oriented.
 - The final number of hard copies is to be determined with the final scoping.

- Shall be in format(s) acceptable to the City to enable low-cost reproduction, revision, and direct web and social media posting. A high resolution shall be expected as well.

RFP Terms and Conditions

1. The City of Bondurant reserves the right to reject any or all proposals.
2. Questions regarding the RFP shall be submitted via email to Maggie Murray, Planning & Community Development Director, at planning@cityofbondurant.com. Responses to all questions will be posted on the City's [website](#).
3. Although cost is an important consideration, the City of Bondurant shall not be obligated to accept the lowest cost proposal, but will base its decision on the criteria as noted.
4. All data, documents, and other information provided to the City of Bondurant by a consultant because of the RFP shall become property of the City of Bondurant.
5. Expenses incurred in the preparation and submittal of proposals are solely the responsibility of the respondent and not the City of Bondurant. No costs chargeable for work under the proposed contract may be incurred before receipt of either a fully executed contract with the City or specific written authorization from the City of Bondurant.

Please submit all proposals electronically by no later than 4:30 p.m. on March 29, 2023 to Maggie Murray, Planning & Community Development Director, at planning@cityofbondurant.com.





Bondurant

Life Connecting

Brand System

Official Usage and Style Guide

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Brand system explanation

From the railroad of the 1800s to the bike trails of today, the City of Bondurant has been connecting people to opportunities for more than 135 years. With a tight-knit yet growing community, Bondurant residents and businesses are passionate about connecting to each other while welcoming visitors and new community members alike. Families are drawn to the convenience of location to the metro, a strong school system and a safe community for raising future generations. As the community continues to evolve, what will always remain is the history of hospitality and the opportunity to create a successful tomorrow.

Through its caring community and vibrant opportunities, in the City of Bondurant you'll experience *life connecting*.

CONCEPT: Bondurant "B"

The Bondurant "B" design modernizes the traditional "B" mark from logos past. Incorporating both a block "B" and a handwritten, flowing version, the design represents the balance offered among the community to connect people and opportunities wherever they are. The City of Bondurant celebrates its robust history while welcoming diversity and growth. With subtle references to green leaves and yellow corn, the mark also gives a nod to the area's agricultural roots in Iowa.

With a school system worthy of community pride, the Bondurant-Farrar School District blue is the anchor color symbolizing an intentional focus on raising future generations. Green represents opportunities for health and growth, while gold provides a feeling of warmth and optimism.

BRAND STANDARDS:

For the City of Bondurant to maintain the brand integrity of the **Bondurant Logo**, and maximize its effectiveness as an identifier, the logo must be applied as indicated in this manual without modification.

Do not alter designs. Standardized designs for logomarks and logotypes may not be altered in any way except to enlarge or reduce. ANY alterations must be approved by the City of Bondurant.

Primary color system

PANTONE MATCHING SYSTEM (PMS)

286

285

CMYK

C = 100
M = 75
Y = 0
K = 0

C = 42
M = 9
Y = 0
K = 0

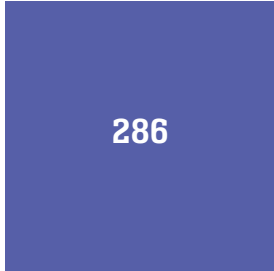
RGB

R = 0
G = 51
B = 160

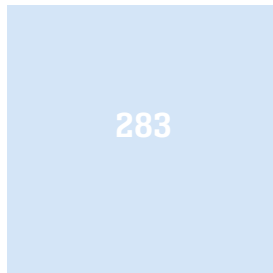
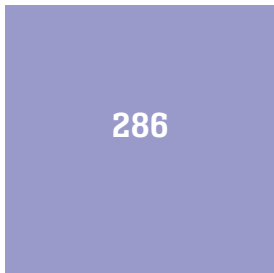
R = 146
G = 193
B = 233

Primary color system - tints

75%



40%

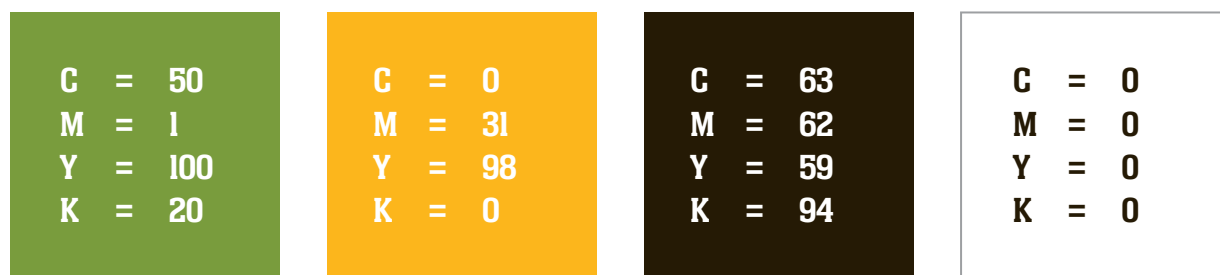


Secondary color system

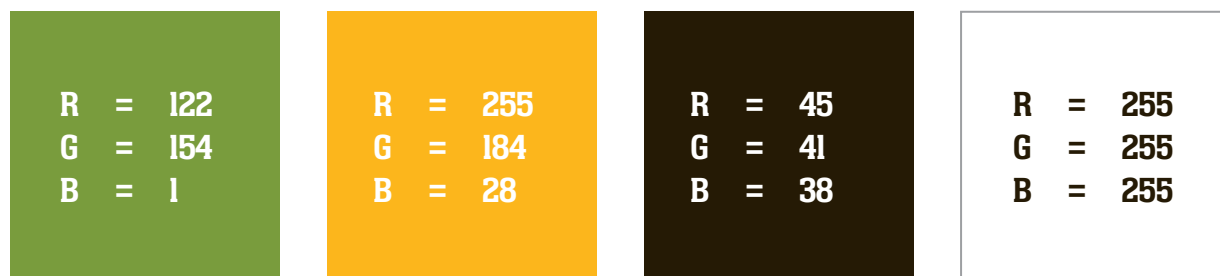
PANTONE MATCHING SYSTEM (PMS)



CMYK

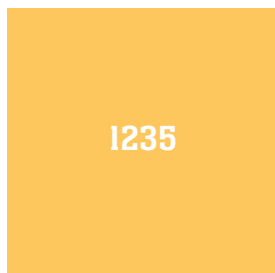
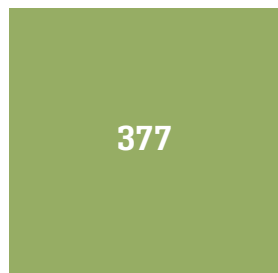


RGB

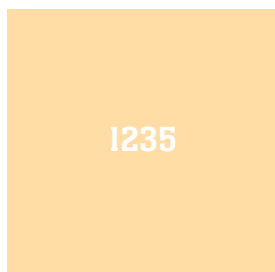
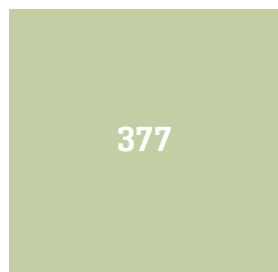


Secondary color system - tints

75%



40%



Neue Aachen Pro

Neue Aachen Pro Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Neue Aachen Pro Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Neue Aachen Pro Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Source Sans Pro

Source Sans Pro Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Source Sans Pro Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Source Sans Pro Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

High Tide

High Tide Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Horizontal logo



Bondurant
Life Connecting

Full color on light or white backgrounds



Bondurant
Life Connecting

Full color on dark or patterned backgrounds

Horizontal logo - continued



Bondurant
Life Connecting

One color on light or white backgrounds
For gray shading use 75 and 40 percent tint.



Bondurant
Life Connecting

One color on dark or patterned backgrounds

Vertical logo



Bondurant
Life Connecting

Full color on light or white backgrounds



Bondurant
Life Connecting

Full color on dark or patterned backgrounds



Bondurant
Life Connecting

One color on light or white backgrounds
For gray shading use 40 and 75 percent tint.



Bondurant
Life Connecting

One color on dark or patterned backgrounds

Horizontal logo - without positioning line



Bondurant

Full color on light or white backgrounds



Bondurant

Full color on dark or patterned backgrounds

Horizontal logo – without positioning line – continued



Bondurant

One color on light or white backgrounds

For gray shading use 40 and 75 percent tint.



Bondurant

One color on dark or patterned backgrounds

Vertical logo – without positioning line



Bondurant

Full color on light or white backgrounds



Bondurant

Full color on dark or patterned backgrounds



Bondurant

One color on light or white backgrounds
For gray shading use 40 and 75 percent tint.



Bondurant

One color on dark or patterned backgrounds

Secondary vertical logo – without positioning line



Bondurant

Full color on light or white backgrounds



Bondurant

Full color on dark or patterned backgrounds



Bondurant

One color on light or white backgrounds
For gray shading use 40 and 75 percent tint.



Bondurant

One color on dark or patterned backgrounds



Full color on light or white backgrounds



Full color on dark or patterned backgrounds



One color on light or white backgrounds
For gray shading use 40 and 75 percent tint.



One color on dark or patterned backgrounds

Logo - color variations

One color on light
or white backgrounds



One color on light
or white backgrounds
For gray shading use
40 and 75 percent tint.



One color on light
or white backgrounds



One color on light
or white backgrounds
For gray shading use
40 and 75 percent tint.



Logo - color variations

One color on light
or white backgrounds



Bondurant



Bondurant



Bondurant



Bondurant

One color on light
or white backgrounds
For gray shading use
40 and 75 percent tint.



Bondurant



Bondurant



Bondurant



Bondurant

One color on light
or white backgrounds



Bondurant



Bondurant



Bondurant



Bondurant

One color on light
or white backgrounds
For gray shading use
40 and 75 percent tint.



Bondurant



Bondurant



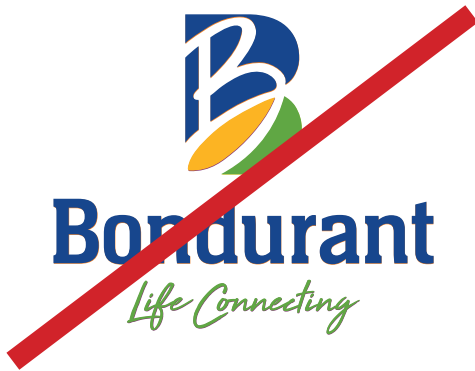
Bondurant

Common misuse and violations

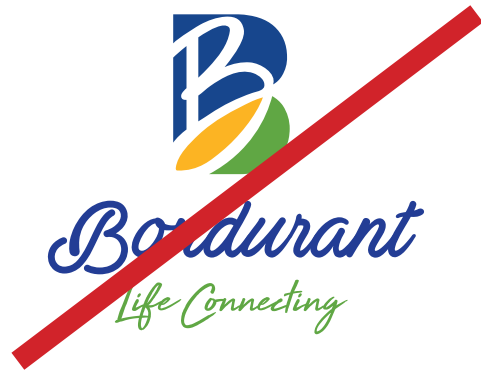
BRAND STANDARDS:

So the City of Bondurant can maintain the brand integrity of its identity logos and maximize each logo's effectiveness as an identifier, all logos must be applied as indicated without modification.

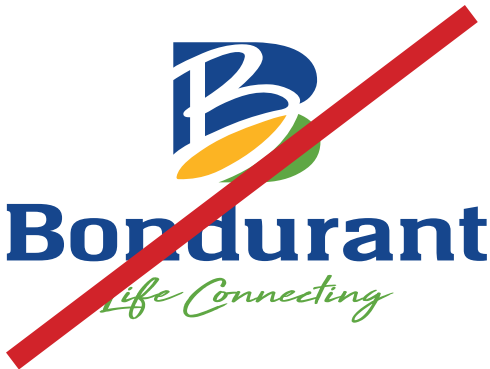
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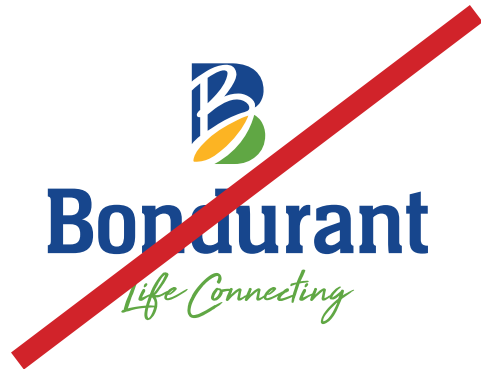
NEVER use unapproved colors.



NEVER alter typography.



NEVER distort the logomark.



NEVER resize elements of the logomark.



NEVER flip or reverse logomark.



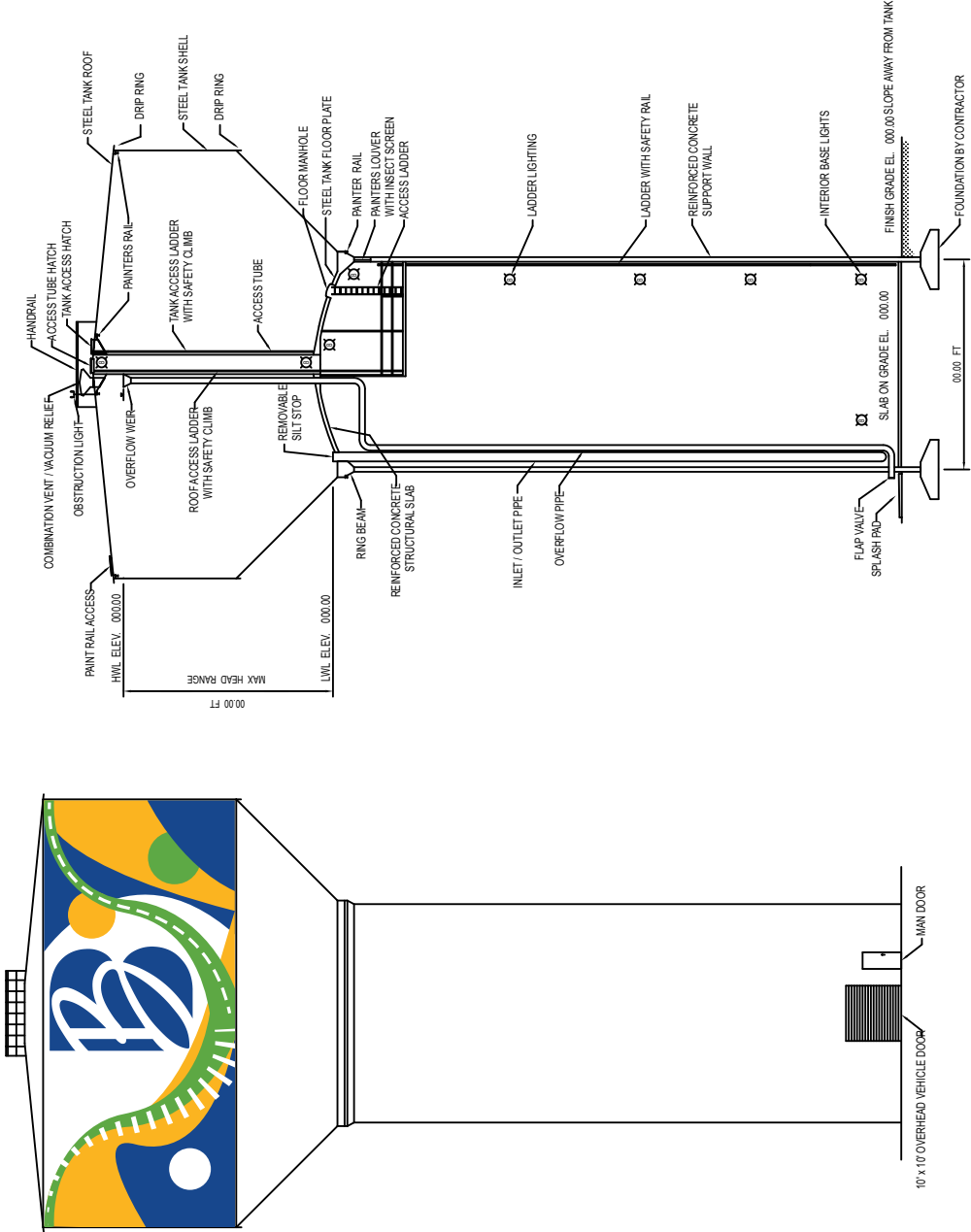
NEVER rotate the logomark.

Contact

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For information about the specifications included in this guide, or questions regarding specific use, please contact:

City Administrator
(515) 967-2418



ELEVATION
NTS

SECTION
NTS

- NOTES:**
- GENERAL:**
1. SEE CONTRACT SPECIFICATIONS FOR DESIGN CRITERIA AND DETAILS. APPLICABLE ELEVATED TANK SPECIFICATIONS ARE AWWA D100-05 AND ACI 318, MOST RECENT VERSION.
 2. STEEL TANK FLOOR WITHIN THE PERIMETER OF THE CONCRETE SUPPORT PEDESTAL SHALL BE SUPPORTED BY A STRUCTURAL CONCRETE SLAB.
 3. PROVIDE ADEQUATE FREEBOARD TO ENSURE ROOF PROJECTIONS AND PAINTER RAIL REMAIN ABOVE THE HIGH WATER LEVEL.
 4. CONCRETE PEDESTAL EXTERIOR SHALL INCORPORATE HORIZONTAL AND VERTICAL REINFORCEMENT TO CREATE A SYMMETRICAL ARCHITECTURAL PATTERN. SEE CONTRACT SPECIFICATIONS.
 5. SEE CONTRACT SPECIFICATIONS FOR STEEL TANK COATING REQUIREMENTS.
 6. TANK APPURTENANCES ARE ROTATED FOR CLARITY.

- FOUNDATION:**
1. REFER TO THE GEOTECHNICAL REPORT FOR RECOMMENDATIONS REGARDING ALLOWABLE BEARING CAPACITY.
 2. DESIGN LOADS IN ACCORDANCE WITH AWWA D100 (LATEST VERSION).
 3. DESIGN CONCRETE FOUNDATION IN ACCORDANCE WITH ACI 318 (LATEST VERSION).

- MECHANICAL:**
1. INLET / OUTLET AND OVERFLOW PIPING WITHIN THE CONCRETE PEDESTAL SHALL BE TYPE 304L STAINLESS STEEL.
 2. PROVIDE HANGERS, BRACKETS, AND THRUST RESTRAINT AS REQUIRED.
 3. OVERFLOW SYSTEM SHALL BE DESIGNED TO ACCOMMODATE MAXIMUM FILL RATE. SEE CONTRACT SPECIFICATION.
 4. REMOVABLE SILT STOP SHALL BE 6 INCHES ABOVE TANK FLOOR.

- MISCELLANEOUS IRON:**
1. ALL LADDERS AND LANDINGS SHALL BE GALVANIZED.
 2. PROVIDE ALUMINUM SAFETY RAILS ON ALL LADDERS.
 3. ROOF ACCESS TUBE AND TANK ACCESS HATCHES SHALL BE 30" SQUARE.
 4. A REMOVABLE ALUMINUM LOUVER SHALL BE INSTALLED AT THE UPPER LANDING FOR ACCESS TO THE EXTERIOR PAINTER RAIL.

- ELECTRICAL:**
1. MOUNT BASE LIGHTS 10 FEET ABOVE SLAB ON GRADE.
 2. LADDER LIGHTS SHALL BE AT 25 FEET MAXIMUM SPACING.
 3. OBSTRUCTION LIGHT TO BE LOCATED 12 INCHES ABOVE HIGHEST POINT ON TANK.

