



Request for Proposals

# Red Lodge Wayfinding Plan

December 23, 2016

PIONEERING ENVIRONMENTS



# Your passport to all activities



December 23, 2016

Tim Weamer  
Red Lodge Area Chamber of Commerce/Convention and Visitors Bureau  
P.O. Box 988  
Red Lodge, MT 59068

tim.weamer@gmail.com  
406-855-3961



415 North Broadway Avenue  
PO Box 268  
Red Lodge, MT 59068  
406.896.6285  
[www.CTAGROUP.com](http://www.CTAGROUP.com)

## **RE: Request for Proposals, Red Lodge Wayfinding Plan**

Dear Mr. Weamer and members of the selection committee,

CTA is pleased to submit our qualifications for the Red Lodge Wayfinding Plan. We live, work, and play in Red Lodge and would love the opportunity to assist the City of Red Lodge and Red Lodge Main Street Partnership in creating a dynamic, thematic, and compelling wayfinding plan. A plan so captivating that it connects the environment, community, and of course visitors, leaving a lasting impression that allows them to "Breathe it In."

### **Public Outreach**

We know that a wayfinding plan such as this is only effective if it addresses the specific needs of community members and actively works to ensure that every voice is heard. Our CTA team members have extensive experience and expertise in the public outreach process. Community engagement is inherent in our planning process helping to make informed decisions and public supported solutions. But we also see an opportunity to build on the momentum of the recently completed re-branding efforts and the Alternative Transportation Plan, which made wayfinding a high priority.

### **Integrated Design**

CTA is a multi-disciplined firm with specialists in planning, landscape architecture, wayfinding and programming, signage design, community planning, project funding, and public engagement. Having our planners, graphic designers, architects, and engineers all in-house provides our clients with a unique integrated approach to problem solving. For example, our planners, landscape architects, and graphic designers have worked together to develop plans that not only address wayfinding, but also take into account vehicular orientation, parking area guidance, pedestrian wayfinding, maps, on-line communications, and site designs that incorporate signage and/or entryway features.

### **Local Knowledge**

Originally established in Billings, Montana, in 1938, our staff's roots and outdoor-lifestyle culture run deep across this great state. These roots allow us to value and understand the historic and active culture of Red Lodge and the desire to attract and direct visitors and residents alike to and through our amazing community. With a local office in Red Lodge, we are familiar with the Downtown Red Lodge Assessment and Action Plan, Growth Policy, and Active Transportation Plan. We have an established working relationship with many of the stakeholder organizations crucial for this plan.

We pride ourselves on developing simple and elegant communication tools which result in a defined brand by which communities can represent and promote their assets. We are excited for the opportunity to lead a public conversation that will promote active living access for the entire community. But most importantly, we would be honored to have an opportunity to impact Red Lodge in a way that connects the traveling adventurer with the regular patron at Snow Creek Saloon. Your success is our success in creating, developing, and promoting the 'Base Camp to the Beartooths.'

Thank you for the opportunity!

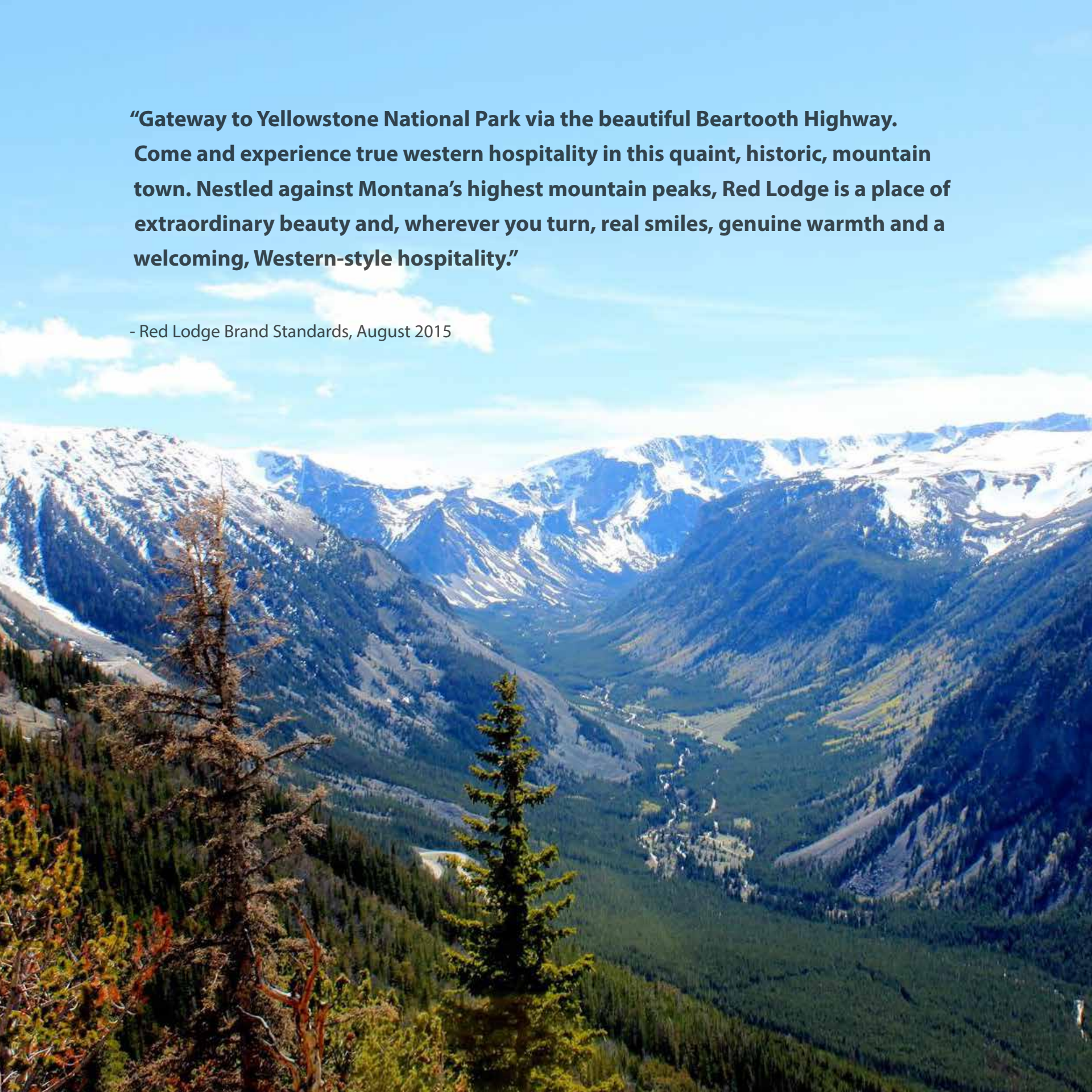
Sincerely,  
CTA Architects Engineers

Dayton Rush  
Associate - Project Manager  
daytonr@ctagroup.com  
406.896.6158

A handwritten signature in black ink that reads 'Monica Plecker'.

Monica Plecker  
Point of Contact - Planner  
monicaplecker@ctagroup.com  
406.896.6285





**“Gateway to Yellowstone National Park via the beautiful Beartooth Highway. Come and experience true western hospitality in this quaint, historic, mountain town. Nestled against Montana’s highest mountain peaks, Red Lodge is a place of extraordinary beauty and, wherever you turn, real smiles, genuine warmth and a welcoming, Western-style hospitality.”**

- Red Lodge Brand Standards, August 2015

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# About Us

## By the Numbers

**410+**

professionals

**\$400M+**

annual construction  
volume

**78**

years in business

**50+**

LEED accredited  
professionals

**17**

locations

**1**

customer-driven  
mission

## Offices

### United States

|            |  |
|------------|--|
| COLORADO   | Denver   |
| IDAHO      | Boise  |
| LOUISIANA  | New Orleans  |
| MINNESOTA  | Minneapolis  |
| MONTANA    | Billings / Bozeman<br>Great Falls / Helena<br>Kalispell / Livingston<br>Missoula / Red Lodge |
| TEXAS      | Austin   |
| WASHINGTON | Seattle  |
| WYOMING    | Jackson  |

### Canada

|                  |         |
|------------------|---------|
| BRITISH COLUMBIA | Langley |
| SASKATCHEWAN     | Regina  |

## Our Services

Architecture

Engineering

Civil · Electrical · Fire Protection · Refrigeration  
Mechanical/HVAC · Plumbing · Structural · Value

Audio / Video / Low Voltage Design

Building / **Project  
Programming Services**

Building Commissioning

Building Science

Communication and Security Systems

Construction Administration

Energy Conservation Design

Engineering Diagnostics

**Graphic Design / Wayfinding**

Interior Design / Furnishings

IT/ Communication Systems

**Land Planning**

**Landscape Architecture**

**Market Analysis**

**Master Planning**

**Program and Project Management**

**Surveying, Mapping**

Sustainable Design /  
High Performance Building





# Our Experience

## Breathe it In

CTA's founders, Ralph Cushing and Everett Terrell, realized the most effective and efficient approach to provide professional services was to provide a collaborative design and planning approach. After 78 years, integrated design and client service remain as our core philosophical approach to project delivery. As planning, design, and engineering become more sophisticated, we continue to add specialists to our staff – **get a breath of fresh air** – allowing us to provide new ideas in a complete, integrated package of services to our clients.

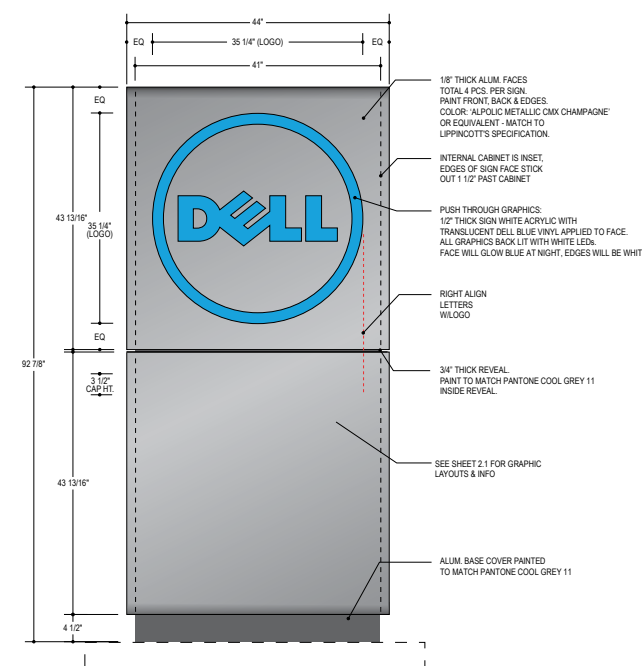
## Lift it up

CTA can elevate any project by providing nearly all expertise that may arise during the course of this project. Each year, CTA completes more than 1,200 projects, translating into \$400 million in construction costs. Projects include retail, commercial, recreational, airports, medical clinics, hospitals, colleges, schools, residences, and industrial developments. Our comprehensive approach and vast staff of professionals allow CTA to provide our clients with a high level of services and unbeatable value.

## Wind it up

The following projects exemplify our experience in wayfinding, planning, landscape architecture, and graphic design. We are confident our experience and expertise will help meet the needs for a new, effective, creative and thematic approach to connecting shopping, public spaces, landmarks and gateways while creating a hierarchy and simplified understanding of the layout of Red Lodge.





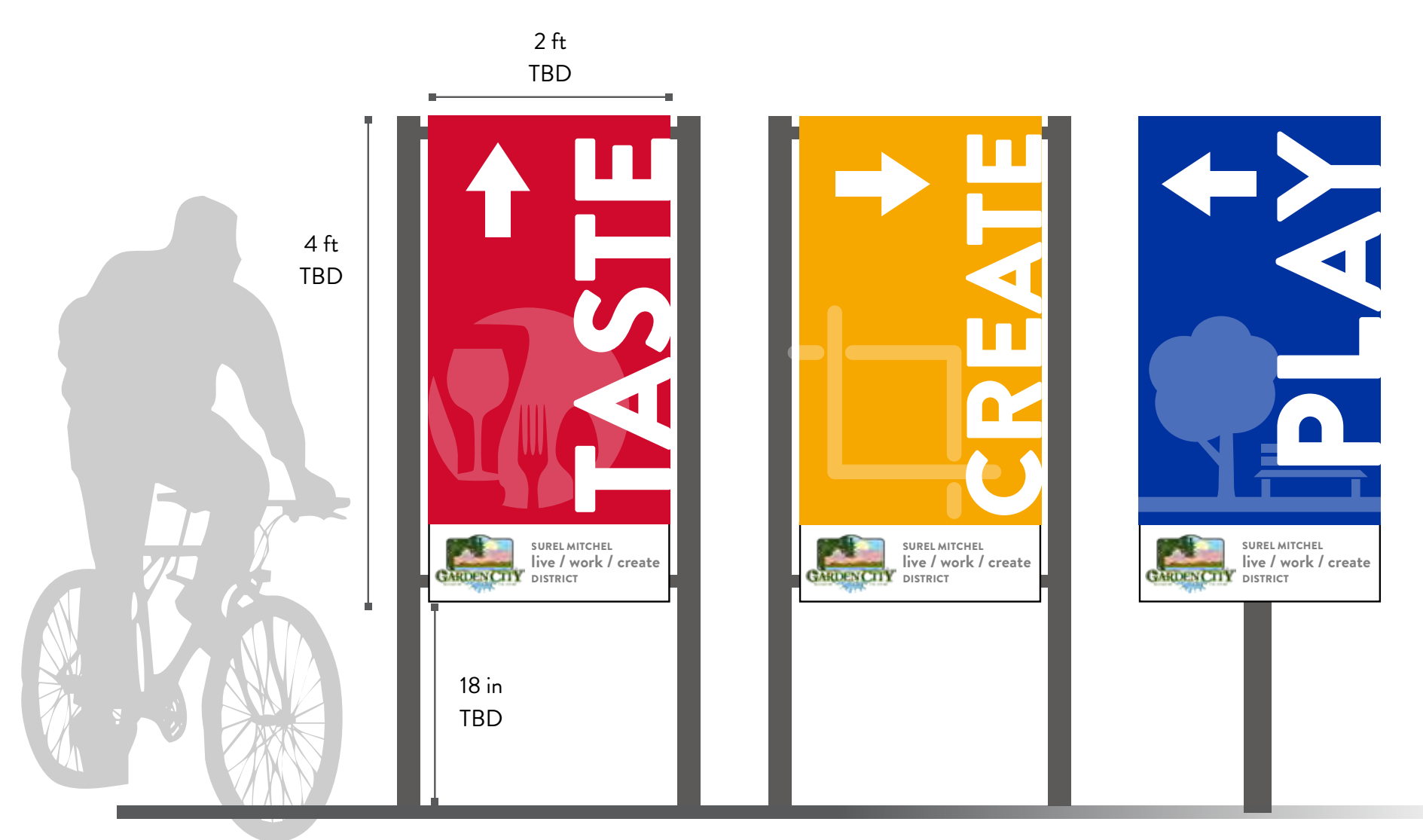
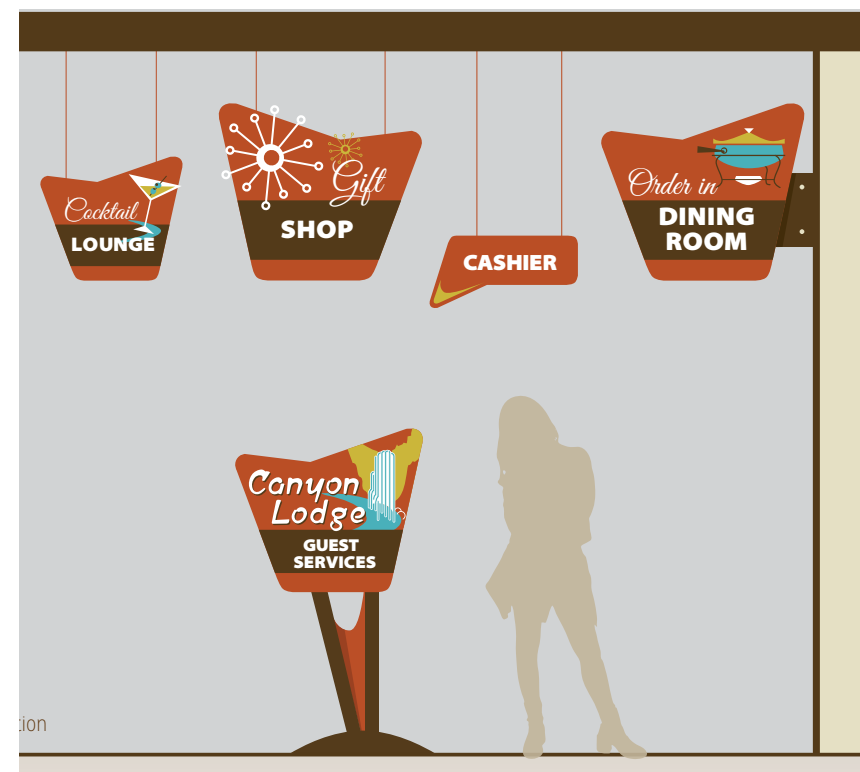




## Canyon Village Lodge Wayfinding Program

Yellowstone National Park, Wyoming

The Canyon Village Lodge Wayfinding Program was of significant historical import as a highlight of the Mission 66 program to improve national park visitor centers. In 2015, CTA began the revitalization of the mid-century modern-look at Canyon Village Lodge in Yellowstone National Park. CTA was approached to update the wayfinding and signage in the same vein. Directing visitors toward important amenities and services is the primary intent as well as branding food venues in a manner announcing healthy choices. The project is currently in construction document phase.



## Garden City Wayfinding & Signage

Garden City, Idaho

Garden City is an up and coming arts district just outside of the west end of downtown Boise. CTA was engaged to help create wayfinding signage and branding that fits the eclectic vibe of this quickly growing and lively district. Nestled along the Boise River and ever popular greenbelt, this area is thriving with new wineries, breweries, eateries, and art studios. The need for a strong identity and directional wayfinding was recognized by the city and several local business owners including the Riverfront Hotel. The goal for this wayfinding package is to not only connect and direct the community and visitors, but to also educate them on the rich history of Garden City.







ARCHITECTS ENGINEERS



## Zoo Montana

Billings, Montana

In 2015, a CTA employee walked the grounds of Zoo Montana with his family and noticed that the wayfinding was outdated and lacking in information. The Zoo is a pillar of education and culture in the community, which lead to CTA wanting to provide the design services for new wayfinding and graphics - pro bono.

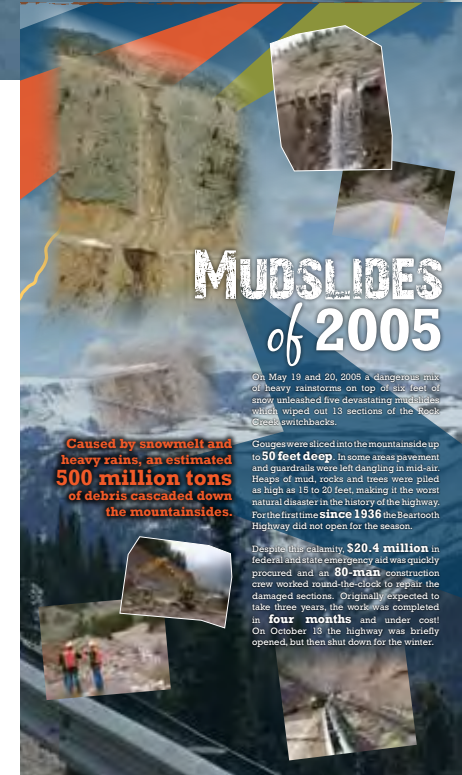
CTA developed a wayfinding program that included a digital perspective rendering of the entire zoo grounds that could be used in print material, website, and on large printed maps throughout the zoo. The process involved photographing the grounds, creating 3D models, texturizing and rendering structures, creating a ground plane, rendering the whole model, and finally adding information graphics. Additionally, CTA designed a complimentary information and wayfinding app. The app not only provides directions to animal exhibits but it also provides information about each specific animal. CTA performed the graphic design and content editing for the app and partnered with a local programmer to develop the app's software. New maps and wayfinding were installed in 2015, while the app is currently seeking a partnering sponsor.



## Beartooth All-American Road Tourism

Beartooth Pass, Montana

Friends of the Beartooth All-American Road enlisted the services of CTA to design a tourism and informational display to advertise majestic Highway 212 which stretches between Montana and Wyoming over dramatic Beartooth Pass. The display focuses on the historic construction of the highway itself and recreational amenities of the area.







## Silverbrook Estates

Kalispell, Montana

Silverbrook Estates encompasses approximately 300 acres along the Stillwater River in Kalispell, Montana. CTA completed the master plan for this 586-lot subdivision where additional design services focused on the entry features, monument signs, open space, parks, and park amenities. Silverbrook Estates also features Silverbrook Town Center, a commercial area within walking distance of the residential subdivision marked by wayfinding features. Monument and entryway features and signage were developed throughout for a cohesive design aesthetic.



Natural Stream/Park Area



Pond/Park Areas





## CTA Wayfinding Projects

### The Grandview at Benefis Wayfinding Program

The Grandview at Benefis is a newly constructed senior retirement and assisted living community. CTA was responsible for composing a wayfinding program to guide residents and visitors into and throughout the campus. Special attention was given to visibility and ADA compliance, yet the design was directed towards a 'home-like' feel rather than the typical institutional look of similar healthcare facilities.

### Dehler Park Wayfinding Signage

Entrance, wayfinding signage, and public safety signs were programmed and designed for the entire Dehler Park stadium. The design reflected an overall brand concept consistent with that of the Billings Parks and Recreation Department.

### Sheridan College AgriPark Wayfinding

CTA has been involved with several branding and signage projects on the Sheridan College Campus. Brand identity and a Brand Standards Manual were created for the College's educational equestrian and rodeo team arena - Sheridan College AgriPark. The extended objective being to market the AgriPark campus as a venue for hosting agricultural and competitive events to the greater community and region. Monument, arena, donor recognition and wayfinding signage design concepts were included.

### Kalispell Core Area Revitalization

The Core Area Revitalization Plan is an urban infill redevelopment plan targeted for Downtown Kalispell. Promoting the downtown commercial core, establishing linkages and nodes, neighborhoods, parks and trails were guiding principles. Public Involvement efforts were important throughout this planning process. A project website was created that highlighted the plan process, tips for becoming involved, staff contact information, progress updates, invitations to public open houses, and form meeting notices. Other strategies included property owner interviews, Picnic's in the Park, Chamber of Commerce outreach, steering committee and stakeholder involvement, newsletters and more.





Dell Inc. | Round Rock, TX

# References

## Dell Global Sign Standards

Kelly Nunn  
Dell Inc.  
512.413.4360  
Kelly\_Nunn@Dell.com

Years served: 2010-2013

### Project Description:

CTA implemented Dell's new branding in exterior and interior sign graphics with a Sign Standards package. CTA created all exterior and interior sign types, based on design direction provided by Dell.

## Big Sky Signage Master Plan

Kitty Clemens  
Executive Director  
Big Sky Chamber of Commerce  
Conventions & Visitors Bureau  
406.955.3000  
kitty@bigskychamber.com

### Project Description:

CTA was selected by the Big Sky Chamber of Commerce to design and produce their new destination guide and wayfinding signage package. CTA worked closely with the Chamber, as well as a group of community stakeholders close to the project, to flush out the design look, content and sign locations.

## Silverbrook Estates

Mr. Ron Profit  
Co-owner  
406.871.2500

### Project Description:

Silverbrook Estates is a high-end mixed use planned community in Kalispell, Montana. CTA performed planning for 2 phases of the residential and commercial development which included entryways, landscape features, and signage.

## Sheridan College Donor Recognition

Linda Lawrence  
Director of Development  
Sheridan College Foundation  
P.O. Box 6328  
Sheridan, WY 82801  
307.674.6446 ext. 4304  
lawrence@sheridan.edu

### Project Description:

CTA has been involved with several branding and signage projects on the Sheridan College Campus, including donor recognition development.

## Sheridan College AgriPark

Zane Garstad  
Director of College Services  
AgriPark Event Center Manager  
Sheridan College  
P.O. Box 6328  
Sheridan, WY 82801  
307.674.6446 ext. 2006  
zgarstad@sheridan.edu

### Project Description:

Brand identity and a Brand Standards Manual were created for the College's educational equestrian and rodeo team arena. Monument, arena, donor recognition and wayfinding signage design concepts were included.

## Ray, ND Comprehensive Plan

Kim Steffan  
City of Ray, ND  
701.568.2204  
raynd@nccray.net

### Project Description:

CTA is currently providing ongoing planning services for the City of Ray, North Dakota. With growth pressure mounting, the city embarked on an update to their Comprehensive Plan to help appropriately guide development.





# Our Team

CTA's staff has many years of experience assisting clients with projects that enhance and connect their communities. The services we offer are involved with the multiple aspects required for successful outcomes.

Those most relevant to creating the Red Lodge Wayfinding Plan include:

- ▲ Public Outreach Process
- ▲ Graphic Design/Website Design
- ▲ Disability, Safety & Zoning Code Review and Compliance
- ▲ Parks, Recreation and Trails Master Planning and Design
- ▲ Urban Design/Streetscapes
- ▲ Scenic Byway Corridor Management Plans
- ▲ Neighborhood/Residential Planning
- ▲ Program and Project Management
- ▲ Project Master Planning

As professionals in the field of planning, landscape architecture, and graphic design, CTA is well equipped to fulfill the anticipated key project deliverables for comprehensive and creative wayfinding plan.

CTA's integrated team has been strategically assembled to include planning, public outreach, and design professionals. The depth of our resources, breadth of experience, and level of dedication to service will translate into a seamless and innovative process.





## Wayne

**Wayne Freeman**  
Principal in Charge / Land Planning

As Principal in Charge, Wayne will be responsible for the firm's civil engineering, planning and landscape architecture ventures - making certain that every resource necessary to make this effort successful is dedicated to you.

As an Associate Principal and Director of CTA Architects Site, Wayne has 30 years of professional experience in landscape architecture, land planning and environmental planning. As the firm's senior practicing landscape architect, he often is the principal in charge for complicated and diverse projects that involve dozens of professional staff and tens of millions of dollars in construction costs.

### Relevant Experience

- Livingston Parks & Trails Master Plan; Livingston, MT
- Glacier Town Center Central Park; Kalispell, MT
- Meeting of Great Rivers National Scenic Byway, Illinois LaVista Park and Trail System; Godfrey, IL
- Clifton Terrace Riverfront Park, 125-mile trail corridor master plan; Godfrey, IL
- Montana Environmental Trust Group; East Helena, MT



## Dayton

**Dayton Rush**  
Project Manager

Dayton will lead the CTA team and will facilitate public conversations and consensus building. Dayton has extensive work experience in universal design standards and projects that integrate environmental graphics to public sites.

Dayton's work in Landscape Architecture is focused on creating active, busy, bustling public spaces that stand the test of time. His work knows how to take a beating and keep looking good! Protecting public space and promoting community involvement is not just a job, in his free time he serves on the local Parks and Recreation Board advocating for the public lands and recreation.

### Relevant Experience

- Riverstone Health Campus, Site Design and Wayfinding, Billings MT
- Oregon Trail Scenic Byway, wayfinding and wayshowing, Torrington WY
- Silver Park, ASCE Region 8 Project of the Year, 2013, Missoula MT
- South Park improvements, Billings MT
- Scentsy Campus, Regional ASLA Award for Design Merit, 2015, Meridian ID
- Helena Federal Reserve Bank Site Improvements, Helena MT
- Kenai Wildlife Refuge Visitor Center Site Design and Interpretative displays, Kenai AK
- Dehler Park, Billings MT



## Monica

**Monica Plecker**  
Community Planner

Monica has extensive experience in municipal planning. She is a member of the American Institute of Certified Planners, and recently served as City Planner and Planning Director for the City of Laurel. Monica has been a key contributor and project manager of several long-range planning efforts. Most notably is work on the City of Laurel and Yellowstone County's Growth Policy, Painting a Brighter Tomorrow. Additionally, she authored the Town of Broadway's Comprehensive Plan and is a project planner for the Town of Froid Growth Policy.

### Relevant Experience

- City of Laurel Growth Policy; Laurel, MT  
Lead an extensive re-write for the Laurel City/County Planning Department in 2013. Received leadership award from the Montana Association of Planner's for the development of this plan.
- Town of Broadway Comprehensive Plan; Broadway, VA  
Project manager for the development of the Broadway Comprehensive Plan. Plan included extensive re-write and public involvement process.
- Planning Director, Laurel, MT  
Oversaw current and long-range planning activities for the City of Laurel and a portion of Yellowstone County. Served as project manager for the development of the City of Laurel's 2014 Long Range Transportation Plan.
- Regional Planner, Central Shenandoah Planning District Commissioner; Staunton, VA  
Key contributor to several long-range planning efforts like the Upper James/Upper Shenandoah Water Supply Plans, Rockingham Solid Waste Plan, CEDS and more.



## Ron

**Ron Whitworth**  
Public Facilitation / Associate

Ron will lead signage programming and ensure high quality drawings and specifications are delivered to signage fabricators.

Ron has over 21 years experience of graphic design management in application to signage and wayfinding needs. In addition, his experience includes: Project Management; Public Meeting Facilitation; Volunteer Coordination; Public/Private Liaison; Branding/Identity Planning; Marketing Materials and Publication Design.

### Relevant Experience

- Dehler Park Baseball Stadium Wayfinding; Billings, MT
- East Billings TIF District Public Facilitation; Billings, MT
- Sign Design and Programming; Benefis Health System Medical Office Building; Great Falls, MT
- Little Bighorn Battlefield National Monument - Warriors Memorial Crow Agency, MT
- American Indians Tribal History Project - Western Heritage Center; Billings, MT
- Old Faithful Visitor and Education Center; Yellowstone National Park
- Yellowstone National Park Heritage and Research Center; Gardiner, MT



## Genna

**Genna Granada**  
Graphic Designer / Associate

Genna is the creative genius, she will work closely with the team to develop the signage aesthetic.

Genna's 25 years of graphic design experience encompasses a wide range of projects and clientele, with responsibilities including art direction, graphic design, signage and display design, and project management. Coming from a small town, ranching background, Genna has a western work ethic and passion for all things rural and heritage-minded. Her strengths lie in being able to help her clients realize they can do a lot with a little while valuing the continuing relationship long after the project is finished. Brand identity development and marketing experience has lead to opportunities extending from the UK to South Africa.

### Relevant Experience

- Dell Inc. Global Facility Sign Standards; Worldwide
- The Grandview at Benefis, Wayfinding Program; Great Falls, MT
- Canyon Village Lodge Wayfinding Program; Yellowstone National Park
- Sheridan College AgriPark, Wayfinding Program; Sheridan, WY
- Beartooth All American Road Display; Red Lodge, MT
- Comprehensive Plan Amendment, sign concepts; City of Ray, ND
- Google - Fire Eagle Signage; Austin, TX



## Andy

**Andrew Meyer**  
Graphic Designer

Andy will provide technical and creative support - making certain that the signage is on point, of high quality, and exceeds expectations.

Andrew has 12+ years of graphic design experience involving a wide range of projects and clients. He has experience in design, illustration, print, web layouts, photo shoot supervision, public information displays and graphics, social media and large format outdoor displays and advertising.

### Relevant Experience

- Google - Fire Eagle Signage; Austin, TX
- The Grandview at Benefis, Wayfinding Program; Great Falls, MT
- Sheridan College AgriPark, Wayfinding Program; Sheridan, WY
- Easter Seals-Goodwill, History Donor Display; Great Falls, MT
- Gillette Brewing Company Signage; Gillette, WY
- Yellowstone Valley Farms Signage; Laurel, MT





The CTA professionals whom we are proposing for your project typically have varying volumes of work under contract for a wide range of project types and sizes. However, we understand the staff requirements for this effort and our proposed team will be available to meet your intended schedule. CTA has successfully completed numerous projects by selecting highly capable team managers and members, using well tested project management and communications tools and prioritizing segments of work to develop planning projects efficiently while maintaining the highest levels of quality control. The team assigned to your project will be available to commit the necessary professionals to your project to make sure your time, budget, and quality expectations are met.

|  |  |
|--|--|
| <b>Wayne Freeman</b><br>Principal-in-Charge      |  |
| <b>Dayton Rush</b><br>Project Manager            |  |
| <b>Monica Plecker</b><br>Public Outreach Planner |  |
| <b>Ron Whitworth</b><br>Public Facilitation      |  |
| <b>Genna Granada</b><br>Graphic Designer         |  |
| <b>Andrew Meyer</b><br>Graphic Designer          |  |

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# Work Plan & Public Outreach Process

Our roots run deep in Red Lodge and we know this wayfinding plan is integral to the fabric of our community – CTA is committed to its success. We are also excited to see the culmination of the successful planning effort carried forward to design and implementation. Especially one that is functional for the numerous tourists that contribute to the economic vitality of the Red Lodge Community. We will work hard to ensure this plan meets the goals of creating new, effective, creative, and thematic approaches that connect people to shopping, public spaces, landmarks and gateways. CTA proposes a series of engaging, dynamic, creative and effective planning phases we call the ASSESS, EXPLORE & APPLY Framework.

- ASSESS** current existing plans and recommendations that support wayfinding efforts. ***This is our community involvement and public outreach process.***
- EXPLORE** the world beyond Red Lodge for inspiration from highly effective cities from around the world.
- APPLY** what is learned to your future vision while working in concert with existing efforts from the Chamber and Business Improvement District.



## ASSESS

It is our understanding a successful wayfinding plan is going to guide pedestrians, bicyclists, and traditional motorists while navigating the community, especially channeling those visitors to the downtown core between 8th and 14th along Broadway Avenue. Furthermore, this project must have a direct impact on the revitalization of the core downtown, while also including outlier destination points. We also understand that our design must be comprised of a new, effective, creative, and thematic approach that connects people to shopping, public spaces, landmarks and gateways.

We are excited that Red Lodge has recently become a Main Street Community and we know that successful implementation of this plan will be a milestone in ensuring Red Lodge continues to work to achieve goals of the Main Street program.

Given our project understanding, our planning effort and work plan must address the following:

- ▲ We will build on the existing momentum of recently completed efforts like the Chamber of Commerce rebranding, the efforts along Broadway supported by the Tourism Business Improvement District (TBID) and the City's recently completed Active Transportation Plan.
- ▲ We will ensure that our design concepts are in concert with the already established downtown and community identity.
- ▲ We will ensure that this project spans more than just wayfinding, but has a positive influence on the economic vitality of the Red Lodge core area between 8th and 14th.
- ▲ We will create and evaluate implementable strategies that are cost effective and flexible yet timeless and build on the existing 'Base Camp to the Beartooths' campaign and the efforts of the TBID.

Our diverse team will not only create exceptional graphics and branding but also address accessibility, especially for the youth, elderly, and disabled residents and visitors.

Our proposed work program for the Wayfinding Plan will first commence with the following key tasks:

- ▲ Participate in a Kickoff Meeting with CTA's team and project decision makers. In particular we envision, at a minimum, City officials, Red Lodge Community Foundation, Chamber of Commerce, the Business Improvement District, Downtown Merchants Association, and others as identified by project team.

- ▲ Conduct a project area walkabout creating a visual/ photographic database and catalogue of the existing features particularly focusing on the streetscape and downtown features already in existence (street lamps, banners, benches, trash receptacles, etc.)
- ▲ Collect and review and build upon the wayfinding strategies identified in existing documents that include, but not limited to:
  - Active Transportation Plan
  - Growth Policy
  - 2006 Downtown Red Lodge Assessment and Action Plan
  - Parks Plans and Inventories
  - ADA audits
- ▲ Discuss and identify Project Deliverables





## EXPLORE

The explore phase will be rooted in a thorough understanding of the planning context by reviewing existing destination points in the community.

The Project Team will also:

- ▲ Prepare a Draft Survey Questionnaire for acquiring community input. This may include social media, printed material and online questioners.
- ▲ Prepare an inventory and prioritize key destinations, attractions, and public spaces
- ▲ Map the project area utilizing Google Earth and other available mapping resources.
- ▲ Utilize the base map to create various mapping overlays throughout the project including destinations routes and connections, land use, accessibility, and site analysis.
- ▲ Individually seek out dialog with selected Business Owners, Key Stakeholders and Residents of the project area to interview and combine with survey results. (At a minimum, we would like to engage the Red Lodge Chamber of Commerce, Red Lodge Merchant's Association, The Tourism Business Improvement District and Red Lodge Community Foundation all of which have had an impact on the existing community identity.)

## APPLY

Our team will work to develop designs that will easily integrate into the existing heritage and community identity

- ▲ The Project Team will begin to draft design concepts of imagery for the wayfinding elements that will include a variety of sign types that include gateway signs, directional signs, decorative elements, lighting, banners and custom designed furniture.
- ▲ The Project Team will present draft concepts to stakeholders for approval.
- ▲ Upon completion and approval of design concepts the team will prepare final design and construction specifications for up to 4 elements that will be construction ready.
- ▲ Prepare cost estimates, colors and finishes schedule and message schedule including message, quantity, and sign type for each feature as well as life cycle costs for maintenance.
- ▲ Identify additional funding sources for implementation.





# Deliverables, Budget & Preliminary Timeline

CTA will follow a planning process work schedule over a 5 month period to realize the vision and goals of the Red Lodge Wayfinding Plan. The Proposed Work Plan Schedule highlights deliverables and milestones. However, not all tasks are shown as we anticipate sub-tasks outlined and described in the previous workplan.

## Proposed Work Plan Schedule

| 2017  | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 |
|---|---------|---------|---------|---------|---------|
| ASSESS  |         |         |         |         |         |
| Kickoff Meeting (February 1)  | ▲       |         |         |         |         |
| Project Area Walkabout (February 1-3)                               |         |         |         |         |         |
| Review Existing Plans and Supporting Documents (February 1-March 1) |         |         |         |         |         |
| EXPLORE   |         |         |         |         |         |
| Develop Questionnaire (March 1-31)                                  |         |         |         |         |         |
| Inventory Key Destinations (March 1-31)                             |         |         |         |         |         |
| Base Map Creation (March 1-31)                                      |         |         |         |         |         |
| Stakeholder Meetings (March 1-June 30)                              |         |         |         |         |         |
| APPLY   |         |         |         |         |         |
| Draft Design Concepts (April 1-May 31)                              |         |         |         |         |         |
| Draft Graphics for Mobile App (April 1-May 31)                      |         |         |         |         |         |
| Develop Cost Estimates (May 1-31)                                   |         |         |         |         |         |
| Identify Funding Sources (June 1-30)                                |         |         |         |         |         |
| Finalize Design Concepts (June 1-30)                                |         |         |         |         |         |

## Proposed Team Involvement

| Employee       | Standard Hourly Rate | Anticipated Involvement |
|----------------|----------------------|-------------------------|
| Wayne Freeman  | \$186.00             | 5%                      |
| Dayton Rush    | \$102.00             | 25%                     |
| Monica Plecker | \$97.00              | 25%                     |
| Ron Whitworth  | \$135.00             | 10%                     |
| Genna Granada  | \$114.00             | 20%                     |
| Andrew Meyer   | \$82.00              | 15%                     |

## Proposed Work Plan and Budget

| ASSESS  |    |              |
|---|----|--------------|
| Proposed Budget: \$3,000  |    |              |
| Key Team Members: Dayton Rush, Monica Plecker, Genna Grenada              |    |              |
| Kickoff Meeting   | \$ | 1,500.00     |
| Project Area Walkabout  | \$ | 600.00       |
| Review Existing Plans and Supporting Documents                            | \$ | 900.00       |
| Subtotal  | \$ | 3,000.00     |
| EXPLORE   |    |              |
| Proposed Budget: \$3,000  |    |              |
| Key Team Members: Dayton Rush, Monica Plecker                             |    |              |
| Develop Questionnaire   | \$ | 750.00       |
| Inventory Key Destinations  | \$ | 300.00       |
| Base Map Creation   | \$ | 750.00       |
| Stakeholder Meetings  | \$ | 1,200.00     |
| Subtotal  | \$ | 3,000.00     |
| APPLY   |    |              |
| Proposed Budget: \$18,000   |    |              |
| Key Team Members: Dayton Rush, Genna Grenada, Ron Whitworth, Andrew Meyer |    |              |
| Draft Design Concepts   | \$ | 4,000.00     |
| Draft Graphics for Mobile App   | \$ | 2,500.00     |
| Revisions   | \$ | 3,500.00     |
| Develop Cost Estimates  | \$ | 2,000.00     |
| Identify Funding Sources  | \$ | 1,000.00     |
| Finalize Design Concepts, Specification                                   | \$ | 5,000.00     |
| Subtotal  | \$ | 18,000.00    |
| Overall Project Budget  |    | \$ 24,000.00 |





# Why CTA

## Expertise

Our integrated team has the knowledge and expertise to provide an effective, creative, and thematic wayfinding plan that will connect Red Lodge.

## Elevated Performance

At CTA, we pride ourselves in providing high performance. Capitalizing on the momentum of the new Red Lodge branding efforts, we will help elevate the ‘Base Camp to the Beartooths’ campaign into an equally captivating wayfinding program.

## The Experience

We recognize and celebrate the many relationships that occur and are maintained throughout the public outreach and planning process. From the initial meeting to the final plan, CTA values and strives to create an overall experience that yields unbeatable results.

## Your Passport to Success

We pride ourselves on developing simple and elegant communication tools. We would be honored to have an opportunity to impact Red Lodge in a way that connects the community. **Your success is our success.**





ARCHITECTS ENGINEERS

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**PIONEERING** ENVIRONMENTS