



REQUEST FOR PROPOSAL
Town of Carbondale Park & Recreation Department
Dog Park Signage Graphic Design

OWNER: Town of Carbondale Parks & Recreation Department

PROJECT: The creation of the graphic design for Dog Park Rules & Regulation signage and the creation of a Town of Carbondale Dog Rules Map.

BID DUE DATE: Bids due by 3:00 p.m. Tuesday, July 11, 2023

Project Overview:

The Town of Carbondale Parks & Recreation Department is seeking bids from graphic artists to design the graphics and creatively edit the language of our dog park rules regulatory park signage. Existing signage is not graphically pleasing and does not incorporate any symbols that can be understood by all. New signs would need to be translated into Spanish. The existing signage is small and consists of a bulleted list of rules and regulations with ordinance and penalty language directly out of the Town Code. Placement of the signs would be at the entrances to the dog parks and be prominently displayed so that user groups would need to pass by them. Once a graphic artist is hired additional details on the vision of the Parks & Recreation Commission and Town staff will be shared for additional direction.

Project Goals:

- Provide a colorful graphic based design for the regulatory signs in English and in Spanish
- Utilize symbols to enhance understanding and interpretation of the rules
- Bi-lingual signs in English and Spanish for the rule elements that are not explicable by symbols.
- Provide an easy-to-understand, color coded map that visually explains the different dog regulations within Town limits in the Town Parks and open space areas.

Scope of Work:

- Produce signs in English and in Spanish to be located at the entrances to Hendricks Dog Park (quantity of 2), Glassier Park and the Nature Park (quantity of 1 each) which are designated off leash dog areas in public parks.
- Although Exempt from the Town's Unified Development Code Development Standards for sign sizes, due to the non-commercial and public interest nature of the dog park signs, Chapter 17 2.5.4 Sign Permit process will need to be followed.
- The UDC section 5.9.4 Types and Maximum Allowable Number of Permitted Signs, 5.9.5 Freestanding Signs A. Maximum Sign Area and B. Maximum Sign Height must be adhered to. The goal is to have the signs be under 20 square feet in surface area.
- Scope does not include the manufacture of the signs, but graphic artist will need to suggest what material would be the most compatible with their design and the most durable materials to be mounted outside in direct sunlight with year-round weather fluctuations.
- Produce a color-coded map of the Town that describes, through a legend, the different dog rules within the Town limits.
- This "In-town dog rules" map will need to be scalable to be used in numerous ways, i.e.- social media, flyers, posters, web sites, post mounted or kiosk locations, etc.
- The map and signs should also contain QR codes that provide links to additional dog rules and regulations and Town Code language.
- This will be a lump sum bid for the entire sign and map design package.

Evaluation Metrics and Criteria:

- Ability to conduct the work in a timely manner. Prototype signs and language would be presented to the Parks & Recreation Commission for a draft review on August 9th with final review and acceptance at the September 13th meeting.
- Past experience with similar projects
- Past work that displays a design and color scheme that is functional yet pleasing to the park user.
- Past work that shows the creative use of symbols to express rules without language translation.
- Competitive price

Submission Requirements:

- Resume and past graphic design samples
- Possession of a current business license or ability to obtain a Town of Carbondale Business License

- A professional service contract will be produced by the Town of Carbondale and approved by the Trustees, signed by the Mayor and contractor.
- Lump sum pricing with a Guaranteed Maximum Price. This can be broken down into an hourly rate and a proposal of the number of hours needed to complete the project. Work will include up to 3 meetings with Town staff and Parks & Recreation Commission representatives and two Parks & Recreation Commission meetings to present the draft and final documents.

Attachments to RFP Packet: Minutes from Jan 11, 2023 Parks & Recreation Commission meeting with approved language for new signs. Current Dog Park Signage with code language in English and Spanish

Please complete and mail or e-mail the Bid Sheet on the next page to:

Town of Carbondale
Attn: Eric Brendlinger,
Parks & Recreation Director
511 Colorado Avenue
Carbondale, CO 81623
ebrendlinger@carbondaleco.net
970-510-1277 Office

TOWN OF CARBONDALE

Dog Park Signage Graphic Design

BID SCHEDULE

Bids are due by 3 pm Tuesday, July 11th, 2023.

Provide all signage graphic design and content according to the attached documents as a lump sum bid.

	Lump Sum Bid
Sign graphic design- Bi-lingual Dog Park Rules for 3 off leash dog parks. 1 sign for Glassier Park 1 sign for Nature Park 2 signs for Hendricks Dog Park (due to a secondary entrance point) Size of signs will be uniform and adhere to UDC Sign Codes and be under 20 sq feet of surface area. (Example 2'x4', 3'x5', 3'x6', 4'x5')	
Dog Rule Map of Town of Carbondale Graphic Design- This design would be duplicated as a posted sign in parks, but also as a web document for use in social media posts and on our websites.	
Miscellaneous Services (if applicable)	
Total for a Lump Sum GMP (Guaranteed Maximum Price)	

Submitted By: _____
(Company)

Submitted By: _____
(Name/Title of Authorized Bidder)

(Signature)

(contact information- phone & e-mail)

Date of Bid: _____

**MINUTES
CARBONDALE PARKS & RECREATION
COMMISSION
January 11, 2023**

Hollis Sutherland called the meeting of the Carbondale Parks & Recreation Commission to order at 7:01 p.m. at Carbondale Town Hall on January 11, 2023.

ROLL CALL

The following members were present for roll call:

Members:	Hollis Sutherland, Chair Rose Rossello, Vice-Chair Susan Rhea, Member Drew Sorenson, Member Leslie Keery, Member John Williams, Member Brian Soby, Alternate Misha Logan, Youth Member
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Town Staff Present:	Eric Brendlinger, Parks and Recreation Director Margaret Donnelly, Recreation Center and Programs Manager Luis Yllanes, Board of Trustees Liaison Kae McDonald, Boards & Commission Clerk
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UPDATE ON DOG PARK SIGNAGE RULE CHANGE PROPOSAL FOR HENDRICKS, GLASSIER AND NATURE PARK OFF-LEASH DOG AREAS

Hollis acknowledged the work Susan has put forth for this project.

Susan commented that although she has repeatedly visited the Hendrick Dog Park at various times and different days, she has yet to observe any conflicts.

Eric reminded the commission members that a review of the off-leash dog park rules was prompted by a citizen request. He noted that the request complicated rather than clarified not only what should be posted on the signs, but how that information was communicated to the public, but it also gave them the opportunity to add funding into the 2023 budget for "branding" signage not only at the off-leash dog parks, but at other the Town parks, as well. He asked that the Commission consider finalizing the language for the dog park rules, noting past discussions that examined the singled-out citizen request as well as consideration if the Town's posted rules were comprehensive enough. He reminded the commission members that they ultimately decided that the rules are comprehensive enough, they do need to be posted, and it is worth the effort to make them visually pleasing. He added that the commission members also decided to link the ordinance language (in dual language) through a QR code, but the Police Chief needs to check with his officers to ensure they are comfortable with that. Eric shared that rules aren't required to be posted to be enforced – but it is also nice to have that information posted to help educate the public. Eric asked that one additional statement be considered for the signage:

"As a user of this property, you understand your responsibility for yourself and your dog. You must abide by

all the following posted Rules and Regulations."

John was comfortable with the addition of this statement.

Susan noted that her goal was to make the signage less directive and more positive and friendly. She preferred less verbiage regarding "don't do" and you are "responsible."

Hollis disagreed, commenting that it is important to reinforce responsibility. She suggested that the statement could go above "Violation of any rule or policy."

Rose thought it was important to state concepts multiple times and agreed that the statement should be included. She suggested adding "any of these could possibly be subject to a fine or citation."

Drew suggested rephrasing “keep an eye on your dog” to “maintain visual contact.” He also suggested changing “No dog food in park” to “No food in park” because some dogs’ behavior is triggered by food of any kind.

Hollis suggested striking “No dog food in park” because some people train their dogs via edible treats.

Drew suggested “Be vigilant” or “Be cautious” with food.

John thought that statement should be covered under “Maintain visual contact.”

Misha suggested “Maintain visual contact and voice control of your dog.”

Susan asked for confirmation that the ordinance passages can be eliminated from the sign.

Eric replied that if they can use a QR code to link to the ordinance passages, they don't need to be posted. John preferred including the ordinance passages on the sign, even if they are in smaller print.

Brian expressed his concern over using a QR code due to added expense of paying a web development team for the maintenance of a web page.

Eric replied that the QR code is directed to an existing passage on the Town’s website and because Town staff manages those links there is no added cost.

Hollis expressed her desire that these be big signs and since the Hendricks Dog Park has two entrances that signs be posted at both.

Susan added that they should be posted directly next to the entrance, and they need to be easily read from five feet away.

John asked if a sign will be posted at Glassier Park, as well, wondered if a full-size sign was needed since that park was so small.

Eric answered in the affirmative and noted that it will be a full-size sign placed where the existing sign is currently located. He listed the proposed changes and additions:

- Under the section titled “Please Pay Attention”:
 - Rephrase “Keep and eye on your dog” to “Maintain visual contact and voice control”
 - Strike “No dog food in park”
- Add the phrase “As a user of this property, you understand your responsibility for yourself and your dog. You must abide by all the following posted Rules and Regulations.” And place it above “The violation of any rule or policy”
- Retain the ordinance passages

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Motion Passed: Rose *moved* to accept the Off Leash Dog Park sign language as depicted in the packet and with the modifications as stated by Eric. Susan *seconded* the motion, and it was *unanimously approved*.

Drew asked a follow-up question regarding the process for finding a graphic designer.

Eric related that it will be a competitive bid process and a Request for Proposals will be released as part of the process.

John asked if wayfinding signage will be included in this package.

Eric replied that it will be limited to rule signage.

Carbondale's Dog Off Leash Park

Welcome! This area is provided by the Carbondale Parks and Recreation Department for you and your dog's enjoyment. Please keep it friendly and fun for all

Sorry, no dogs that are
Sick
Aggressive
In heat
Without current vaccination
Too young for rabies vaccination

Please Pay Attention
Leash your dog until inside the gates and on leaving
Keep gates closed
Keep an eye on your dog
Maintain voice control
Leash your dog if problems occur
No dog food in park
Children under 12 must be accompanied by adult over 18

Pick up Poop
Dispose in provided bins

Thank you for your cooperation
Respect everyone

Violation of any rule or policy is subject to fines and/or impoundment.

Call 911 if attack, biting, or other aggressive problems occur

Town of Carbondale- City Ordinances & Regulation

7-6-120 Short title-Definitions.

"Owner" means the person, or persons, firm, entity, association or corporation that owns, keeps or harbors a dog. "Vaccination" means vaccination or inoculation of a dog with a vaccine approved by the Colorado State Department of Health for use in prevention of rabies. (Ord. 4-1966 § 1).

7-6-180 Vicious dogs-Prohibition.

No person shall own, keep or harbor a vicious dog. For purposes of this chapter, a vicious dog is one that anywhere in the town inflicts unprovoked bites or attacks on human beings or other animals or acts without provocation towards any person in a terrorizing or menacing manner. (Ord. 1-1985 (plat); Ord. 4-1966 § 9).



Welcome to the Town of Carbondale Nature Park

This is an OFF-LEASH, FRIENDLY dog park with room for both large & small/passive dog play areas.

This property is owned by the Town of Carbondale and managed by the Parks and Recreation Commission / Department for you and your dogs' enjoyment and benefit. As a user of this property, you understand your responsibility for yourself and your dog. You must abide by all the following posted Rules and Regulations.

1. Both small / passive and large dogs are welcome with a responsible owner / handler.
2. Dogs must wear a visible and current license and have been vaccinated for rabies. Municipal Code Ordinance 7-6-120
3. Dog waste must be removed and properly disposed of.
4. Aggressive dog behavior is not permitted within the park area. If your dog(s) can not play without causing dog fights, or attack other dogs while playing, you may be asked to refrain from bringing your dog to this park. Any dog owner / handler who believes a dog brought into the park does not exhibit appropriate "social" interaction with other dogs, can ask that owner/handler to remove his / her dog from the park. If this situation persists, the owner / handler who brings their aggressive dog(s) inside the park can be cited for a violation of the Municipal Code Ordinance 7-6-180. In accordance with the Municipal Code Ordinance 7-6-180 below, this ordinance will be strictly enforced.
5. Gates must be kept closed at all times on the perimeter of the park.
6. Female dogs in heat are not permitted within the facility.
7. Any damage done to the park property (i.e. digging, fence damage) must be repaired by the responsible owner or dog handler.
8. Children 12 and under must be accompanied by an adult.
9. Dogs must be leashed until completely inside the property.
10. All dog owner / handlers who fail to comply with these rules can be asked to leave or be cited, if appropriate.

Thank you for your cooperation and enjoy your recreation time here.

Town of Carbondale Parks and Recreation Department

Town of Carbondale- City Ordinances & Regulation

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Bienvenido al Parque Naturaleza del Pueblo de Carbondale Reglas para Perros

Éste es un parque para perros AMISTOSOS y no exige el uso de correas. Cuenta con un área para perros pequeños/pasivos y otra para perros de mayor tamaño.

Esta propiedad pertenece al Pueblo de Carbondale y es administrada por el Departamento/Comisión de Parques y Recreaciones para el disfrute y beneficio de usted y su mascota. Como usuario de esta propiedad, usted comprende su responsabilidad hacia sí mismo y hacia su perro. Usted debe apegarse a todas las reglas y ordenanzas publicadas a continuación:

1. Tanto los perros pequeños/pasivos como aquellos de mayor tamaño son bienvenidos en compañía de un dueño/entrenador responsable.
2. Los perros deben portar una licencia visible y vigente, y deben estar vacunados contra la Rabia. Ordenanza del Código Municipal 7-6-120
3. El excremento de los perros debe ser recogido y desechado adecuadamente.
4. El comportamiento agresivo en un perro no se permite dentro del parque. Si su(s) perro(s) no puede(n) jugar sin ocasionar peleas, o si ataca(n) a otros perros mientras juegan, es probable que se le pida que mantenga a su(s) perro(s) fuera del parque. Cualquier dueño/entrenador de perros que considere que un perro traído al parque no está demostrando una interacción "social" apropiada, puede pedirle al dueño/entrenador que retire a su(s) perro(s) del parque. Si esta situación persiste, el dueño/entrenador que ha traído a dicho perro agresivo al interior del parque puede recibir una infracción, por violación de la Ordenanza del Código Municipal 7-6-180. De acuerdo con la Ordenanza del Código Municipal 7-6-180 abajo enunciada, esta ordenanza deberá ser estrictamente impuesta.
5. Las rejas deberán mantenerse cerradas en todo momento.
6. Las hembras en "celo" no tienen permitida la entrada a las instalaciones.
7. Cualquier daño causado a los bienes del parque (ejemplo: daño a las cercas, excavaciones, etc.) deberá ser reparado por el dueño/entrenador responsable.
8. Los niños menores de 12 años deberán estar acompañados por un adulto.
9. Los perros deben permanecer con correa hasta que se encuentren por completo en el interior del parque y las rejas se encuentren cerradas.
10. Todo dueño/entrenador de un perro que no cumpla con este reglamento puede ser expulsado del parque, o recibir una infracción si resulta apropiado.

**Gracias por su cooperación y disfrute su tiempo de recreación aquí.
Departamento de Parques y Recreaciones del Pueblo de Carbondale**

Pueblo de Carbondale – Ordenanzas y Reglamentos de la Ciudad

7-6-120 Título Breve - Definiciones

"Dueño" se refiere a la persona, empresa, entidad, asociación o corporación que posee, mantiene o protege a un perro. "Vacunación" se refiere al acto de inoculación o inmunización de un perro mediante una vacuna aprobada por el Estado de Colorado, o bien por el Departamento de Salud, para la prevención de la Rabia. (Ord. 4-1966 § 1).

7-6-180 Prohibición de Perros Agresivos.

Ninguna persona debe poseer, mantener o proteger un perro agresivo. Para los propósitos de este capítulo, un **perro agresivo** se define como aquél que ataque a algún ser humano o bien a otros animales, o que inflija mordidas no provocadas al encontrarse en cualquier sitio del pueblo; o aquél que actúe de manera amenazadora o aterradora hacia cualquier persona sin provocación alguna. (Ord. I-1985 (plat): Ord. 4-1966 § 9).