

NOTICE OF REQUEST FOR QUALIFICATIONS (RFQ)

**Project Title: Richwood Cranberry Tri-Rivers Rail Trail Wayfinding,
Interpretation, and Sign Fabrication**

Issued by:: Mon Forest Towns Partnership

Address: 316 Railroad Avenue, Suite 310, Elkins, WV 26241

Program: Mon Forest Towns Recreation Economy Initiative / ARC POWER Program

Geographic Scope: Richwood and the Cranberry Tri-Rivers Rail Trail (CTRRT), Nicholas County, West Virginia

1. Purpose and Scope

The Mon Forest Towns Partnership is a coalition of 12 towns across the Monongahela National Forest region of WV that are working together to collaboratively grow the outdoor recreation economy. MFTP is working with each town to enhance their “gateway community” status by enhancing each town’s connectivity to the National Forest by designing trailheads, trail corridors, signage, and other projects specific to each town’s needs. MFTP is assisting towns in developing or selecting a planning or design project.

The Mon Forest Towns Partnership (MFTP), on behalf of the City of Richwood, West Virginia, is requesting qualifications from design and fabrication firms for the development of an integrated wayfinding and interpretive signage system along the 16-mile Cranberry Tri-Rivers Rail Trail (CTRRT).

The Cranberry Tri-Rivers Rail Trail (CTRRT)—named for the Cranberry, Cherry, and Gauley Rivers—is a cornerstone of Richwood’s outdoor recreation economy. The 16-mile trail links Richwood’s welcome center, restaurants, markets, retailers, and adventure outfitters with local residents and the nearby unincorporated Town of Allingdale in Nicholas County. The trail accommodates pedestrians, cyclists, horseback riders, and skiers and is primarily composed of dirt, grass, and gravel. Richwood residents continue to advance trail improvements, including completion of the final mile into downtown and ongoing support for future trail extensions from Allingdale to Cowen in Webster County.

Richwood is seeking a qualified firm to assist in the planning, sign panel design, and fabrication. The selected consultant will complete design, content development, and fabrication

of a suite of trail wayfinding signage elements, including interpretive panels, mile markers, kilometer markers, and kiosk panels.

Kiosk and interpretative panels will feature general information about Richwood, the town's forest history and heritage, local and regional ecology, surrounding recreation assets, QR codes linking to digital maps, and durable, weather-resistant materials designed for long-term outdoor use. **The wayfinding and signage deliverables are to align with any existing Richwood branding, with an option to add a dedicated branding package if the town chooses. The consultant is to collaborate with the U.S. Forest Service (USFS) on language, color palette, content guidelines, and required standards for signage installed on USFS lands.**

2. Project Tasks and Deliverables

Task 1: Discovery & Site Analysis

- Conduct a detailed assessment of the 16-mile corridor using existing documentation, with site visits as needed.
- Map locations for mile markers, kilometer markers, kiosk locations, and interpretive opportunities
- Identify site constraints, environmental considerations, and USFS-managed segments
- Document existing branding or visual identity guidelines
- Deliverable: **Site Analysis Memo + GIS-based Sign Location Map**

Task 2: Interpretation Content & Visual System Development

- Draft interpretive content reflecting historical, cultural, and ecological themes
- Align design with any existing Richwood CTRRT branding
- Align with WVU Davis College & OEDC Best Practices and Recommendations for Trail Signage Design and Implementation (document available from MFTP upon request)
- Coordinate with WV DOT, USFS, and other partners to ensure alignment with regulations and interpretive standards
- Develop typography, color palette, iconography, and layout templates
- Deliverable: **Interpretive Content Package + Visual System Guide**

Task 3: Fabrication-Ready Design & Specifications

- Produce fabrication-ready files for all wayfinding and interpretive signs
- Specify materials, sizes, mounting hardware, and installation conditions
- Ensure compliance with durability and accessibility standards
- Deliverable: **Fabrication-Ready Sign Package + Technical Specifications**

Task 4: Fabrication

- Fabricate the complete wayfinding and interpretive sign suite
- Materials may include metal panels, HPL, routed wood, or other durable options
- Town of Richwood will complete installation using the installation plan
- Deliverable: **Fabricated Sign Inventory + Delivery of Physical Signage**

3. Requested Consultant Qualifications

Consultants should demonstrate ability and experience in:

- Trail, park, or outdoor recreation wayfinding design
- Interpretive design and educational panel development
- GIS mapping and spatial data analysis
- Fabrication of durable outdoor signage using metals, HPL, or similar materials
- Integration of USFS visual communication and content standards
- Collaboration with local governments and federal agencies
- Production of cohesive visual systems including typography, iconography, and layout templates

4. Information and Contact

More specific project details may be obtained by contacting:

- Emily Lynn Cook, Community Projects Manager: ecook@woodlandswv.org
- Josh Nease, Executive Director: jnease@woodlandswv.org

Subject Line: "Richwood CTRRT Wayfinding & Fabrication RFQ"

5. Evaluation and Selection Process

The purpose of this competitive process is to objectively select the consultant who will provide the highest quality of service at a realistic fee. Accordingly, technical qualifications and experience will be weighed heavily. Procurement will be conducted in accordance with State and Federal guidelines.

Selection criteria include:

- Demonstrated experience with wayfinding and kiosk projects
- Quality of previous design work
- Understanding of the project's intent and local context
- Project management capacity and timeline feasibility
- References and past client satisfaction

Our budget for this project is approximately \$45,000.

6. Submission Requirements

To be considered, consultants must submit:

- Three (3) examples of comparable wayfinding or interpretive projects
- Two (2) reference letters
- Identification of qualified staff/subcontractors
- Itemized summary
- Optional digital integration examples

7. Submission Instructions

Digital Submission (Preferred):

Please forward a digital copy of your proposal via email to:

Emily Lynn Cook (Community Projects Manager) and Josh Nease (Executive Director) and
Email to: ecook@woodlandswv.org and jnease@woodlandswv.org

Hard Copy Submission:

As an alternative submission method, you may submit three (3) hard copies of all requested materials by **5:00 PM on 20 February 2026** to the attention of:

Mon Forest Towns Partnership
Attn: Emily Lynn Cook
316 Railroad Avenue, Suite 310 Elkins, WV 26241

Subject Line: “Richwood CTRRT Wayfinding & Fabrication RFQ”

It is the responsibility of the respondent to ensure receipt of the proposal by the specified deadline.

8. Compliance and Regulatory Requirements

This project may be undertaken with a combination of state and/or federal funds and must comply with all applicable laws and regulations, including but not limited to:

- Uniform Relocation Act
- Title VI of the Civil Rights Act of 1964
- Section 109 and Section 3 of the Housing and Urban Development Acts
- Conflict of Interest and Access to Records provisions
- Minority/Women-Owned Business Enterprise (M/WBE) and Affirmative Action requirements

If a portion of the contract is subcontracted, positive efforts must be made to subcontract to M/WBE firms, in accordance with 40 CFR 33.240.

The project sponsor will afford full opportunity to women-owned and minority business enterprises and will not discriminate on the grounds of race, creed, color, sex, age, handicap, or national origin in the award of this contract.

9. Award Statement

This contract will be awarded to the offeror whose proposal is most advantageous to the project sponsor.

10. Optional Attachments / Appendices

- GIS Sign Location Map
- Interpretive Framework
- Branding Guidelines