

City of Ketchikan
Contract 22-12
Request for Proposals
for
Professional Services
for development of Salmon Walk branding and interpretation

Closing Date/Time: Friday, June 24 at 10:00 AM (Alaska Standard Time)



Request for Proposals Purpose

The purpose of this request for proposals (RFP) is to obtain competitive proposals from a qualified contractor/contracted exhibit design team to develop branding and interpretative material for Ketchikan's Salmon Walk. This project will include a style guide and interpretation for digital mediums, signage and wayfinding markers.

Project Background

Ketchikan is a unique coastal community. Known as the "Salmon Capital of the World", we are within the world's largest temperate rainforest, and home to healthy salmon runs in a creek that flows through the middle of town. Ketchikan is also home to three widely recognized Historic Districts. This area is Lingit Aani, home to the Taanta Kwan and Sanya Kwan of the Tlingit.

In celebration of these assets, local artist Ray Troll and other community members have advocated for the development of a trail along Ketchikan Creek to provide a showcase for the art, history, cultural and salmon of Ketchikan Creek. The "Salmon Walk" will provide an easy 1.5 mile looping path for locals and visitors alike to enjoy, enhancing their health as well as offering a meaningful connection to the creek, the surrounding rainforest and to our historic waterfront.

The trail will utilize existing paths and sidewalks, including the Married Man's Trail, Schoenbar Trail, Salmon Row, Deermount Street sidewalks, Stedman Street sidewalks and the Creek Street boardwalk. An ADA-alternate is available using the sidewalks of Park Avenue for the Married Man's Trail section that includes stairs.

Directional signage, public art and interpretation along the trail will enrich the experience, educating and inspiring the trail user, supplemented by a website. A conceptual plan is attached.

Scope of Work

1. Develop cohesive branding for the Ketchikan Salmon Walk for multiple digital and print applications.
2. Establish Salmon Walk style guide.
3. Develop content and design fourteen (14) interpretative panels in accordance with industry and ADA standards. Work with Museum staff and local advisors to review proposed content and design. Panel size to be determined (18"x24" up to 24"x36" with one exception on the Fish Ladder Screen)
4. Research and recommend fabrication of interpretative panels, wayfinding sign stickers (one text line, 2"x17.25") and reassurance markers (round 3.5" with only logo) utilizing long-lasting, weather-resistant and vandal-resistant materials. Work with Museum staff to recommend materials and fabricator and to procure panels, stickers and markers. Recommended materials should be environmentally responsible, constructed of weatherproof, vandal-resistant, durable materials appropriate for a rainforest environment and be sturdy enough for heavy visitor usage. Signage and markers shall be designed to last a minimum of 15 years. Museum staff will contract fabrication and installation separately.
5. Work with website developer to integrate branding into website and to utilize QR codes on signage where appropriate.
6. Contractor shall acquire and transfer to the City of Ketchikan all necessary rights and permissions for use of the photographic or other graphic work, audiovisual elements and other works contained in the signage and digital applications. All intellectual properties shall be licensed to the City of Ketchikan for Salmon Walk uses. Contractor shall provide a signed, written statement of the City of Ketchikan's license for use of intellectual properties contained within the Salmon Walk usage (including intellectual properties within any associated audiovisual productions). Copies of agreements for any materials licensed from third parties shall also be provided.

Deliverables

1. Salmon Walk style guide
2. Printer-ready design files for each:
 - 14 Interpretative panels
 - Wayfinding stickers (one line of text, multiple directional arrows)
 - Reassurance markers (logo only)

Timeline

All tasks shall be complete on or before March 1, 2023. Proposal must include a work plan.

Proposal Submission

Firms or individuals interested in providing services requested under this RFP must submit one electronic proposal merged into one complete file, provided in .pdf format and submitted to the City Clerk through the City of Ketchikan's Customer Portal available at: <https://www.ktn-ak.us/bids>

The proposal must be received by Friday, June 24, 2022 at 10:00 AM (Alaska Standard Time).

Basis of Selection and Award

The City of Ketchikan reserves the right to reject any or all bids and to waive any informality or technicality in the interest of the City. Bids will be subject to evaluation under Section 3.12.041 of the Ketchikan Municipal Code. The City may elect to conduct interviews with the firms/individuals with the highest ranked proposals.

Three criteria will be used in evaluation of bids received:

1. Experience and past performance of bidder (50%)
2. Cost effectiveness (40%)
3. Clarity and completeness of proposal (10%)

Procurement Schedule

May 27, 2022	RFP available
June 10, 2022	Requests for clarification posted, if needed
June 24, 2022	Proposals Due
June 28, 2022	Review and rank submissions
June 28-July1, 2022	Interview short listed consultants, if needed
July 8, 2022	Recommendation submitted for City Council approval at July 21 meeting
July 22, 2022	Contract awarded

Proposal Requirements

The proposal must demonstrate:

1. Comprehension of the required services and proposed strategy
2. Relevant experience and credentials of proposed personnel (include resumes of key personnel, examples of past work and a minimum of three (3) references)
3. Demonstrated understanding of current trends in interpretative mediums
4. Ability to complete the scope of work within the proposed budget
5. A Work Plan to complete the scope of work by the March 1, 2023 deadline.

Cost Proposal

A cost estimate shall be prepared in the below format and broken out by tasks to complete the contract:

- a. Direct cost of labor. Provide a table listing Job classification, Name of responsible staff, Total hours, Rate (\$/hr), Estimated Cost per person
- b. Indirect costs. Provide a list of planned indirect costs.
- c. Expenses. Provide a table listing Item, Quantity, Cost per unit, Estimated cost per expense

Fabrication and installation costs of signs, stickers and markers will be a separate RFP and should not be included in this cost estimate.

Attachments

Attachment 1: Ketchikan Salmon Walk overview including location detail and initial science concept list

Inquiries about this project should be made to the Ketchikan Museum Director, Anita Maxwell at (907) 228-5705 or anitam@ktn-ak.us.

Attachment 1: Overview – Salmon Walk Panel Concepts

SALMON WALK PANEL CONCEPTS

DRAFT 5/20/2022

Welcome to the world's largest temperate rainforest

- Intro to the Salmon Walk/map, linking Chief Johnson pole to Nathan's Fog Woman pole at Heritage center. Follow the salmon up the creek.
- Ketchikan Creek
 - salmon spawning creek , four of the five species are present
 - attracted non-Native settlers: canneries, shingle mill, hydro power
 -

An Incredible Journey

- All living things move through distinct stages over time. This is called a life cycle. All types of Pacific salmon start as eggs – alevin – fry – smolt - adults migrating into the ocean – spawners that return to their origin
- migration of salmon from their birth stream to the ocean and back again, traveling thousands of miles

Smell Your Way Home

- salmon navigate use the Earth's magnetic field like a compass along with their keen sense of smell
- what obstacles do they encounter on their way "home"
 - pollutants—which interfere with a salmon's sense of smell
 - fishing
 - Over 137 different species that depend directly on them to survive: 41 are mammals like bears, seals, sea lions, river otters, 89 are birds including eagles, sea gulls, kingfishers, herons, and many species of ducks.

Salmon Identification/Spawning seasons: Maybe a column for how different species are. Kings 4 to 5 years. Humpies 2 years. Etc.

COMMON NAMES	Common in Creek?	SCIENTIFIC NAME	Spawning
Chinook/King		<i>Oncorhynchus tshawytscha</i>	
Chum/Dog		<i>Oncorhynchus keta</i>	
Coho/Silver		<i>Oncorhynchus kisutch</i>	Aug 15 – Dec 31

Pink/Humpy	Most common in creek	<i>Oncorhynchus gorbuscha</i>	
Sockeye/Red	Rare in Ketchikan creek	<i>Oncorhynchus nerka</i>	July 1 – September 1

Steelhead/Rainbow and Cutthroats are also in the same genus so technically they are salmon too. They are also found in Ketchikan Creek.

Keystone Species

- Roman arch description: keystone holds up the whole arch, characteristics of a keystone species
- salmon are a keystone species in each of their ecosystems
- Who eats salmon = Predators: Sharks, halibut, ling cod, eagles, bears, otters, mink, ravens... see above
- Who is eaten by salmon = insects, plankton: Copepods!, herring, needle fish, krill...

Ecosystem Interconnections/"Salmon in the Trees"

- Define watershed and ecosystem
- interconnections between abiotic (rock, soil, water) and biotic elements/Nutrient cycle
 - "salmon become a veritable conveyor belt for nutrients. For example, an adult chum salmon returning to spawn contains an average of 130 grams of nitrogen, 20 grams of phosphorus and more than 20,000 kilojoules of energy in the form of protein and fat; a 250-meter reach of salmon stream in southeast Alaska receives more than 80 kilograms of nitrogen and 11 kilograms of phosphorous in the form of chum salmon tissue in just over one month" Alaska Fish & Wildlife News 11/08
- Since many visitors will be seeing salmon carcasses and enjoying the aroma: After salmon spawn and die, [salmon carcasses](#) are a valuable source of energy and nutrients to the river ecosystem. Carcasses have been shown to improve newly hatched salmon growth and survival by contributing nitrogen and phosphorous compounds to streams.
https://www.adfg.alaska.gov/index.cfm?adfg=wildlifeneews.view_article&articles_id=407

A World of Salmon

- examples of culture: language, art, food
 - Yeltatzie Salmon story: Jones Yeltatzie and World's Fair, Terry Pyles' sculpture
 - Schoenbar Canoe project
- how salmon are important to local cultures
 - Fog Woman story and the origin of salmon story in Tlingit culture (Totem Heritage Center and Chief Johnson totem poles honor Fog Woman)

Fishing

- commercial

- historic
 - types of commercial fishing
- sport
- subsistence: fish camp
 - Tlingit clan use

Salmon Survival

- what salmon need to survive
 - cold, clean water
 - food sources
 - dissolved oxygen
- challenges salmon may face
 - obstacles like rapids
 - ocean acidification
 - pollution
 - pharmaceuticals in water
 - habitat loss
 - predation
 - by-catch/overfishing (fish traps)
- salmon survival rates

Deer Mountain Fish Hatchery

- floating fish traps caused decline in salmon runs
- Territory of Alaska set up salmon hatcheries to counter decline
- SSARA hatchery role
- Commercial fishing role

Stewardship

- define stewardship and why stewardship is important
- everyday actions that affect salmon runs



TRAIL MARKERS

The Ketchikan Salmon Walk follows well-tread trails and sidewalks. Directional signposts will feature local art and in some cases, interpretative panels. "Reassurance markers", small round metal markers with the Salmon Walk logo, will reinforce the route as needed.

- 8 Harris Street Bridge**
Feature: Cultural or Historical information
- 7 Directional Signage along Park Avenue**
- install public art along railing
- 6 Directional Signage**
New feature at future ADA-compliant crossing
- 5 Fish Ladder & Viewing Deck**
- 4 Feature: Salmon lifecycle and migration**
- public art, benches
- A Signage at Intersection**
Add "Salmon Walk" decals to existing wayfinding signs
- 3 Natural Amphitheater**
- upgrade lighting
- replace chain link with Creek Street-style wood railings
- install public art
- add seating
- 2 "Yeltatzie's Salmon"**
Feature: Terry Pyle's salmon sculpture and honoring Jones Yeltatzie's original sculpture

START HERE
1 Museum Creek Overlook
Panel: Welcome to the Salmon Walk!

- 9 Schoenbar Trail @ fork in trail**
Feature: Kichxáan Héeni Canoe Project
- 10 Schoenbar Trail**
Feature: Salmon and tree nutrient cycles
- 11 Directional Signage**
At skate park crosswalk to direct towards hatchery. Provide two paths around skate park: one ADA along sidewalk and one creekside to allow water access.



- 12 Directional Signage at Park Avenue and Salmon Row**
Stencil salmon along Salmon Row to guide to Hatchery
- 13 Deer Mountain Fish Hatchery**
Feature: fish rearing
- 14 Totem Heritage Center**
Feature: Historic Fog Woman Totem Pole and Replica and information on how to return downtown
- 15 Directional Signage on Deermount Avenue**
- 16 Retaining wall near E. 3rd Street stairs**
Feature: Art or Interpretative Installation
- 17 Directional Signage at Deermount and Stedman intersection**
- 18 Thomas Basin**
Feature: Commercial fishing fleet and types of boats
- 19 Creek Street**
Feature: Creek Street Historic District

PHASE I

Complete

Prototype signposts created by Public Works
14 stainless steel 28" fish to top signposts created
Fish ladder and viewing platform renovated

PHASE II

May 2022 - April 2023

Intrepretive Specialist contracted to design brand and signs
Final signpost and trail markers developed and installed
Website created to share interactive map and information
Existing wayfinding signs updated
Married Man's Trail segment rehabilitated for safety
Park Avenue/Married Man's Trail exit developed
Additional interpretive elements integrated

PHASE III

Future Opportunities

Host an annual creek cleanup each Spring
Adopt a section of the trail to keep it clean
Partner with school and youth groups for creekside projects
Install public art from local artists

INTERPRETIVE PANELS

Signage will educate and engage the viewer with science, art, culture and history inspired by salmon. New signage materials prevent damage from vandalism or weather. Panels will feature:



Welcome to the ancestral lands of the Taant' a Kwan and Sanyaa Kwan of the Tlingit and the world's largest temperate rainforest!

Salmon bring people to the creek: seasonal fish camps, canneries and Ketchikan's early days

Salmon identification: the 5 species and who else is in the creek

An Incredible Journey: salmon life cycle and migration from creek to ocean and home again

Salmon as a Keystone species: who eats who

Ecosystem Connections: nutrient cycles

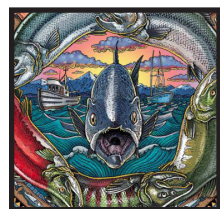
A World of Salmon: cultural connections and salmon as inspiration for art

Feeding the World: subsistence, sport and commercial salmon fishing

Salmon Survival: what fish need and what challenges they face

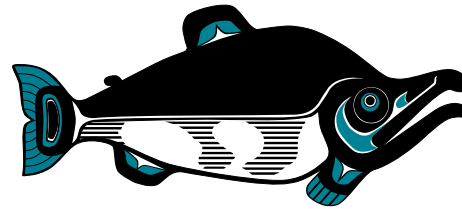
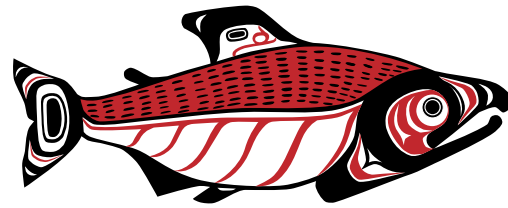
Salmon Hatcheries: supporting salmon runs

Stewardship: how we can make a future with healthy salmon populations

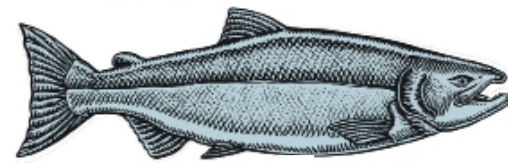


TRAIL MARKERS

Directional signposts will feature local art and in some cases, interpretative panels.



Signpost artwork by Nathan Jackson



Signpost artwork by Ray Troll



"Midnight Run" by Ray Troll



The *Ketchikan Salmon Walk* showcases the science, culture, art, and history inspired by the salmon of Ketchikan Creek.

This 1.5 mile loop builds on existing pedestrian pathways to take you upstream from the Tongass Historical Museum to the Totem Heritage Center and brings you back to Creek Street for an easy, educational, and engaging walk around Ketchikan.

Project completion: April 2023



Royal Caribbean Group

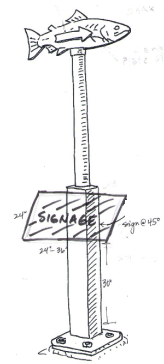
Generously supported by the Royal Caribbean Group, whose commitment to ocean literacy sets a standard for educating visitors on the crucial role of oceans and the life that depends upon them.

For more info contact Anita Maxwell, Ketchikan Museums Director, 907.228.5705 or anitam@ktn-ak.us

Artwork courtesy of Ray Troll unless otherwise noted.



Salmon Walk Location Detail DRAFT



Trail Markers

Round “reassurance markers” featuring logo to be place along route, 3-4”
NEED TO DETERMINE SPACING

Directional Fish Sticks

Posts with one of 4 fish designs attached at top with head pointing up trail. Some directional posts will also have interpretative panels attached.



Wayfinding Signs

Vinyl “Salmon Walk” stickers with arrows to be added to appropriate wayfinding signs

1



Museum Creek Overlook

Attached to wood boardwalk, facing Creek Street, in at least 12” from corner
Fish points towards Creek Street bridge
Panel: Intro to the Salmon Walk, trail map

? “Salmon Walk Starts Here” arch for photo opp

2

Oliver Fish
(pending approval)



“Yeltatzie’s Salmon”

Attached to wood boardwalk - behind railing to not block pedestrians
Panel: Terry Pyle’s salmon sculpture and honoring Jones Yeltatzie’s original sculpture, Tlingit summer fish camp

Married Man’s - move trail sign to corner up from Yeltatzie Salmon

3



Natural Amphitheater

Attached to wooden railing
NO panel
Upgrade lighting to Creek Street-style lights
Add vinyl directional decal to wayfinding signs

Married Man’s Trail Gap Project: chain link fencing replaced with Creek Street-style wood railings, continue boardwalk, gravel resurfacing (CPV funds), Fall 2022

Future opportunities to develop into seating area



NEW Viewing Deck on Fish Ladder Side
Attached to new viewing deck, location to be determined at completion of deck, Fall 2023
Panel: Salmon identification

Discuss with neighbors Cathy Cooley , Michelle O’Brien

5



Viewing Deck across from Fish Ladder (with viewing screen/fire hydrant)
Attached to wood deck, fish points across Park Avenue
Panel: Salmon lifecycle, migration



Screen
Panel: Add Interpretative panel and/or art, benches



Fish stencil incorporated into crosswalk across Park Ave between #4 & #6
? Ray artwork, ?create stencil from what material

6

Oliver
Fish



Park Avenue, Harris Street side
Install behind railing, needs concrete pad
Fish points to the right, along Park Ave towards Venetia
NO panel

Future ADA-compliant pedestrian crossing

7



Park Avenue, halfway between fish ladder and Venetia
Fish points to the right, along Park Ave towards Venetia
NO panel

Future public art along railings

8



Harris Street Bridge
Fish on Park Ave side, pointing across creek. ? Move Historic Ketchikan walking tour sign to sign to right of bridge (on Park Ave)
Panel attached to wood railing on Harris Street upstream side, out of way of vehicle turning
Panel: ?stream ecology

Discuss with nearby homeowners.

Schoenbar Trail Posts - KGB property
Add trail posts with trail markers (alternative: trail markers on trees)



Add trail post at bend near large rock as road narrows to trail.



Add trail marker to existing trail post. Fork in Schoenbar trail in distance.



Trail marker/post example

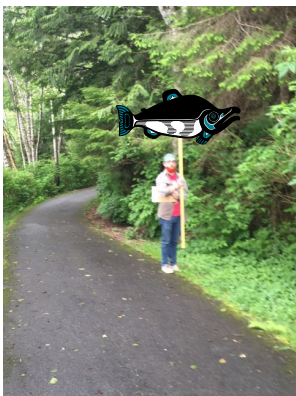
9



Schoenbar Trail @ fork in trail
KAAHC Public Art to be added (Kichxáan Héeni Canoe Project) on hill side of trail
Fish points upstream towards Schoenbar Middle School
Avoid electrical/water lines
Panel: salmon as art inspiration

Canoe Project RFP out 7/1/2022, installation complete 5/3/2024

10



Schoenbar Trail
Located approximately half way between #9 and #10
Panel: riparian habitat, nutrient cycles, “Salmon in the Trees” - how forest health affects salmon/streams/water-shed



Add trail marker to existing trail post between the two cement blocks, near Schoenbar Middle School



Add trail marker at corner of Schoenbar Middle School driveway



Add trail marker to existing “End School Zone” signpost between Schoenbar Middle School and Skate Park

11



Crosswalk on Park Avenue at Skate Park
Fish points towards hatchery/Salmon Row
No Panel

Future: provide two paths around skate park: one ADA along sidewalk and one creekside to allow water access.
Needs crosswalk.
? long term Walker Field plans



Fish stencil incorporated into crosswalk across Park Ave between #11 & #12
? Ray artwork, ? create stencil from what material

12

Oliver Fish



Corner of Park Avenue and Salmon Row
Stencil salmon along Salmon Row to guide to Hatchery
NO panel
Determine property/electric lines in area.



Neighborhood/Deer Mountain Fish Hatchery Parking lot
? Stencil salmon along Salmon Row to guide through parking lot to Hatchery or just trail posts with markers
? can vehicle parking be moved back 4’ to accommodate walking path

13

Deer Mountain Fish Hatchery
Panel on hatchery fence at Salmon Row corner: fish rearing, commercial fishing, support for stock



City Park bridge (City Park side of Hatchery) to the Totem Heritage Center
Fish points across creek
NO panel

14



Totem Heritage Center

? Alt. location: place near large alder at building corner towards parking lot
Panel: cultural info, reference to Fog Woman totem pole/story, information on downtown summer shuttle

15



Totem Heritage Center driveway and Deermount intersection, near Wayfinding Post

? Add to Wayfinding post instead of additional post
Fish points towards Stedman
NO panel

16



Retaining wall near 3rd Street stairs

? Art installation (formline design) along wall
Fish points towards Stedman
NO panel

17



Deermount and Stedman Intersection at Bay Co./KIC/UAS corner, water side

Remove “Heritage Center and City Park, 1/4 mile up Deermount Ave.” sign
Add Salmon walk to wayfinding sign
Existing interpretative sign towards canneries (south on Stedman)

18



Thomas Basin

Ask permission for Fish signpost near existing planter
Panel: commercial fishing

Cross Stedman at Brown Way crosswalk

19



Stedman Street Bridge at Creek Street

Fish points up Creek Street
Panel: National Historic District
Replace existing panel per Stephen Reeve

20



Creek Street platform across from Fish Creek Co.

Fish points up Creek Street
Panel: estuary food chain - mix of fresh/saltwater, plankton feeds phytoplankton feeds zooplankton feeds salmon feeds predators

21



Creek Street near Cape Fox Tram

Fish towards Creek Street bridge
Panel: seal viewing/history: Venetia Mining Claim, shingle mill