



REQUEST FOR PROPOSALS
for Wayfinding and Interior Signage Design Services

**MARIN COUNTY
CIVIC CENTER
WAYFINDING & INTERIOR SIGNAGE
IMPROVEMENTS**

3501 Civic Center Dr, San Rafael, CA 9490

Issued June 18, 2026

MANDATORY Site-Walk June 30, 2026, 10:00 p.m.

Proposals Due:

Friday, July 17, 2026, by 2:00 p.m.

Contact:

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County of Marin, Department of Public Works
(415) 473-6754**

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I. INTRODUCTION

The County of Marin, in partnership with the Department of Public Works (DPW), invites qualified environmental graphic design, wayfinding, and signage design firms to submit proposals for Wayfinding & Interior Signage Design Services for the Marin County Civic Center Building and Campus.

This project will develop a comprehensive, cohesive, ADA-accessible, and visually unified system of interior and selected exterior signage to support public navigation throughout the Civic Center building and surrounding campus. The Civic Center is a National Historic Landmark designed by Frank Lloyd Wright and is subject to strict architectural preservation guidelines. As such, all proposed signage concepts, materials, typography, placement strategies, and design vocabulary must align with and be subordinate to the Frank Lloyd Wright Conservancy's design principles, preservation requirements and stylistic guidelines to ensure compatibility with the historic character of the building.

The intent of this RFP is to engage a design team capable of evaluating the existing signage conditions, developing a clear signage hierarchy, and producing a modernized wayfinding and interior signage system that enhances public access, improves visitor experience, respects historic integrity, and reflects the County's commitment to equity, inclusion, and accessibility.

The successful Proposer must be prepared to begin work immediately upon contract award.

II. BACKGROUND

The Marin County Civic Center, a National Historic Landmark designed by Frank Lloyd Wright, is the administrative hub for County operations and a destination for thousands of daily visitors who navigate the multilevel building and surrounding campus to access public services, attend hearings, and utilize civic facilities. The unique architectural environment, long interior corridors, and complex circulation patterns create - wayfinding challenges that require a clear, effective, and visually integrated signage system.

In 2011, the County commissioned Square Peg Design to prepare a Wayfinding and Signage Master Plan for the Civic Center. This study analyzed existing conditions, circulation patterns, signage locations, and visual communication needs. While the 2011 document remains a valuable foundational reference, it requires significant updating to address contemporary standards, operational changes, and evolving public-facing- needs.

Since 2011, accessibility regulations—including ADA and CBC Chapter 11B—have been updated; public expectations for clarity, readability, and inclusivity have increased; the current signage must be evaluated for compliance with fire/life-safety, contrast and legibility requirements, tactile sign standards, and placement regulations.

The County seeks a new comprehensive wayfinding and signage study, informed by the 2011 Square Peg plan but not constrained by it. The selected consultant will evaluate existing conditions, identify deficiencies, and develop a fully updated, code-compliant, accessible, and visually cohesive system. All future design solutions must also be compatible with the Frank Lloyd Wright Conservancy's preservation guidelines, ensuring that new signage remains- respectful, subordinate, and harmonious with the historic fabric of the Civic Center.

The proposed scope of work as defined for this effort includes, but will not be limited to, the following:

- Assessment of existing interior and campus wayfinding signage
- Review and incorporation of the 2011 Square Peg study
- Evaluation of current circulation patterns and visitor navigation challenges
- Compliance review with ADA, CBC Chapter 11B, and related code requirements
- Development of a comprehensive signage hierarchy system
- Creation of design concepts aligned with Frank Lloyd Wright Conservancy guidelines
- Preparation of wayfinding plans, sign location plans, and message schedules
- Development of a complete signage design package (graphics, specifications, materials)
- Cost estimating for recommended signage improvements and phased implementation
- Preparation of bid ready- documents for fabrication and installation
- Stakeholder engagement and presentations
- Coordination with County staff, facilities, accessibility specialists, and preservation reviewers.

III. SCOPE OF SERVICES

Task 1: Programming and Planning

1. Conduct a detailed review of all existing interior signage, directional graphics, department identifiers, life-safety- signage, regulatory signage, and public information displays within the Civic Center building and relevant campus areas.
2. Review and incorporate relevant portions of the 2011 Square Peg Wayfinding and Signage Master Plan as a baseline reference.
3. Document current circulation paths, visitor decision points, accessibility barriers, and areas with insufficient or confusing wayfinding.
4. Conduct stakeholder meetings with County staff, facilities personnel, accessibility coordinators, and community facing departments to identify- needs, issues, and operational priorities.
5. Evaluate all existing signage for compliance with:
 - a. ADA and CBC Chapter 11B tactile signage standards
 - b. Interior sign legibility and contrast requirements
 - c. Fire/life-safety- signage standards and placement
 - d. Egress and emergency directional needs

6. Verify compatibility requirements with the Frank Lloyd Wright Conservancy to ensure all future design interventions align with historic preservation constraints.
7. Prepare a Technical Assessment Document summarizing findings, key issues, and recommendations for moving forward including the probable construction cost and time to support developing a ROM estimate for budgeting and scheduling purposes.

Deliverables – within six (6) weeks

1. Technical Assessment Document (PDF)
2. Existing Conditions Documentation (photos, annotated plans)
3. Summary of Stakeholder Feedback
4. Code Compliance Review Summary
5. Preliminary compatibility notes related to FLW Conservancy guidelines.
6. Meet with County representatives to review the document.

Task 2: Wayfinding Strategy and Design Framework

1. Develop a clear, hierarchical wayfinding and signage strategy to improve visitor navigation and accessibility.
2. Create preliminary design guidelines, including typography, color palette, materials, finishes, and message conventions.
3. Develop multiple conceptual design approaches compatible with Frank Lloyd Wright Conservancy requirements.
4. Prepare concept drawings and sign family examples for County review.
5. Prepare a Concept Design Package summarizing system direction, hierarchy, and visual language.

Deliverables – within four (4) weeks

1. Concept Design Package (PDF)
2. Initial Signage Style Guide (typography, color, materials)
3. Preliminary Sign Family Sheets
4. Conceptual Rendering Sheets
5. Stakeholder Review Presentation.

Task 3: Sign Location Plans and Message Schedules

1. Produce detailed sign location plans showing recommended placement throughout Campus, building corridors, junctions, entries, and key decision points.
2. Prepare message schedules listing all sign types, messages, room identifiers, arrows, and ADA tactile and braille content.

3. Coordinate placement with County staff to avoid adverse impacts to historic building surfaces.
4. Verify all locations against ADA, CBC 11B, and life-safety- code requirements.

Deliverables – within four (4) weeks

1. Sign Location Plans (PDF with CAD or vector source files)
2. Message Schedule (Excel or equivalent)
3. ADA/CBC 11B Compliance Check Report
4. Updated Stakeholder Review Package

Task 4: Design Development & Sign Family Standards

1. Develop full design development- drawings for all sign types.
2. Provide scaled drawings showing materials, finishes, fabrication methods, mounting details, and dimensions.
3. Develop a unified Sign Family Standards Manual outlining all design rules and application guidelines.
4. Prepare renderings showing proposed sign types in representative Civic Center locations.
5. Coordinate with County preservation staff and the Frank Lloyd Wright Conservancy for approvals.

Deliverables – within six (6) weeks

1. Design Development Package (PDF)
2. Sign Family Standards Manual (PDF + native source)
3. Detailed Drawings for Each Sign Type
4. Material & Finish Specifications
5. Renderings
6. Meeting Summaries & FLW Conservancy Review Notes.

Task 5: Final Documentation and Bid-Ready Package

1. Prepare final detailed specifications for all signage types, materials, fabrication methods, finishes, and installation requirements.
2. Produce bid-ready- construction documents suitable for procurement and fabrication (100% CD level).
3. Provide cost estimates for full implementation, including alternates or phased work. Prepare and maintain an Opinion of Probable Cost (OPC) at major milestones (60%, 90%, 100%).
4. Ensure all digital deliverables comply with WCAG 2.1 AA standards.

Deliverables – within eight (8) weeks

1. 60% CD Set (PDF)
2. 90% CD Set (PDF + source files)

3. 100% Bid-Ready- CD Set (PDF + Native files e.g. AutoCAD/Illustrator/Photoshop)
4. Final Technical Specifications
5. Opinion of Probable Cost (OPC) – at 60%, 90% and Final
6. WCAG-compliant- digital package

Task 6: Stakeholder Engagement and Presentations

1. Conduct scheduled meetings with County leadership, facilities, accessibility representatives, and departmental stakeholders.
2. Prepare up to two (2) presentations, including public-facing or commission level- briefings as requested by the County.
3. Provide visual materials, renderings, and documentation needed for public review or formal approval.
4. Provide documents and materials in alternative formats and qualified interpreters for people with disabilities, upon request.
5. Allow for eighteen (18) virtual team meetings in addition to presentations.

Deliverables

1. Presentation Slide Decks (PowerPoint or equivalent)
2. Meeting Agendas & Notes (PDF)
3. Updated Graphics or Renderings for Public/Commission Use
4. Consolidated Stakeholder Comment Log.

Task 7: Implementation and Construction Administration

1. Provide technical expertise during permitting, bid, fabrication and installation, including responding to contractor RFI's.
2. Review & approve shop drawings, materials, prototypes, and submittals for compliance with design intent.
3. Lead punch-list inspections and final approval of installed signage.

Deliverables

1. Reviewed Shop Drawings (with markup PDFs)
2. Responses to RFIs
3. Field Observation Reports (as applicable)
4. Final Punch-List- Report

IV. DESIRED QUALIFICATIONS

The consultant team should demonstrate successful and verifiable experience in providing professional wayfinding, signage design, environmental graphic design, and related services for public sector clients and facilities with complex circulation needs. The successful proposal will clearly demonstrate that the consultant is:

- A professional firm whose sole source of income is derived from the professional services they provide, free of any conflict of interest or affiliation with signage fabricators, installers, or manufacturers.
- A firm with demonstrated experience designing wayfinding and signage systems for buildings or campuses with significant architectural, historic, or cultural importance.
- A design team with experience working within the guidelines of preservation organizations, preferably including work subject to constraints similar to those of the Frank Lloyd Wright Conservancy.
- A consultant knowledgeable in ADA, CBC Chapter 11B, WCAG, and other applicable accessibility, life-safety, and regulatory signage standards.
- A consultant team experienced in the development of signage hierarchies, message schedules, and design standards manuals for complex civic environments.
- A firm with demonstrated ability to integrate existing typographic standards into cohesive system-wide design solutions.
- A team with strong problem-solving, communication, and facilitation skills, capable of working with diverse stakeholder groups, County departments, and public audiences.
- A consultant with experience preparing clear, accurate, and complete bid-ready documentation for signage fabrication and installation.
- A consultant team with the organizational capacity, staffing, and resources to complete all required tasks within the schedule and budget parameters established by the County.

V. PROPOSAL CONTENT

This section covers the general and background information each firm is to provide when submitting their proposal.

All information contained in the RFP response should be concise and responsive to the content of this request. Less pages are better and please do not include complete firm project portfolio. All information requested under Sections 1 and 2 should be provided within a **MAXIMUM of FIFTEEN (15) PAGES**. This limit does not include the proposal cover, section dividers, or any other materials not intended for review. No page limit shall apply to insurance certificates and fee proposal documents.

The proposal should be organized in the following format and must contain, at a minimum, all listed items in the sequence indicated below. Within each section of the response, address the requirements in the order in which they appear below:

Section 1: Cover Letter

Each proposal shall include a letter of submittal containing the following information:

- Identification of the proposing firm, including legal name, headquarters address, and primary local office(s).
- Name, title, phone number, and email address of the individual authorized to negotiate on behalf of the firm and to answer questions regarding the submitted proposal.
- Statement of Understanding summarizing the firm's understanding of the project objectives, scope of work, schedule expectations, and key challenges, including ADA/CBC compliance, and historic compatibility requirements.
- Project Approach, describing the firm's intended methodology for completing the scope of services. This should include:

- Understanding the wayfinding needs of a complex civic/historic environment;
 - Approach to integrating the County's approved font and typographic standards into the signage system;
 - Approach to comply with the Frank Lloyd Wright Conservancy preservation guidelines;
 - Approach to accessibility, universal design, equity, and navigation for historically marginalized communities;
 - Strategy for stakeholder engagement and consensus building.
 - Estimated design duration: The proposing firm must provide its own estimated timeline for completing the design phase, based on its professional experience with comparable projects. The estimate should identify key milestones, review periods, and any assumptions used to determine the overall duration.
- Qualifications Summary describing relevant experience, specialized expertise, and the capabilities the firm will apply to this project.
 - Signature by an authorized representative of the proposing firm.
 - Acknowledgement of receipt of all addenda to this RFP.

Section 2: Project Team and Qualifications

Proposers shall provide detailed information confirming their qualifications and the expertise of their project team. This section shall include:

- Organization chart identifying the project manager, key team members, and subconsultants (if any).
- Resumes for all key personnel, summarizing relevant experience, roles, and technical expertise.
- Description of the project team's experience with:
 - Wayfinding and signage design for civic, cultural, or historically significant buildings;
 - Work subject to architectural preservation guidelines or Conservancy oversight;
 - ADA and CBC Chapter 11B signage compliance;
 - Development of message schedules, sign family standards, and bid-ready documentation;
 - Integration of custom or jurisdiction specific font standards into signage systems.
- Identification of any sub consulting firm, including their roles, responsibilities, and relevant qualifications.

Section 3: References and Experience

Proposers shall demonstrate experience delivering at least three (3) projects of similar size, scope, and complexity. For each project provided:

- Project name and location
- Brief description of the project scope and services provided
- Project start and completion dates
- Construction or fabrication budget (if applicable)
- Role of the firm or team member(s) on the project
- Client name, address, and contact information
- Verification that provided contacts are current and willing to serve as references

Supplemental materials illustrating the firm's experience may be included but should be kept concise.

Section 4: Fee Proposal

Proposers shall submit a not-to-exceed fee proposal for the full scope of services as described in section. The fee proposal shall include a fee schedule matrix showing staff, tasks, and milestones/deliverables.

The Fee Proposal may include an allowance for reimbursable expenses, as required. Proposers shall submit a copy of billing rates for all team members to be applied during the term of the contract. The term of the contract shall be up to 36 months. Should the project extend beyond the 3-year term, the fee for the balance of service may be renegotiated and the contract extended by addendum.

Section 5: Proof of Insurance

Consultants shall provide a certificate(s) of insurance or a copy of their insurance page(s) with their proposal as written evidence of their ability to meet the insurance certificate and other applicable County insurance requirements in accordance with the provisions listed in the sample Professional Services Contract, provided as Attachment of this RFP. In addition, Consultant shall provide a letter from an insurance agent or other appropriate insuring authority documenting their willingness and ability to endorse their insurance policies naming the County of Marin additional insured. The County reserves the right to negotiate final scope and fee.

Fee proposals, rate sheets and insurance certificate shall be submitted in a separate document file.

VI. PRE-PROPOSAL SITE WALK

A **mandatory** pre-proposal site walk will be held at the Marin County Civic Center, located at 3501 Civic Center Drive, San Rafael, CA on **Tuesday, June 30, 2026, at 10:00 a.m.** The purpose of the meeting is to review and clarify project requirements.

VII. SUBMISSION AND INQUIRIES

Proposals shall be submitted electronically via email to Jorge.Nunez@marincounty.gov by **2:00 p.m. on Wednesday, July 15, 2026**. Upon receipt, the County will issue a reply-confirmation email to the sender. If a confirmation email is not received by 12:00 PM the following day, the proposer should promptly call the County at (415) 473-6754 to confirm that their proposal was received.

Proposals received after the time and date specified above will be considered nonresponsive and will be returned to the Consultant.

Any proposals received prior to the time and date specified above may be withdrawn or modified by written request of the Consultant. To be considered, however, the modified Proposal must be received prior to the deadline above.

Unsigned proposals or proposals signed by an individual not authorized to bind the prospective Consultant will be considered non-responsive and rejected.

The prospective Consultant is advised that should this RFP result in recommendation for award of a contract, the contract will not be in force until it is approved and fully executed by the COUNTY OF MARIN.

Any questions related to this RFP shall be submitted to [Bid Express](#). Questions will be accepted until 2:00 PM on Wednesday, July 08, 2026. No oral questions or inquiry about this RFQ shall be accepted.

Addenda to this RFP, if issued, will be posted on the COUNTY OF MARIN website at:
<https://www.marincounty.org/depts/pw/bids-and-proposals>

It shall be the Consultant's responsibility to check the COUNTY OF MARIN website to obtain any addenda that may be issued.

VIII. SELECTION PROCESS AND CRITERIA

A DPW selection committee will review and evaluate submitted proposals and develop a ranked list of proposers. The following criteria and scoring sheet will be used to evaluate submittals:

CRITERIA	AVAILABLE POINTS
1. Understanding of and ability to deliver full scope of services.	25
1. Understanding of and strategies in place to meet Marin County Wayfinding and Interior Signage project objectives, including Historic Landmark considerations.	30
2. Team qualifications	25
3. Relevant project experience	20
TOTAL POINTS	100

The selection committee will rank each firm based on the scoring results and determine if interviews are necessary. If interviews are conducted, the final ranking will consider the quality of both the written proposal and the interview. DPW will select the highest-ranked Proposer and negotiate a final contract scope and cost. If the County is unable to reach an agreement with the selected Consultant, the County will proceed to negotiate with next highest-ranked Proposer.

IX. RFP SCHEDULE

The County will make every effort to adhere to the following anticipated schedule; however, this calendar is subject to change:

	EVENT	DATE
1.	RFP issued	June 18, 2026
2.	Site walk (mandatory) Marin County Civic Center 3501 Civic Center Drive, San Rafael, CA	June 30, 2026, at 10:00 a.m.
3.	Last day to submit questions	July 08, 2026, by 2:00 pm
4.	Submission of proposal	July 17, 2026, by 2:00 PM
5.	Proposal and ranking, of proposers	Week of July 20, 2026
6.	Final selection, negotiation, and contracting	Week of July 27, 2026
7.	Contract Award by the Marin County Board of Supervisors	September 08, 2026
8.	Commence Work	Immediately after Award

Timeline is tentative and for informational purposes only.

X. GENERAL CONDITIONS

The issuance of this RFP constitutes only an invitation to present responses. The County reserves the right, at its sole discretion, to determine whether any aspect of the response satisfactorily meets the criteria established in the RFP. The County reserves the right to seek additional information and/or clarification from the respondent, the right to confer with any respondent submitting a response and the right to reject any or all responses with or without cause. If the RFP is withdrawn by the County for any reason, the County shall have no liability to any respondent for any costs or expenses incurred with the preparation of this RFP or related work. The County reserves the right, at its sole discretion, to waive any irregularities or informality. The County may conduct interviews with any respondent it deems necessary.

The County of Marin reserves the right to reject any and all responses for failure to meet the requirements contained herein, to waive any technicalities and to select the responses which, in the County's sole judgment, best meets the requirements of the project.

The County of Marin Standard Contract is attached to this RFP. By submitting a proposal without exceptions, the Proposer accepts all terms and conditions contained in that agreement.

XI. GENERAL REQUIREMENTS

This procurement will be conducted in accordance with the County's procurement policy and procedures.

Acceptance of Conditions Governing the Procurement

Firm must indicate their acceptance of these general requirements and conditions governing procurement.

Incurring Cost

Firm agrees to incur all costs associated with the submission of the proposal, or in making necessary studies or designs for the preparation thereof. Further, no reimbursable cost may be incurred in anticipation of an award.

Guarantee of Proposal

Responses to this RFP will be considered firm and irrevocable for ninety (90) days after the due date for receipt of proposals or ninety (90) days after receipt of a best and final offer, if one is submitted.

Form of Proposals

No oral, telephone, or facsimile proposals will be accepted.

Late Responses

All proposals submitted in response to this RFP later than the due date and time will be rejected and sent back to the vendor unopened.

County/Architect Form of Agreement

The form of agreement for this project will be the County of Marin standard professional services agreement (attached). Please note that the Architect will be asked to respond in writing prior to the submission of their proposal that they accept this agreement. The County will not negotiate changes to this agreement.

California Public Records Act (CPRA)

All proposals become the property of the County, which is a public agency subject to the disclosure requirements of the California Public Records Act (PRA, California Government Code §6250 and following).

Levine Act

The Levine Act applies to all agencies whose members are directly elected by the voters. It precludes elected officials from participating in or influencing a decision to issue a “license, permit, or other entitlement for use” if he or she receives any political contributions totaling more than \$250 in the 12 months before the pendency of the license, permit or use. The Levine Act defines the phrase “license, permit or other entitlement for use” to include “all contracts (other than competitively bid, labor, or other personal employment contracts), and all franchises.”

Confidentiality

Each proposal, including all documentation submitted in response to this RFP, will be kept confidential until execution of a final agreement, whereas at such time all documents become public records under state and local law. The County will not return the original or copies of the RFP response, including any proposals, and any such proposals will be considered public documents regarding which no expectation of compensation or claim of ownership shall remain with the proposer.

Electronic Mail Address

Most of the communication regarding this procurement will be conducted by electronic mail (e-mail). Potential Firms agree to provide the County with a valid e-mail address to receive this correspondence.

Use of Electronic Versions of the RFP

This RFP is being made available by electronic means. By accepting by such means, the proposing firm acknowledges and accepts full responsibility to ensure that no changes are made to the RFP. In the event of conflict between a version of the RFP in the Vendor's possession and the version maintained by the County, procurement manager, the version maintained by the County must govern.

Reservations

The County reserves the right to take the following action(s) at any time, for its own convenience, and at its sole discretion:

- (1) Reject any and all proposals.
- (2) Cancel the RFP, 72 hours prior to award and issue a new RFP any time thereafter.
Extend any or all deadlines specified in the RFP, including deadlines for accepting responses.
- (3) Waive any minor informality, minor irregularity, immaterial defect or technicality in proposals received when deemed to be in the best interest of the County.
- (4) Disqualify any vendor because of any real or apparent conflict of interest or evidence of collusion that is disclosed by the proposal or other data available to the County.
- (5) Reject the proposal of any vendor that is in breach of or in default under any other Agreement with the County.
- (6) Reject any proposal deemed by the County to be non-responsive, or submitted by a vendor deemed to be unreliable, unqualified, or not responsible.
- (7) Accept all or only a portion of the proposal as provided by the firm.

Disclaimer

This document will not be construed as a request or authorization to perform work or supply products at the County's expense. This RFP does not represent a commitment to contract for services. The information in this RFP is accurate to the best of the County's knowledge but is not guaranteed to be correct or complete.

XII. ATTACHMENTS

1. County of Marin Standard Professional Services Agreement
2. Levine Act Disclosure Statement
3. Marin County Civic Center Wayfinding Master Plan from August 2011