



Mountains to Sound Greenway National Heritage Area - Kiosk Update Project

About the Mountains to Sound Greenway Trust:

The [Mountains to Sound Greenway Trust](#) (Greenway Trust) is a Seattle-based nonprofit organization that promotes public-private partnerships to conserve and enhance the Mountains to Sound Greenway National Heritage Area (Greenway NHA), a 1.5-million-acre scenic, historic, transportation, and conservation corridor in Washington state. With a focus on conserving biodiversity, fostering community engagement, and promoting responsible outdoor recreation, the Greenway Trust endeavors to ensure the protection of critical habitats, trails, and historical sites while encouraging public access to parks and open space.

Specifically, we lead coalitions and build partnerships to conserve and restore natural lands, open spaces, and historic sites; build and maintain recreational trails; engage with students through our environmental education program; advocate for stewardship of public lands; encourage sustainable recreational access; lead a robust volunteer program; and so much more. We are also the coordinating entity for the [congressionally designated Greenway NHA](#).

The work we do would not be possible without the partners that we collaborate with every day. The Greenway Trust is a catalyst for collaborative action, convening diverse interests to pursue common causes. We work together to tackle challenges and plan for the future of this incredible landscape and the people who live, work, and play here.

Project Summary:

The Greenway Trust currently has nine large kiosks at various locations across the Greenway NHA (see final section of this document for locations, dimensions, and photos). These kiosks were designed and installed in 2011 and need an update. Since these were created, the Greenway has been Congressionally designated as a National Heritage Area. We have undergone branding updates, and our language has evolved around how we talk about our work, the landscape, and its history. Through this project, we also want to engage with a minimum of five Tribes with interest in the Greenway NHA and ensure that Tribal heritage is represented. While some elements of the

existing signs could be repurposed, we envision a near-total update of both the content and the design of the signs for these reasons.

We are seeking a consultant that can work collaboratively to incorporate ideas and feedback from the Greenway Trust, Tribes, and land managers, resulting in nine updated kiosks that are engaging, visually striking, and align with the Greenway of 2024 and beyond.

In addition to updating the nine kiosks, we'd also like to use this process to develop a kit of parts that can be used on both Greenway-led and partner-led signage projects in the future to maintain consistency of messaging and visual identity across the landscape. Through this work, we hope to find a consultant partner interested in applying what is learned through this project to work on future Greenway Trust and partner-led signage projects throughout the NHA.

Project Objectives:

- **Update and Modernization of Kiosk Displays:** The consultant will be tasked with creating visually engaging and informative kiosk displays that reflect the current branding and messaging of the Greenway Trust, while also incorporating updated information about the Greenway NHA's significance, conservation efforts, and Tribal heritage.
- **Engagement and Education:** The updated kiosk displays should serve as educational tools that captivate and inform visitors about the Greenway NHA's natural and cultural heritage. Through compelling content and design, the consultant will foster a deeper connection between visitors and the landscape, promoting stewardship and appreciation. We also aim to encourage viewers to actively participate in conserving and enhancing the Greenway NHA.
- **Input Gathering and Alignment:** The consultant will need to work collaboratively with the Greenway Trust, land managers at kiosk locations, and Tribal representatives (via the Greenway Trust) to ensure that the updated kiosk displays accurately reflect the priorities and perspectives of key stakeholders and Tribes. This includes incorporating feedback from Tribal engagement and collaborating with local experts to ensure the accuracy and relevance of the content. These are all relationships that the Greenway Trust currently holds and can tap into for this consultation.
- **Development of a Kit of Parts:** In addition to updating the nine existing kiosks, the consultant will develop a standardized "kit of parts" that can be utilized for future signage projects led by both the Greenway Trust and its partners. This will help maintain consistency in messaging and visual identity across the landscape, reinforcing the cohesive identity of the Greenway NHA. We envision this to include things like standardized messaging options, brand guidelines, etc. that can be shared with partners.

By achieving these objectives, the Mountains to Sound Greenway Trust aims to enhance the visitor experience, promote environmental stewardship, and celebrate the diverse heritage of the Greenway NHA for current and future generations.

Project Scope:

We are seeking a consultant who can carry out this project from ideation and planning, all the way through the final installation. We envision the scope of work to include the following components:

The Mountains to Sound Greenway Trust Will:

- Provide the consultant with current Greenway Trust brand standards, recent design examples, and existing reference materials
- Coordinate input and review throughout the project, including Tribal engagement, land manager coordination, and Greenway Trust staff feedback
- Offer connections to location-based experts as needed to shape concepts and content

The Consultant Will:

Planning & Project Management

- Establish a plan for the updating process, timeline, and key milestones
- Gather feedback from key Greenway Trust staff about preferences and success criteria for revamped signs
- Collect input and inspiration to determine the sign designs' look and feel
- Provide initial concepts for review, including visual mockups and descriptions outlining proposed themes, layouts, and content strategies
- Offer ongoing project management to ensure timeliness and adherence to the budget, while integrating input from Tribes, land managers, and Greenway Trust staff

Content for 9 Kiosks:

- Develop engaging, informative content aligned with project goals, with some repeating elements across all nine signs and other components tailored to specific locations

Design for 9 Kiosks:

- Create eye-catching and informative kiosk displays, favoring an illustrative/artistic style over photos to maintain longevity (note there may likely be a mix of media needed, including illustrations, photos, maps, logos, etc.) Mockups must be presented for review and approval prior to fabrication

Fabrication / Install

- Develop fabrication and installation plans based on approved designs, ensuring successful implementation of the updated kiosk displays
- Oversee fabrication and installation at each designated location, coordinating logistics for timely execution

NHA Signage Standards & Kit of Parts

- Through this process, we'd like to develop a kit of parts that can be used on both Greenway-led and partner-led signage projects in the future to maintain consistency of messaging and visual identify across the landscape

Project Budget and Timeline:

Our total budget for this project is \$60,000, which is intended to include the consultant's scope as well as fabrication and installation. If you have concerns about this budget, please still submit your response and specify what budget you feel would be required to carry out this scope, as we may be able to seek additional funding in July 2024.

We anticipate that this project may be carried out in phases, with a few kiosks completed at a time. Please include a proposed timeline in your proposal. We would ideally like to see full project completion and installation by June 30, 2025.

Submission Guidelines:

Please address the following points in your response, along with any additional information you deem relevant:

- **Approach to the Project:** Detail how you will ensure timelines and budgets are met, including your project management strategies.
- **Incorporation of Tribal Perspectives:** Explain your plan to integrate Tribal perspectives, local histories, and cultural heritage into the kiosk displays. If possible, provide examples of past projects where you successfully incorporated Tribal input into the design process. (Note: Tribal engagement will be coordinated by the Greenway Trust.)
- **Incorporation of the Mountains to Sound Greenway's National Heritage Area Themes, Integrative Narratives, and Interpretive Objectives:** Please share how you will incorporate information that was developed as part of the [NHA Management Plan](#).
- **Long-Term Relevance of Designs:** Describe your strategies for ensuring that your designs remain relevant and impactful over time.
- **Environmental Impact Mitigation:** Outline the measures you take to minimize environmental impact during the fabrication and installation of signage projects.
- **Past Project Examples:** Provide relevant examples of similar projects you have completed in the past.

Evaluation Criteria:

Proposals submitted in response to this RFP will be evaluated based on the following criteria:

- **Experience and Expertise:** Demonstrated proficiency in graphic design, environmental interpretation, cultural sensitivity, and project management, especially in relevant areas like conservation, heritage interpretation, or tribal engagement
- **Alignment with Project Objectives:** How well the consultant's past work aligns with project goals, including updating kiosk displays, engaging and educating visitors, and fostering stakeholder input and collaboration
- **Ability to Incorporate Feedback:** Capacity to effectively integrate feedback from stakeholders, demonstrating flexibility and responsiveness
- **Adherence to Budget and Timeline:** Track record of proposing realistic budgets and timelines and delivering projects on time and within budget
- **Commitment to Sustainability:** Dedication to sustainability practices, such as using eco-friendly materials and minimizing waste
- **Cultural Sensitivity and Tribal Engagement:** Approach to incorporating Tribal perspectives, histories, and cultural heritage respectfully and sensitively
- **Overall Proposal Strength:** Clarity, professionalism, and attention to detail in the proposal's organization, presentation, and communication

Submission Instructions and Timeline:

Questions and proposals should be submitted to:

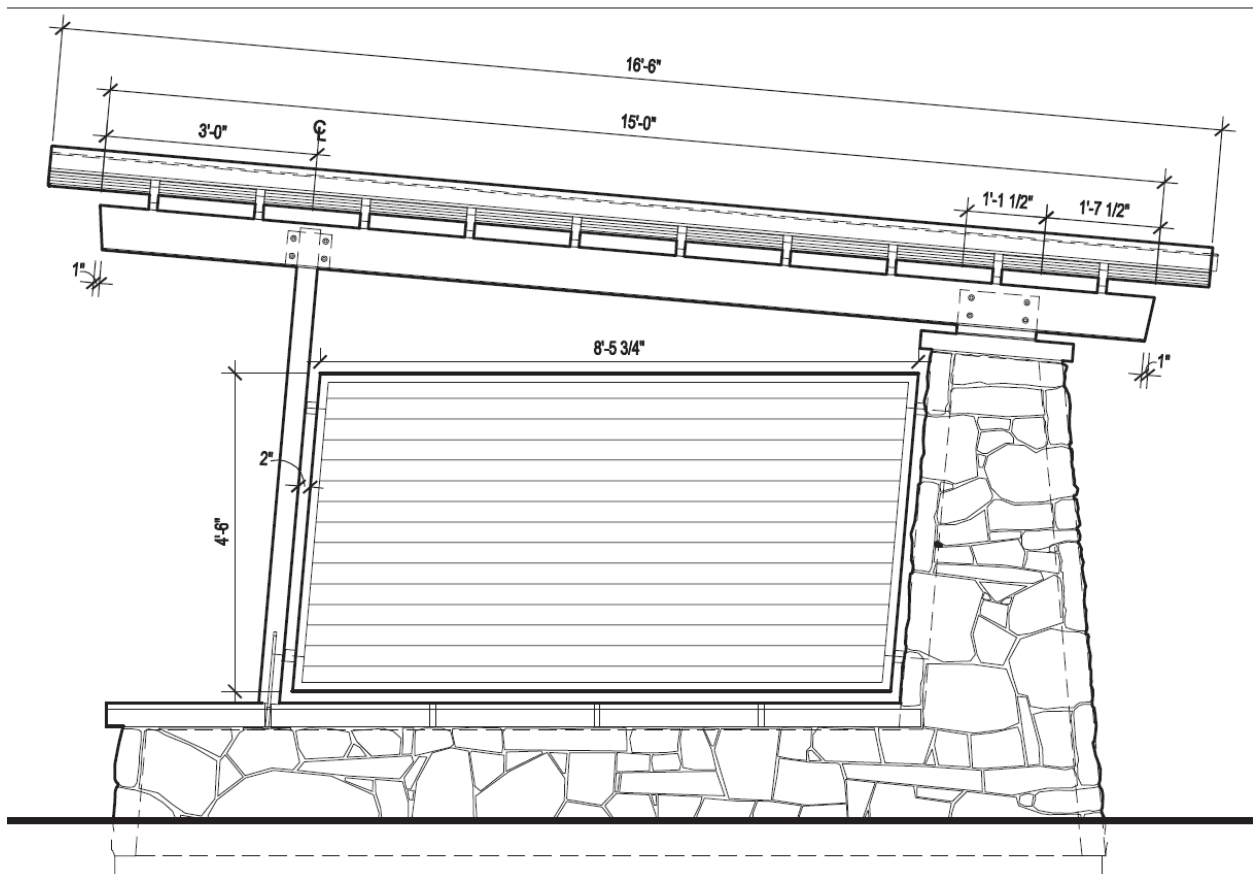
Katie Egresi
Communications Manager, Mountains to Sound Greenway Trust
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And

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RFP Timeline:

RFP Distributed	Friday, April 12, 2024
Responses Due	By 5 p.m. on Tuesday, May 7, 2024



The existing signs are designed using a series of individual panels with the dimensions listed below. For the update, we are open to keeping this approach, or consider moving to a single larger sign on each side of the kiosk, taking the cost and benefits of each option into account.

Below is the ordering list for the original eight kiosks (one additional kiosk was added later). We will be able to provide PDFs of all the existing panels.

- 73x6 inch panels – 16 identical “Mountains to Sound Greenway” title panels
- 73x6 inch panels – 2 identical “Mercer Island”
- 73x6 inch panels – 2 identical “Tiger Mountain”
- 73x6 inch panels – 2 identical “Snoqualmie Point”
- 73x6 inch panels – 2 identical “Rattlesnake Mountain”
- 73x6 inch panels – 2 identical “Rattlesnake Ledge”
- 73x6 inch panels – 2 identical “Mt. Si”
- 73x6 inch panels – 2 identical “Iron Horse”
- 73x6 inch panels – 2 identical “Wye Park”
- 48x30 inch panels – 8 identical “Greenway landforms”
- 48x30 inch panel – “Welcome to Mercer Island”
- 48x30 inch panel – “Welcome to High Point”
- 48x30 inch panel – “Welcome to Rattlesnake Mountain”

- 48x30 inch panel – “Welcome to Mt. Si”
- 48x30 inch panel – “Welcome to Wye Park”
- 48x30 inch panel – “Welcome to Rattlesnake Ledge”
- 48x30 inch panel – “Welcome to Snoqualmie Point”
- 48x30 inch panel – “Welcome to Iron Horse”
- 22x30 inch panels – 9 non-identical
- 54x30 inch panels – 3 non-identical
- 16.75x30 inch panels – 3 non-identical
- DNR Rules panels:
- 22x7.75 inch panels – 2 identical
- 22x10.75 inch panel – 1 panel
- 22x5.5 inch panel – 1 panel
- 6 non-identical 8x11.5 inch panels





AUBREY DAVIS PARK

Welcome to Mercer Island

This site is part of the Mountains to Sound Greenway, an interconnected landscape of mountains, natural areas, working forests, farms and communities surrounding Interstate 90.







Illustration shows the 1.8M acre site looking east from Puget Sound over the Cascade Mountains.

These open spaces offer breathing room for a growing population and an opportunity to balance development with a healthy natural environment. You are an important part of the Greenway! Enjoy the trails, wildlife habitat, historical sites, fresh air and clean water.

Mercer Island Parks and Trails



MOUNTAINS TO SOUND GREENWAY



LAKE SAMMAMISH STATE PARK



Greenway landforms and habitats... like pearls on a string

The Lake Sammamish Greenway is a series of interconnected green spaces that provide a natural corridor through the park. These green spaces include forests, meadows, and wetlands, each offering unique habitats for a variety of plants and animals. The Greenway also provides a scenic view of the lake and surrounding mountains.

Restoring the Balance

The Lake Sammamish watershed is a complex system of interconnected watersheds. The watershed includes the lake, the surrounding mountains, and the surrounding communities. The watershed is a source of water for the lake and the surrounding communities. The watershed is also a source of recreation and scenic views.

MOUNTAINS TO SOUND GREENWAY