

(S-20-130)
 (Contract Management Use only)
CONTRACT TRACKING NO.
CM2891

CONTRACT APPROVAL FORM

CONTRACTOR INFORMATION

Name: Dawson Associates, LLC
 Address: 20 Town Way Scituate MA 02066
City State Zip
 Contractor's Administrator Name: Jeffrey Dawson Title: _____
 Tel#: (781) 544-2080 Fax: _____ Email: jdawson@dawson-associates.com

CONTRACT INFORMATION

Contract Name: Professional Service Contract for Nassau County, Floric Contract Value: NTE \$50,000.00
 Brief Description: Contract for beach signage on Amelia Island
 Contract Dates : From: Execution to: 8 Months Status: New Renew Amend# WA/Task Order
 How Procured: Sole Source Single Source ITB RFP RFQ Coop. Other Professional Services

If Processing an Amendment:

Contract #: _____ Increase Amount of Existing Contract: _____
 New Contract Dates: _____ to _____ TOTAL OR AMENDMENT AMOUNT: _____

APPROVALS PURSUANT TO NASSAU COUNTY PURCHASING POLICY, SECTION 6

1.	<u>[Signature]</u> Department Head Signature	<u>1/15/21</u> Date	<u>OMB</u> Submitting Department
2.	<u>[Signature]</u> Procurement <i>AS TO ALL PROCUREMENTS</i>	<u>1/15/21</u> Date	<u>37523552-531000</u> Funding Source/Acct #
3.	<u>[Signature]</u> Office of Management & Budget	<u>1/15/21</u> Date	
4.	<u>[Signature]</u> County Attorney/Contract Management	<u>1/15/21</u> Date	

Comments: _____

COUNTY MANAGER – FINAL SIGNATURE APPROVAL

[Signature] 1/21/21
 Taco Pope Date

RETURN ORIGINAL(S) TO CONTRACT MANAGEMENT FOR DISTRIBUTION AS FOLLOWS:

- Original: Clerk's Services; Contractor (original or certified copy)
- Copy: Department Procurement Office of Management & Budget County Attorney/Contract Management Clerk Finance

**PROFESSIONAL SERVICE CONTRACT
FOR NASSAU COUNTY, FLORIDA**

THIS AGREEMENT made and entered into this 21st day of January ~~2020~~ ²⁰²¹, by and between the **Board of County Commissioners of Nassau County**, a political subdivision of the State of Florida, hereinafter referred to as the "County", and **Dawson Associates, LLC** located at 20 Town Way, Scituate, MA 02066, hereinafter referred to as the "Consultant":

WHEREAS, the Tourist Development Council and the Amelia Island Convention and Visitors Bureau have recommended that the Board of County Commissioners fund this Contract from Tourist Development Tax revenues; and

WHEREAS, the County desires to obtain professional services in a specified nature as more fully described in the *Scope of Services*, Attachment "A", which is attached hereto and made a part hereof; and

WHEREAS, the Consultant desires to render certain professional services as described in the *Scope of Services*, and has the qualifications, experience, staff and resources to perform those services.

NOW THEREFORE, in consideration of the mutual covenants and agreements hereinafter contained, the parties hereto agree as follows:

ARTICLE 1 - EMPLOYMENT OF CONSULTANT

The County hereby agrees to engage the Consultant, and the Consultant hereby agrees to perform the services set forth in the *Scope of Services*.

ARTICLE 2 - SCOPE OF SERVICES

2.1 The Consultant shall provide professional services in accordance with the *Scope of Services* set forth in Attachment "A", attached hereto and incorporated by reference.

ARTICLE 3 - THE COUNTY'S RESPONSIBILITY

Except as provided in the *Scope of Service*, the County's responsibilities are to render approvals and decisions as necessary for the orderly process of Consultant's services. The Amelia Island Convention and Visitors Bureau shall have the authority to transmit instructions pursuant to the terms of the contract, receive information with respect to the terms of this contract regarding Consultant's services, and recommend approval to the County. Any instructions provided to Consultant shall be copied to:

Nassau County Attorney's Office
96135 Nassau Place, Suite 6
Yulee, Florida 32097
904-530-6100
contracts@nassaucountyfl.com

Nassau County Office of Management and Budget
96135 Nassau Place, Suite 2
Yulee, Florida 32097
904-530-6010
bsimmons@nassaucountyfl.com

ARTICLE 4 - TERM OF AGREEMENT

The term of this Agreement shall be for eight (8) months beginning on the date of the complete execution of the Agreement. This Agreement or amendment to the Agreement shall be subject to fund availability. Amendments, if any, can only be approved by the Consultant and County Manager.

ARTICLE 5 - COMPENSATION

5.1 The Consultant shall be compensated on a flat fee purchase method. The County shall pay the agreed upon fee of, not to exceed \$50,000.00 for the work covered

in the *Scope of Services* attached as Attachment "A" hereto. The payments are in phases and based upon completion of each phase.

5.2 The Consultant shall prepare and submit to the Amelia Island Convention and Visitors Bureau, for approval, a monthly invoice for the services rendered under this Agreement based upon the attached Scope of Services. Said invoices shall be reviewed and recommended for approval to the Director of the Nassau County Office of Management and Budget. Invoices for services shall be paid within forty-five (45) days, in accordance with the Florida Prompt Payment Act. The County reserves the right to withhold payment to the Consultant for failure to perform the work in accordance with the provisions of this Agreement, and the County shall promptly notify the Consultant if any invoice or report is found to be unacceptable and will specify the reasons therefor.

ARTICLE 6 - STANDARD OF CARE

The Consultant shall exercise the same degree of care, skill, and diligence in the performance of the services as is ordinarily provided by a professional under similar circumstances and the Consultant shall, at no additional cost to the County, re-perform services which fail to satisfy the foregoing standard of care.

ARTICLE 7 - DOCUMENTS

The documents which comprise this Agreement between the County and the Consultant are attached hereto and made a part hereof and consist of the following:

- 7.1** This Agreement;
- 7.2** The *Scope of Services* attached hereto Attachment "A";
- 7.3** Any work authorizations, written amendments, modifications or addenda to this Agreement.

ARTICLE 8 - EQUAL OPPORTUNITY EMPLOYMENT

In connection with the work to be performed under this Agreement, the Consultant agrees to comply with the applicable provisions of State and Federal Equal Employment Opportunity statutes and regulations.

ARTICLE 9 - INDEMNIFICATION

The Consultant shall indemnify and hold harmless the County and its officers and employees from liabilities, damages, losses, and costs, including but not limited to, reasonable attorneys' fees, to the extent caused by the negligence, recklessness, or intentionally wrongful conduct of the Consultant and other persons employed or utilized by the Consultant, in the performance of the Agreement.

ARTICLE 10 - INDEPENDENT CONSULTANT

The Consultant undertakes performance of the services as an independent Consultant under this Agreement and shall be wholly responsible for the methods of performance. The County shall have no right to supervise the methods used, but the County shall have the right to observe such performance. The Consultant shall work closely with the County in performing services under this Agreement.

ARTICLE 11 – EXTENT OF AGREEMENT

11.1 This Agreement represents the entire and integrated agreement between the County and the Consultant and supersedes all prior negotiations, representations, or agreement, either written or oral.

11.2 This Agreement may only be amended, supplemented, modified, changed or canceled by a duly executed written instrument.

ARTICLE 12 - COMPLIANCE WITH LAWS

In performance of the services, the Consultant will comply with applicable regulatory requirements including federal, state, and local laws, rules regulations, orders, codes, criteria and standards.

ARTICLE 13 - INSURANCE

The Consultant shall purchase and maintain such commercial (occurrence form) or comprehensive general liability, workers compensation, professional liability, and other insurance as is appropriate for the services being performed hereunder by the Consultant, its employees or agents. The amounts and types of insurance shall conform to the requirements set forth in Exhibit "1", attached hereto.

ARTICLE 14 – ACCESS TO PREMISES

The County shall be responsible for providing access to all project sites (if required), and for providing project-specific information.

ARTICLE 15 - TERMINATION OF AGREEMENT

15.1 Termination for Convenience: This Agreement may be terminated by the County for convenience, upon thirty (30) days of written notice to the Consultant. In such event, the Consultant shall be paid its compensation for services performed prior to the termination date.

15.2 Default by Consultant: In addition to all other remedies available to the County, the County may terminate this Agreement for cause should the Consultant neglect, fail to perform, or observe any of the terms, provisions, conditions, or requirements herein contained. Prior to termination the County shall provide written notice of the specific conditions warranting default, and the County shall allow thirty (30) days for the Consultant to cure.

ARTICLE 16 - NONDISCLOSURE OF PROPRIETARY INFORMATION

The Consultant shall consider all information provided by the County and all reports, studies, calculations, and other documentation resulting from the Consultant's performance of the services to be proprietary unless such information is available from public sources. The Consultant shall not publish or disclose proprietary information for any purpose other than the performance of the services without the prior written authorization of the County or in response to legal process.

ARTICLE 17 - GOVERNING LAW AND VENUE

This Agreement shall be governed by the laws of the State of Florida. All legal action necessary to enforce the Agreement will be held in Nassau County, Florida.

ARTICLE 18 - MISCELLANEOUS

18.1 Non-waiver: A waiver by either the County or the Consultant of any breach of this Agreement shall not be binding upon the waiving party unless such waiver is in writing. In the event of a written waiver, such a waiver shall not affect the waiving party's rights with respect to any other or further breach. The making or acceptance of a payment by either party with knowledge of the existence of a default or breach shall not operate or be construed to operate as a waiver of any subsequent default or breach.

18.2 Severability: Any provision in this Agreement that is prohibited or unenforceable in any jurisdiction shall, as to such jurisdiction, be ineffective to the extent of such prohibition or unenforceability without invalidating the remaining provisions hereof or affecting the validity or enforceability of such provisions in any other jurisdiction. The non-enforcement of any provision by either party shall not constitute a waiver of that provision nor shall it affect the enforceability of that provision or of the remainder of this Agreement.

18.3 PUBLIC RECORDS

The County is a public agency subject to Chapter 119, Florida Statutes. IF THE CONSULTANT HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE CONSULTANT'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT (904) 530-6010, records@nassaucountyfl.com, 96135 NASSAU PLACE, YULEE, FLORIDA 32097. Under this Agreement, to the extent that the Consultant is providing services to the County, and pursuant to Section 119.0701, Florida Statutes, the Consultant shall:

a. Keep and maintain public records required by the public agency to perform the service.

b. Upon request from the public agency's custodian of public records, provide the public agency with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in this chapter or as otherwise provided by law.

c. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the Agreement term and following completion of the Agreement if the Consultant does not transfer the records to the public agency.

d. Upon completion of the Agreement, transfer, at no cost, to the public agency all public records in possession of the Consultant or keep and maintain public records required by the public agency to perform the service. If the Consultant transfers all public records to the public agency upon completion of the Agreement, the Consultant shall destroy any duplicate public records that are exempt or confidential

and exempt from public records disclosure requirements. If the Consultant keeps and maintains public records upon completion of the Agreement, the Consultant shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the public agency, upon request from the public agency's custodian of public records, in a format that is compatible with the information technology systems of the public agency.

18.4 The provisions of this section shall not prevent the entire Agreement from being void should a provision, which is of the essence of the Agreement, be determined to be void.

ARTICLE 19 - SUCCESSORS AND ASSIGNS

The County and the Consultant each binds itself and its director, officers, partners, successors, executors, administrators, assigns and legal representatives to the other party to this Agreement and to the partners, successors, executors, administrators, assigns, and legal representatives.

ARTICLE 20 - CONTINGENT FEES

The Consultant warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for the Consultant to solicit or secure this Agreement and that it has not paid or agreed to pay any person, company, corporation, individual or firm, other than a bona fide employee working solely for the Consultant, any fee, commission, percentage, gift or any other consideration contingent upon or resulting from the award or making of this Agreement.

ARTICLE 21 - OWNERSHIP OF DOCUMENTS

The Consultant shall be required to work in harmony with other consultants relative to providing information requested in a timely manner and in the specified form.

All documents, records, disks, original drawings, or other information shall become the property of the County upon completion for its use and distribution as may be deemed appropriate by the County.

ARTICLE 22 - FUNDING

The funding for this contract is solely from the Tourist Development Tax revenues. This Agreement shall remain in full force and effect only as long as the expenditures provided for in the Agreement have been appropriated by the County Commission of the County of Nassau from Tourist Development Tax revenues in the annual budget for each fiscal year of this Agreement, and is subject to termination based on lack of funding from the Tourist Development Tax revenues. There are no ad valorem or other funds available to fund this contract.

ARTICLE 23 - NOTICE

23.1 Whenever either party desires or is required under this Agreement to give notice to any other party, it must be given by written notice either delivered in person, sent by U.S. Certified Mail, U.S. Express Mail, air or ground courier services, or by messenger service, as follows:

COUNTY:

Nassau County Manager
96135 Nassau Place
Yulee, Florida 32097
904-530-6010
tpepe@nassaucountyfl.com

With a copy to the County Attorney at:

96135 Nassau Place, Suite 6
Yulee, Florida 32097
904-530-6100
contracts@nassaucountyfl.com

With a copy to the Office of Management & Budget at:

96135 Nassau Place, Suite 2
Yulee, Florida 32097
904-530-6010
mdiehl@nassaucountyfl.com

With a copy to the Amelia Island Convention and Visitors Bureau at:

2398 Sadler Road, Suite 200
Amelia Island, Florida 32034
904-277-4369
glangley@ameliaisland.com

CONSULTANT:

Jeffrey Dawson
Dawson Associates, LLC
20 Town Way
Scituate, MA 02066
781-544-2080
jdawson@dawson-associates.com

23.2 Notices shall be effective when received at the address specified above. Changes in the respective addresses to which such notice may be directed may be made from time to time by any party by written notice to the other party. Email and facsimile are acceptable notice effective when received, however, notices received (i.e.; printed) after 5:00 p.m. or on weekends or holidays, will be deemed received on the next business day. The original of the notice must additionally be mailed as required herein.

23.3 Nothing contained in this Article shall be construed to restrict the transmission of routine communications between representatives of the Consultant and the County.

ARTICLE 24 - DISPUTE RESOLUTION

24.1 The County may utilize this section, at their discretion, as to disputes regarding contract interpretation. The County may send a written communication to the

Consultant by email, overnight mail, UPS, FedEx, or certified mail. The written notification shall set forth the County's interpretation of the Agreement. A response shall be provided in the same manner prior to the initial meeting with the County Manager. This initial meeting shall take place no more than twenty (20) days from the written notification of the dispute addressed to the Consultant. The Consultant should have a representative, at the meeting that can render a decision on behalf of the Consultant.

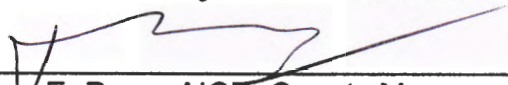
24.2 If there is no satisfactory resolution as to the interpretation of the Agreement, the dispute may be submitted to mediation in accordance with mediation rules as established by the Florida Supreme Court. Mediators shall be chosen by the County and the cost of mediation shall be borne by the Consultant. The Consultant shall not stop work during the pendency of mediation or dispute resolution.

ARTICLE 25 – CONSENT OF AMELIA ISLAND CONVENTION & VISITOR'S BUREAU (A.I.C.V.B.)

25.1 The Amelia Island Convention and Visitors Bureau hereby consents to the terms of the contract and the requirements of the A.I.C.V.B. contained herein.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year first written above.

**Nassau County
Board of County Commissioners**



Todd E. Pope, AICP, County Manager
Its: Designee

Date: 1/21/21

Dawson Associates, LLC



Jeffrey Dawson

Date: 12/30/2020

EXHIBIT "1"**GENERAL INFORMATION AND MINIMUM INSURANCE REQUIREMENTS****COMMERCIAL GENERAL LIABILITY INSURANCE**

The Consultant shall purchase and maintain at the Consultant's expense Commercial General Liability insurance coverage (ISO or comparable Occurrence Form) for the life of this Contract. Modified Occurrence or Claims Made forms are not acceptable.

The Limits of this insurance shall not be less than the following limits:

Each Occurrence Limit	\$1,000,000
Personal & Advertising Injury Limit	\$1,000,000
Fire Damage Limit (any one fire)	\$ 50,000
Medical Expense Limit (any one person)	\$ 5,000
Products & Completed Operations Aggregate Limit	\$2,000,000
General Aggregate Limit (other than Products & Completed Operations) Applies Per Project	\$2,000,000

General liability coverage shall continue to apply to "bodily injury" and to "property damage" occurring after all work on the Site of the covered operations to be performed by or on behalf of the additional insureds has been completed and shall continue after that portion of "your work" out of which the injury or damage arises has been put to its intended use.

WORKERS' COMPENSATION AND EMPLOYER'S LIABILITY INSURANCE

The Consultant shall purchase and maintain at the Consultant's expense Workers' Compensation and Employer's Liability insurance coverage for the life of this Contract.

The Limits of this insurance shall not be less than the following limits:

<u>Part One</u> – Workers' Compensation Insurance – Unlimited Statutory Benefits as provided in the Florida Statutes and	
<u>Part Two</u> – Employer's Liability Insurance	
Bodily Injury By Accident	\$500,000 Each Accident
Bodily Injury By Disease	\$500,000 Policy Limit
Bodily Injury By Disease	\$500,000 Each Employee

*If leased employees are used, policy must include an Alternate Employer's Endorsement

AUTOMOBILE LIABILITY INSURANCE

The Consultant shall purchase and maintain at the Consultant's expense Automobile Liability insurance coverage for the life of this Contract.

The Limits of this insurance shall not be less than the following limits:

Combined Single Limit – Each Accident	\$1,000,000
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Covered Automobiles shall include any auto owned or operated by the insured Consultant, insured Sub-subConsultant including autos which are leased, hired, rented or borrowed, including autos owned by their employees which are used in connection with the business of the respective Consultant or Sub-subConsultant.

PROFESSIONAL LIABILITY (ERRORS & OMISSIONS)

This additional coverage will be required for all projects involving consultants, engineering services, architectural or design/build projects, independent testing firms and similar exposures.

The Consultant shall purchase and maintain at the Consultant's expense Professional Liability insurance coverage for the life of this Contract.

If the contract includes a requirement for Professional Liability or Errors and Omissions insurance, the minimum amount of such insurance shall be as follows:

Each Occurrence/Annual Aggregate	\$1,000,000
Project Specific	

Design Professional Liability coverage will be provided on an Occurrence Form or a Claims Made Form with a retroactive date to at least the first date of this Agreement. If provided on a Claims Made Form, the coverages must respond to all claims reported within three years following the period for which coverage is required and which would have been covered had the coverage been on an occurrence basis.

Consultant shall require each of his SubConsultants to likewise purchase and maintain at their expense Commercial General Liability insurance, Workers' Compensation and Employer's Liability coverage, Automobile Liability insurance, Umbrella Liability Professional Liability, Environmental Liability, Builders Risk or Installation Floater (as applicable) insurance coverage meeting the same limit and requirements as the Consultants insurance.

Certificates of Insurance acceptable to Nassau County Board of County Commissioners for the Consultant/Vendor's insurance must be received within ten (10) days of Notification of Selection and at time of signing Agreement.

Certificates of Insurance and the insurance policies required for this Agreement shall contain an endorsement that coverage afforded under the policies will not be cancelled or allowed to expire until at least thirty (30) days prior written notice has been given to Nassau County Board of County Commissioners.

Certificates of Insurance and the insurance policies required for this Agreement will include a provision that policies, except Workers' Compensation and Professional Liability, are primary and noncontributory to any insurance maintained by the Consultant.

Nassau County Board of County Commissioners must be named as an Additional Insured and endorsed onto the Commercial General Liability (CGL), Auto Liability and Umbrella Liability policy (ies). A copy of the endorsement(s) must be supplied to Nassau County Board of County Commissioners ten (10) days following the execution of the agreement or prior to the first date of services, whichever comes first.

CGL policy Additional Insured Endorsement must include Ongoing and Completed Operations (Form CG2010 11 84 OR Form CG2010 04 13 and GC2037 04 13 edition or equivalent). Other Additional Insured forms might be acceptable but only if modified to delete the word "ongoing" and insert the sentence "Operations include ongoing and completed operations".

CGL policy shall not be endorsed with Exclusion - Damage to Work performed by SubConsultants on Your Behalf (CG2294 or CG2295)

CGL policy shall not be endorsed with Contractual Liability Limitation Endorsement (CG2139) or Amendment of Insured Contract Definition (CG 2426)

CGL policy shall not be endorsed with Exclusion - Damage to Premises Rented to you (CG 2145)

CGL policy shall include broad form contractual liability coverage for the Consultants covenants to and indemnification of the Authority under this Contract

Certificates of Insurance and the insurance policies required for this Agreement shall contain a provision under General Liability, Auto Liability and Workers' Compensation to include a Waiver of Subrogation clause in favor of Nassau County Board of County Commissioners.

All Certificates of Insurance shall be dated and shall show the name of the insured Consultant, the specific job by name and job number, the name of the insurer, the policy number assigned its effective date and its termination date and a list of any exclusionary endorsements.

All Insurers must be authorized to transact insurance business in the State of Florida as provided by Florida Statute 624.09(1) and the most recent Rating Classification/Financial Category of the insurer as published in the latest edition of "Best's Key Rating Guide" (Property-Casualty) must be at least A- or above.

All of the above referenced Insurance coverage is required to remain in force for the duration of this Agreement and for the duration of the warranty period. Accordingly, at the time of submission of final application for payment, Consultant shall submit an additional Certificate of Insurance evidencing continuation of such coverage.

If the Consultant fails to procure, maintain or pay for the required insurance, Nassau County Board of County Commissioners shall have the right (but not the obligation) to secure same in the name of and for the account of Consultant, in which event, Consultant shall pay the cost thereof and shall furnish upon demand, all information that may be required to procure such insurance. Nassau County Board of County Commissioners shall have the right to back-charge Consultant for the cost of procuring such insurance. The failure of Nassau County Board of County Commissioners to demand certificates of insurance and endorsements evidencing the required insurance or to identify any deficiency in Consultants coverage based on the evidence of insurance provided by the Consultant shall not be construed as a waiver by Nassau County Board of County Commissioners of Consultant's obligation to procure, maintain and pay for required insurance.

The insurance requirements set forth herein shall in no way limit Consultants liability arising out of the work performed under the Agreement or related activities. The inclusions, coverage and limits set forth herein are minimum inclusion, coverage and limits. The required minimum policy limits set forth shall not be construed as a limitation of Consultant's right under any policy with higher limits, and no policy maintained by the Consultant shall be construed as limiting the type, quality or quantity of insurance coverage that Consultant should maintain. Consultant shall be responsible for determining appropriate inclusions, coverage and limits, which may be in excess of the minimum requirements set forth herein.

If the insurance of any Consultant or any subConsultant contains deductible(s), penalty(ies) or self-insured retention(s), the Consultant or SubConsultant whose insurance contains such provision(s) shall be solely responsible for payment of such deductible(s), penalty(ies) or self-insured retention(s).

The failure of Consultant to fully and strictly comply at all times with the insurance requirements set forth herein shall be deemed a material breach of the Agreement.

ATTACHMENT "A"

DAWSON ASSOCIATES, LLC SCOPE OF SERVICE PROPOSAL FOR AMELIA ISLAND BEACH SIGNING

SCOPE OF SERVICES

Dawson Associates scope of services to be provided for the Amelia Island Beach Signing initiative includes the development of design and production standards for identification and information signing.

Dawson will finalize the design development of the Beach Signing program by providing all the necessary graphic design and messaging standards, the fabrication and production standards, and the guidelines for installation. Dawson will assist when needed the BOCC with the procurement process and supervise the various aspects of the installation process.

Dawson will develop a comprehensive coordinated sign system to enhance connectivity of the beach resources with improved content messaging on regulatory, safety, and interpretive messaging, to enhance the visual sign aesthetics and compatible with the beach community corridor while in the process of eliminating damaged, outdated information and the practice of over signing.

PHASE 1 - DESIGN DEVELOPMENT

Final design recommendation will be provided showing the sizes, graphic design layout, the fabrication materials and location for typical sign type. Scaled paper proofs, and samples might also be provided to help for final approvals.

Dawson will design the signs to be simple to understand, be designed to closely link with the promotional and interpretive efforts and be as flexible as possible. Any recommendations provided through this scope of work will take into account a defined design vocabulary intended to be used for the entire length of the beachfront. The minimum design vocabulary will be a consistent type font, color scheme, and graphic style. The sign program will have a distinct design that complements the Island's beach environment, balanced with the need of the City and County identity as well as State and Federal regulatory messaging that can't be changed.

Design Development:

Dawson will provide and accomplish:

An update of the signing design elements for discussion and comment

An update of the field analysis survey with sign types keyed to their locations

New recommendations for the narrative of sign materials

A statement of probable cost keyed by location and sign types

Priority implementation of sign type based on the available funding

A Review by FDOT of the signage that falls within their jurisdiction

Final design documents to the BOCC for approval

PHASE 2 - PRODUCTION

This scope of service entails the development of the working fabrication design intent drawings that provide all the information a sign manufacture would be required to respond to the bid conditions.

Graphic design intent drawings will show the typical panel template layouts for each type of sign, showing the typeface, color to use and the reproduction process. Design layout templates will be developed to show signature for County and City as it applies per their location and a layout identification template to identify all the gateways, trailheads for the emergency responders. Assuming a numbering system applies.

Fabrication design intent drawings will show the sign elevation views, all the measurements, materials, paint and the finish. Any special technical specification will be on the drawing or added to the appendix.

Installation design intent drawings will show typical environments, and sign type keyed by location.

Production Development:

Graphic Design Standards

Advise the BOCC in the development of the content manuscript for:

- a) Environmental interpretive awareness messaging
- b) City and County rules, regulatory and safety messaging

Develop graphic application standards for County and City identification signatures

Develop graphic emergency site identification standards local emergency responders

Develop graphic design vocabulary for the nomenclature, typography, and cartography

Develop graphic design palette for the color, type, and style layout templates

Fabrication and Installation Standards

Develop fabrication and performance sign type standards with technical specifications for:

Entrance identification with parking sign type

Entrance identification with limited parking sign type

Pedestrian neighborhood walk- in entrance identification sign type

Pedestrian beach walk in identification sign type

Regulatory, safety and beach warning, ordinance enforcement sign types

Parking standard regulatory application of sign types per MUTCD

Environmental interpretive awareness sign type

Fabrication structure performance drawings of above sign types

Installation guidelines specifications of above sign types for site conditions

Procurement Documents

Develop procurement documents of the above for BOCC Procurement Department review and approval.

Supervise production of the above and provide status reports

PHASE 3 - IMPLEMENTATION

This scope of services is limited to assisting BOCC with providing a master sign location site plan and the performance drawings, specifications, technical data of the sign types for procurement. To provide a full understanding briefing of the signage elements and organize performance documents into bid packages.

Implementation:

Assist BOCC in reviewing the design performance standards and unique stipulations
 Assist BOCC in evaluating the bids for compliance with the design performance standards
 Provide status performance reports on the supplier(s) as determined with BOCC

PROFESSIONAL FEES

Professional fees for development of the three phases will be invoiced. The breakout of the deliverables within each of the three phases are provided for the purpose of time allocation and dollar approvals. (*See spreadsheet*). **Fees to be paid at the conclusion of each Phase.**

Phase 1: Design Development		\$12,000.00
Phase 2: Production Development		
Graphic Design Standards	\$12,700.00	
Fabrication Production Standards	\$24,000.00	\$36,700.00
Phase 3: Implementation		\$1,300.00
	Total Fee Not to Exceed	\$ 50,000.00

SCHEDULE

Phase 1: Design Development	January February	8 weeks
Phase 2: Production Development	February March April	13 weeks
Phase 3: Implementation	April May June July 31 st , 2021	17 weeks

TIME IS OF THE ESSENCE.

