



Technical Assistance Scope of Services & Estimated Cost

Massachusetts Downtown Initiative

Service Description:

Branding and Wayfinding Technical Assistance to the City of Attleboro

Proposed Dates of Service:

January 13, 2022 to June 30, 2022

MDI Staff Contact: Emmy Hahn
Consultant: Stantec Consulting, Inc.
Date: January 13, 2022

Scope of Work:

The Scope of Services to be provided by of Stantec includes the following list of tasks, meetings and deliverables. Stantec will be assisting the City in the development of a downtown brand and associated wayfinding signage designs to support a stronger distinction of the downtown's identify and improved navigation for visitors using all modes. It is assumed that work not identified below will be performed by City staff or be outside of this Scope of Services. Stantec will produce a single draft of the final report and will incorporate feedback into a final version based on a single set of non-conflicting comments. All interim work products and the final branding package will be provided to the City in electronic PDF files as well as in their native file formats, potentially including updated GIS shapefiles.

TASK 1 PROJECT INITIATION

The kick-off meeting will introduce the project, discuss project goals, define the proposed work plan, identify consultant and City staff roles and responsibilities, and generally establish the overall project schedule. This meeting should also be used to solidify the list of participants for a Branding/Wayfinding Committee to provide input throughout the process. The kick-off meeting will also provide an opportunity to review the available City data for the study and identify any gaps. Due to COVID-19, this meeting may be conducted through a virtual web platform.

TASK 2 PRE-BRANDING & SITE VISIT

Stantec will conduct a thorough review and analysis of past plans and processes that may inform the development of the brand, such as the RRP effort, TOD Economic Feasibility Analysis, and recent placemaking projects. Working with the City, Stantec will also develop a list of key downtown destinations and recurring events, as well as map businesses and other City resources.

The second component of this task will be supplemented by work completed as part of the City's concurrent parking study effort. Based upon available GIS, other available data from prior planning and technical studies, and aerial pictometry data provided by MassGIS, Stantec will establish a comprehensive inventory of the City's existing signage (by type and condition) in the downtown area. This project will utilize the inventory map as part of a walking site visit with City staff of the entire study area. Stantec will notate specific physical challenges and opportunities, areas of planned development, and historic and cultural resources to inform the brand strategy and signage design/placement recommendations.

TASK 3 PUBLIC & STAKEHOLDER OUTREACH

Early consensus among stakeholders will be vital to informing the direction of the brand and ensuring it is widely embraced and integrated throughout the community once finalized. Stantec will conduct one meeting with the Branding/Wayfinding Committee to



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identify priorities, preferences, and other relevant information regarding the City's future vision to develop a shortlist for the City's motto, slogan, or vision statement. Stantec will conduct an additional meeting, if desired, to share branding options once developed.

Stantec will also develop a public survey (through an online platform) to gauge an understanding of the public perceptions or associations with the City's culture, history, and other characteristics to further inform the brand. The City team may also wish to use the survey to let the public "vote" on their most preferred motto, slogan, or vision statement based on the Committee's shortlist.

Both the Committee and the public would be invited to attend one presentation on the final branding and wayfinding strategy.

TASK 4 DEFINE SIGNAGE TYPOLOGIES AND QUANTITIES NEEDED

Following the site visit, Stantec will use the signage inventory map to identify priority areas, and early recommendations of signage types which might be appropriate at certain locations based on observations of visibility, access, safety, and other considerations. Using GIS and other data gathered to develop an existing signage inventory as part of the concurrent parking study, Stantec will define a set number of potential sign typologies appropriate both to considerations of the City's geography and intent of the project. These will generally fall within the following categories of: 1) Directional Signage (such as to parking or other key destinations), 2) Identification Signage (such as welcome signs or identifying landmarks), and 3) Informational Signage (such as with a kiosk).

TASK 5 DEVELOP BRANDING/SIGNAGE OPTIONS

Based on the findings from tasks 2-4 and stakeholder input, Stantec will develop up to (3) preliminary design options for the sign typologies identified. Each option will include clear illustrations of scale of signs by typology and at least two renderings per option for discussion and presentation to stakeholders. Based on a consensus design, Stantec will develop a final design to include:

- Brand Statement – A description of the "story" behind the concept and how it ties into the City's chosen motto/slogan
- Colored Logo – A logo design using colors informed through, or inspired by, the project process and Stantec's understanding of the City
- Recommended Sign Materials and Specifications
- Sign and primary printed feature dimensions to scale

In addition, Stantec will recommend short-term signing solutions that can be done in-house, in addition to higher material cost installations for longer-term options.

TASK 6 FINAL BRANDING/WAYFINDING PACKAGE AND PRESENTATION

The team will assemble all work into a final branding package. The package will include:

- Brand toolkit including: brand strategy, color/logo/typography specifications, recommended use/integration across a range of platforms, guides/rules of use
- Map of proposed signage locations
- Illustrations of signage typologies and specifications
- Print-ready files of signage for the manufacturer
- Materials list (including recommendations for future funding opportunities)

Based on a single set of consolidating non-conflicting comments from the City after a final presentation to the Committee and/or another entity, the team will refine the draft into a final Attleboro Branding and Wayfinding Plan.



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Estimated Costs for Work Outlined Under Scope of Work:

The fee for services described above is \$25,000.

A Project Schedule is listed below:

Phase 1	Action
1	<ul style="list-style-type: none"> Field visit to verify signage inventory and evaluate conditions Conduct analysis of previous plans and efforts Stakeholder meetings (up to 3)
2	<ul style="list-style-type: none"> Develop signage typologies Establish quantities and materials needed Develop branding options
3	<ul style="list-style-type: none"> Present findings and recommended branding strategy to stakeholders, public, and other defined audience Complete final branding package

The City is responsible for the following tasks:

Task	Action
Site Visit & Map Confirmation	<ul style="list-style-type: none"> Confirm downtown study area Work with Stantec to collect existing data and information Verify draft inventory maps created by Stantec
Stakeholder & Public Outreach	<ul style="list-style-type: none"> Generate stakeholder list Schedule meeting time for the public and working group meetings Distribute stakeholder and public meeting advertising materials generated by Stantec Create public notices for stakeholder and public meetings



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Figure 1: Proposed Study Area

