



## BID RESPONSE

Responding To:

**Bid/Project Number: RFP 10871-25**

**Bid/Project Title: Parks and Trails Signage & Wayfinding Standards & Strategy Plan**

**Closing Date: 06/06/2025, 2pm PST**

Submitted By:

Name of Company Submitting Response:

Toole Design Group, LLC

Printed Name of Person Submitting Response:

Jessica Fields, PE, AICP

Email:

jfields@tooledesign.com

Signature of Person Submitting Response:

DocuSigned by:

*Jessica Fields, PE, AICP*

DFBBE8B7B2EF4C6...

Date:

6/6/2025

Attach Your Bid/Proposal:

Remember to sign your bid/proposal



Attach all pages of your response here

CITY OF REDMOND

# PARKS AND TRAILS SIGNAGE AND WAYFINDING STANDARDS AND STRATEGY PLAN

RFP 10871-25 ■ JUNE 6, 2025

---



# TABLE OF CONTENTS

1. Executive Summary and Overall Approach	1
2. Methodology in Advancing Goals and Policies	3
3. Project Management Approach and Methodology	5
4. Public Involvement Strategy	9
5. Qualifications and Project Lead and Team	10
6. Experience	18
7. References	23
8. Price Estimate	24
9. Work Samples	25
10. Business Name	26
11. Business License	26
12. Valid Time Period	26



# 1. EXECUTIVE SUMMARY AND OVERALL APPROACH

Toole Design is pleased to submit this proposal for the **Redmond Parks and Trails Signage & Wayfinding Standards & Strategy Plan**.

This Executive Summary summarizes our proposal, firm qualifications, and contact information. It also emphasizes what we see as the most important elements for project success.

Toole Design is excited at the prospect of partnering with the City of Redmond to develop a wayfinding plan that helps the city achieve the values and goals of the Parks, Arts, Recreation, Culture and Conservation (PARCC Plan) and Redmond 2050 (comprehensive plan).

Toole Design will meet the requirements set forth in the Request for Proposals (RFP), and our approach is tailored to those requirements.

While our full approach is shown in detail in the Methodology Section, the following highlights are foundational to our approach and will serve as guideposts throughout the wayfinding sign development process.

We have read and understand the Redmond Zoning Code; 21.44.010 as it relates to sign graphics and design standards.

The project will have four primary tasks:

1. **Project Management:** Toole Design has a reputation for excellent project management. We understand that the key ingredients to successful management includes excellent communication and effective management of scope, schedule, and budget.
2. **Discovery Phase:** An assessment of existing signage and wayfinding conditions to highlight gaps, needs, and opportunities for creating a cohesive signage system that aligns with city branding.
3. **Design Phase:** Identification of a sign family for parks, trails, and key city facilities and destinations along with design concepts for considerations and evaluation by the Parks, Trails and Recreation Commission, and its Signage and Wayfinding Subcommittee and applicable City staff.
4. **Strategy and Documentation:** Development of design intent drawings for the preferred design, along with a full prioritized implementation plan to guide the city in fabrication and installations of a new signage and wayfinding system.



The SMART pathway wayfinding was designed to guide user through a wide range of settings, such as this trailhead beside a train station.



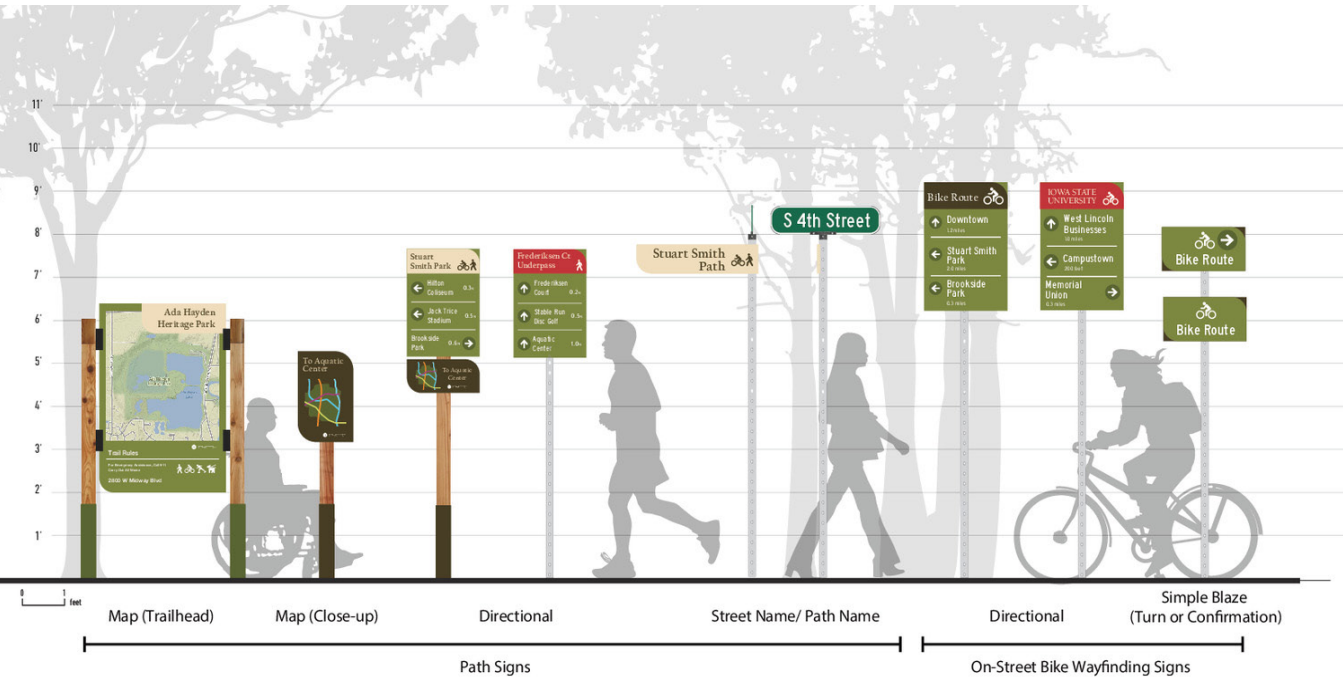
OUR TEAM

Our Project Manager will be Kristen Lohse. As our regional trails and wayfinding lead, Kristen brings national experience working specifically on parks and trails wayfinding and signage. Kristen will be supported by Amalia Leighton Cody, Principal-in-Charge for this project. Amalia brings extensive experience working with various City of Redmond departments and has presented to various committees, commissions, and Councils over her 20 years of working in Redmond. Our team QA/QC lead will be Erin Williams. Erin brings experience designing, specifying, and overseeing the installation of a variety of signs and wayfinding elements specifically in Washington State.

Toole Design views wayfinding as a strategy for connecting people to place. Our interdisciplinary urban design team is passionate about creating transformative designs that are enduring, beautiful, context sensitive, and functional.

Contact Information

Kristen Lohse  
206.297.1601 x304 klohse@tooledesign.com



Toole Design's wayfinding practice includes recreation and active transportation on trail, streets, in parks, campuses, and the built environment.

## 2. METHODOLOGY IN ADVANCING GOALS AND POLICIES

### REDMOND PARCC TRAIL SIGNAGE, WAYFINDING AND EMERGENCY RESPONSE

We understand that there is a great interest and opportunity for Redmond to continue to improve trail and trailhead signage and wayfinding, enhance online trail maps, and explore ways to indicate connections to bus and rail transit. With the completion of the Redmond Central Connector, changes to the Marymoor and Eastrail with the completion and openings of the light rail stations, there is expanded opportunities to connect non-motorized travel to local and regional parks.

The scope of this project can forward the actions regarding sign implementation as outlined in PARC:

- Directional and regulatory signage
- Trail user etiquette and hierarchy signage
- Continuous route signage for route identification and wayfinding
- Distance markers or periodic information regarding distance to areas of interest
- Warning signs to caution users of upcoming trail transitions or potential conflicts with motor vehicles
- Interpretive information regarding ecological, historical, and cultural features found along and in proximity to the trail
- QR codes should be considered for access to online trail maps and additional information

Our long standing and on-going work with King County parks can support the coordination of wayfinding and signage to support access and connections to regional parks and trails. Our work on the King County sign manual can support the locations of kiosks for Redmond Parks as they relate to King County Park kiosk location guidelines and standards.

We understand that Redmond is interested in incorporating emergency response system into the wayfinding signage program so that if there is an emergency with the park and trail network people can be located. This could be implemented into signs at destinations, trailheads, and other 'nodes' along the trails by including the emergency locator ID number to help emergency response teams find and address any emergencies.

### USER EXPERIENCE, SPATIAL QUALITY, AND WAYFINDING

To achieve a successful, high-quality trail system that draws a variety of users, park and trail managers need to go beyond physical connectivity and deliver a truly rewarding and rich experience to the user. The spaces created in parks and along trails should allow a visitor to experience the route rather than just simply getting to and from destinations. Bicycle and pedestrian amenities like wayfinding can draw people into the trail system the same way people are attracted to well-designed park spaces. In fact, at Toole Design, we often talk of streetscapes and multimodal trail systems as connected linear parks for people to enjoy. Wayfinding provides a tremendous opportunity to elevate the user experience throughout the Redmond Parks system by providing orientation and navigational tools that are aesthetically pleasing, culturally sensitive, inclusive of all ages and abilities, and based on the best digital and analog practices. Our approach to trail wayfinding is to focus on the needs of each individual user to create signage systems that turn the park and trail system and surrounding built environment into an easy-to-navigate landscape. The signs in the Redmond Park system will need will serve the following purposes:

- Informational—maps and orientation cues
- Identification and Confirmation—Redmond community and destination identification, City of Redmond Branding, Eastrail and King County Parks branding, and the Leafline Trails network branding
- Directional—"the breadcrumbs" that enable people to follow a route/reach a destination
- Regulatory—positive trail user management

## EQUITY AND INCLUSION

We applaud City of Redmond for recognizing that it is important to make sure the park system benefits are “realized and distributed across diverse populations and settings.” We understand that Redmond wants to make all community members feel welcome in parks and on trails, attract new users, encourage a wider range of park and trail-based activity. This can occur by using wayfinding and signage to create connections between neighborhoods and community hubs as park and trail connections are enhanced and created.

Integrating trail signage and wayfinding with public transportation, bike lanes, or pedestrian pathways can support access to parks for all users and reduce the need to accommodate vehicles at various park facilities.

These goals also requires a project process that includes the voices and embraces the perspective of all trail users, with a central focus on people who represent BIPOC perspectives as well as the disability community. We propose working directly with BIPOC and disability communities from the outset of the project, through concept alternatives and selection, to understand their needs and concerns so they can shape the final product.



Our approach to wayfinding is to center the user experience in our designs; to do this we seek perspectives from a wider range of stakeholders. This often includes providing engagement materials in multiple languages.



### 3. PROJECT MANAGEMENT APPROACH AND METHODOLOGY

Toole Design has a reputation for excellent project management. We understand that the key ingredients of successful management include excellent communication and effective management of scope, schedule, and budget. Our success is grounded in regular communication with the client to discuss any issues before those issues turn into problems that could impact schedule or budget. In addition, the depth of Toole Design allows additional staff resources to be allocated if project needs arise. Toole Design strives to diversify the skills of our staff members, which increases our team’s overall flexibility and capacity.

Toole Design is also committed to developing high quality work. Quality is achieved through adequate planning, coordination, supervision, and technical direction; proper definition of project requirements and procedures; the use of appropriately skilled personnel; and personnel that perform work functions carefully, accurately, and completely.

#### TASK 1: PROJECT MANAGEMENT

Following the execution of the project contract, we will develop a project work plan and conduct a kickoff with the Redmond Parks team. The meeting will focus on review of the scope of services, project timeline, key outcomes, and deliverables. After the kickoff meeting, the Toole Design PM will update the detailed project schedule and issue along with meeting minutes.

We will establish a regular check-in meeting between the Project PM and Toole Design PM (we suggest biweekly). All meetings for the project are assumed to occur digitally except where noted otherwise.

This task also includes overall project administration, including monthly invoicing and progress reports.

#### TASK 1 DELIVERABLES:

- Detailed project schedule
- Kickoff meeting
- PM meeting agendas and action items
- Monthly progress reports and invoicing

#### TASK 2: ASSESSMENT OF EXISTING SIGNAGE AND WAYFINDING

Our intent with this task will be to understand current branding and wayfinding guidance, document design requirements, and assess the state of park and trails signage system, and identify needs, all to inform the design of the signs.

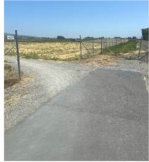



#### TASK 2.1: DESKTOP REVIEW

The team will review relevant branding and design guidance documents including:

- City of Redmond Parks, Arts, Recreation, Cultural and Conservation Plan (PARCC Plan)
- Redmond 2050 Comprehensive Plan
- Previous signage studies and improvement efforts
- Current rules for Redmond Parks
- City of Redmond branding
- City of Redmond Transportation Plan and Update
- City of Redmond bicycle design manual guidance
- AASHTO *Guide for the Planning, Design, and Operation of Pedestrian Facilities*, 1<sup>st</sup> Edition
- AASHTO *Guide for the Development of Bicycle Facilities*
- 2010 Americans with Disabilities Act (ADA) Standards for Accessible Design
- Public Rights of Way Accessibility Guidelines
- U.S. Access Board Summary of Accessibility Standards for Federal Outdoor Developed Areas (2014): Trails and Trail Signage

**KEY FINDINGS**

- **The Pathway accommodates a diversity of users** and mobility options
- **The Pathway passes, and connects to, a diversity of destination types** and land uses
- **Signage is inconsistent** and includes a variety of formats and types
- **Many trailheads are temporary** since gaps will be closed
- **Entries/exits take different forms**, some are obvious while others are inconspicuous
- **Facility types and pavement materials change** frequently and transitions are often abrupt
- **Space for signage can be tight** or crowded due to other signage, gates, and fencing



SMART PATHWAY WAYFINDING PLAN08.13.20239

An example of existing conditions findings presented based on fieldwork for SMART Pathway.

## TASK 2.2: STATE OF SIGNAGE ASSESSMENT

The team will perform an assessment and analysis of the City of Redmond's existing signage and wayfinding system as it relates to parks, trails, recreation, and City facilities. We will also assess how the trail system is integrated with both parks and the street network via signage.

Our team believes that a comprehensive inventory of all Redmond's park signs may not be necessary. We can draw on the PARCC Plan for basic inventory information and supplement that with targeted field work. We propose having two team members conduct in person reviews of existing signage for one business day. Locations to be reviewed will be determined in collaboration with Project PM, and expected to include roughly 5–8 parks, with selection focused on exposing the team to a representative sample, including parks that are and are not following standards, a balance of large and small parks, as well representation of a variety of facility types (i.e., trails, playgrounds, athletic fields, event centers, historic sites, gardens, etc.). Parks staff may elect to join the team for portions of fieldwork to discuss operational challenges of the current system in context.

This assessment will focus on:

- Identifying typical wayfinding sign types and current signage and wayfinding located inside parks, at park facilities
- Identifying typical wayfinding signs on trails and on-street signage and wayfinding that directs users to parks, trails and park facilities from surrounding streets.
- System gaps or inconsistencies, including sign types
- Park and trail user needs
- The state of maintenance of existing signs to understand how the designs are holding up and to inform appropriate material selections

The assessment be used to shape recommendations for addressing wayfinding sign deficiencies, signage that needs to be update or removed, and opportunities for enhancement and future improvements.

The assessment will be documented with photos of current parks signage, as provided by Client and/or as visible on Google Street View, and limited field work.

## TASK 2.3: STAKEHOLDER INPUT

We understand that public engagement is not required for this project. However, we feel that engaging key stakeholders, in addition to the Parks, Trails and Recreation Commission, and its Signage and Wayfinding Subcommittee, will ensure the success of the project. For this task, we will develop a brief Public Engagement Plan (PEP) memo with the following information:

- Communication and engagement methods that will be used throughout the project, identifying roles and responsibilities
- Method for promoting meetings and participation Methods of gathering and documenting input, and how public input will inform each phase of development of the brand and wayfinding
- Goals and public input methods for each stakeholder engagement event or effort
- Strategies to bring a range of voices to the project.



Testing sign designs in the field provides important user feedback.

Stakeholder Focus Groups

We find stakeholder groups to be a useful tool for soliciting input from the community in a way that is open and inclusive and allows people to feel heard. The PEP will identify potential stakeholder groups to engage in virtual focus group meetings and include culturally relevant strategies for engaging these populations. Of up to three planned focus group meetings, we propose:

- The first focus group for parks maintenance staff to understand their management of the current sign system and what is working and what is not.
- One meeting to engage existing Redmond parks user groups, but should include a range of user types, including people who walk as well as people who bike, older trail users, and families. We are referring to this focus group as “Park and Trail Users.”
- The remaining meeting is intended to engage BIPOC community members who are not necessarily regular park users. We recommend including the disability community as well, to consider how the signs can promote universal design to benefits all trail users. We are referring to this focus group as “BIPOC/Disability Users.”

TASK 2 DELIVERABLES:

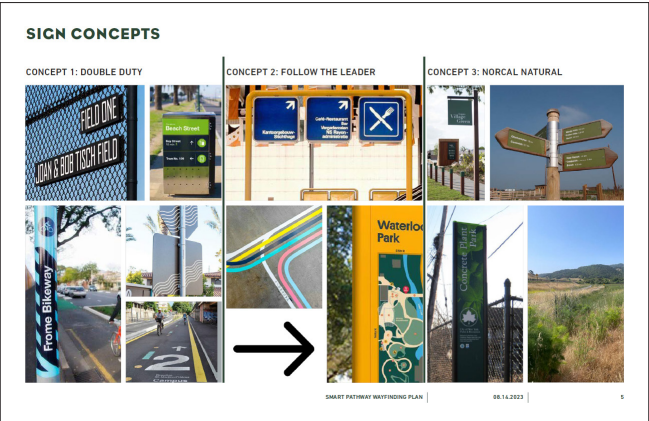
- Comprehensive memo describing, illustrating, and analyzing findings from both desktop and field reviews
- Public Engagement Plan, draft and final
- Facilitation of up to three stakeholder focus groups with meeting summaries
- Presentation to the Parks, Trails and Recreation Commission subcommittee (Meeting #1)

TASK 3: DESIGN STANDARDS

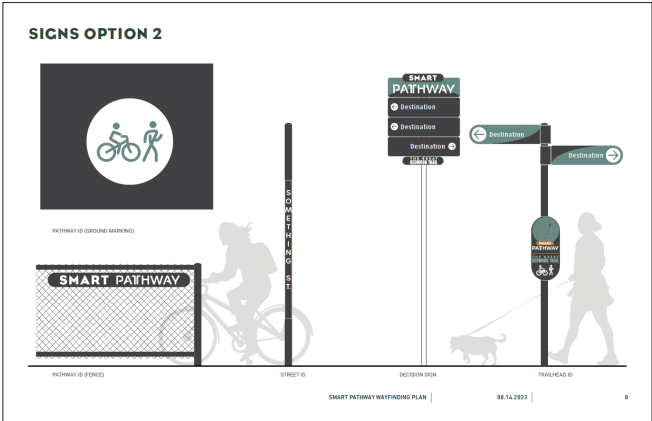
This task will focus on the development of design concepts which address the needs identified in Task 2. These may include a combination of updates to existing sign types, composites of existing elements which are working, and entirely new sign designs. Documentation will be approached as Design Intent guidance, with information geared towards the ability to adapt to various scenarios as signage is updated in different parks or installed in new parks, rather than focusing on illustration of specific scenarios for all Redmond parks.

TASK 3.1: SIGN FAMILY CONCEPTS

Based on needs identified in Task 2, the team will prepare a conceptual Sign Family, outlining the overall size, format, and fabrication approach of the suite of signs. It is expected that not more than 30 sign types will be needed, including types such as major and minor entry signage, pedestrian directionals, vehicular directionals, multi-rule and single-rule signs, and amenity identification. One draft will be provided to the Client PM. Updates will be incorporated into the subsequent presentation, which will include up to three graphic concepts exploring the approach to sign layouts through typography, color, and symbols, on a selection of up to five representative sign types, for example an entry sign, amenity identification sign, a directional sign, a rules sign, and a historic feature sign, presented as an illustrative elevation with key dimensions highlighted. The object at this step is to select an overall graphic approach to the system, as well as identify input required by Staff on typical sign content (i.e., rules language, hours of operation, etc.)



Toole Design explores site concept through mood boards in order to develop distinct conceptual directions.



Concepts are then explored across a limited palette of signs to establish the overall look and feel.



## TASK 3.2: DESIGN INTENT DRAWINGS

Based on feedback from Tasks 2 and 3.1, the design team will update the complete recommended sign family to the selected concept. Each sign type will be drawn and diagrammed to illustrate typical usage and placement scenarios, including:

- Primary sign elevation
- Dimensions of major elements
- Color, typography, and material specifications
- Accessible design elements
- Typical placement considerations

Full size prints of up to five representative sign types, mounted on hex board or similar, will be provided for evaluation. Drawings and prints will be submitted three weeks prior to scheduled staff team review. Design team PM will attend a Staff Team Review to answer questions and receive any comments. Any additional comments will be collected and delivered to the design team in one comprehensive summary.

### TASK 3 DELIVERABLES:

- Draft Sign Family
- Concept Design Presentation Parks, Trails and Recreation Commission subcommittee (Meeting #2)
- Up to five full size prints
- 50% Design Intent Drawings
- 50% Design Staff Team Review



Design Guidelines pages prepared for Broomfield, CO.

## TASK 4: IMPLEMENTATION PLAN

Toole Design will update the Design Intent drawings to address all relevant comments or discuss and resolve with Client PM where not advisable to incorporate. Design drawings will be updated to include final layout approach, messaging/content guidance, dimensions, and specifications.

Concurrent with drawing finalization, the team will develop written portions of the Sign Manual, which instructs future designers, fabricators, and/or operations team members on the use and layout of the new sign standards. The total document (both written and illustrative content) is anticipated to be no more than (80) tabloid size pages, single sided. A Draft Outline will be submitted to PM prior to commencement of writing, but is anticipated to include topics like:

- Goals and objectives
- Overview of Design Process, including stakeholder input
- Glossary of terms
- Typography, Symbol, Color, and Material Specifications
- Use of City of Redmond brand, as well as any relevant sub-branding or co-branding
- Best practices for signage assemblies
- Best practices for accessibility (ADA)
- Design Intent drawings
- Guidance for types of written content for each sign type
- Guidance for abbreviations
- Guidance for multi-lingual messaging
- Guidance for placement and mounting of each sign type
- Guidance on co-location of signs
- Guidance on existing and temporary sign removal
- Priority implementation areas
- Implementation steps and expected timelines

### TASK 4 DELIVERABLES:

- Sign Manual Outline
- Draft Sign Manual
- 90% Progress meeting
- Final Sign Manual
- Up to two presentations of the final Sign Manual, including the Parks, Trails and Recreation Commission subcommittee (Meeting #3)
- Source files in Adobe Illustrator format

## 4. PUBLIC ENGAGEMENT STRATEGY

We acknowledge receipt of the addendum (Q&A as of 6.04.2025) which indicates that public engagement is not a required part of this effort. We have noted our public engagement proposal in the methodology under Task 2.



## SCHEDULE

We anticipate a time frame of approximately 10 months.

Task	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
2025											
2026											
<b>1: PROJECT MANAGEMENT</b>											
1.1: Project Kickoff	●										
1.2: Ongoing Project Management											
<b>2: ASSESSMENT OF EXISTING SIGNAGE AND WAYFINDING</b>											
2.1: Desktop Review											
2.2: State of Signage Assessment											
2.3: Stakeholder Input	●	●	●								
<b>3: DESIGN STANDARDS</b>											
3.1: Sign Family Concepts				●							
3.2: Design Intent Drawings						●					
<b>4: IMPLEMENTATION PLAN</b>											
4.1: Draft Plan								●			
4.2: Final Plan											

● Presentation

## 5. QUALIFICATIONS AND PROJECT LEAD AND TEAM

### FIRM QUALIFICATIONS

Toole Design has provided high quality multimodal wayfinding plans to clients since Jennifer Toole founded the company in 2003. The Toole Design Team has since grown to 19 offices and nearly 300 employees across the U.S. and Canada.

As a multidisciplinary firm, Toole Design brings experts in environmental graphic design, wayfinding, parks and recreation design, multimodal transportation especially trails, urban design, engagement, and civil engineering design and construction. Our team has a keen understanding of the parks network that serves the people that live, work, and visit Redmond. Since 2008, Toole Design staff have been working in collaboration with City of Redmond and King County Parks to make seamless trail connections to support access to local and regional parks along the King County trail systems.

Toole Design staff have experience in all facets of the development of public wayfinding systems, from concept and route planning through to documentation and installation. Our team has developed wayfinding protocols and manuals, regional wayfinding plans, planning and design of on- and off-road wayfinding systems, informational kiosks, sign construction plans, and has provided oversight of sign installation by both city crews and contractors. For parks facilities our team can support signage and wayfinding appropriate for all parks, trails, and facilities. For trail facilities, our team brings in-depth understanding of the AASHTO Bike and Pedestrian Guides, of which we have authored multiple editions, and we are expert at developing wayfinding that is PROWAG and MUTCD-compliant, while still communicating the unique character of the community.

For this project, Toole Design has assembled a team of creative and skilled environmental graphic designers and planners who specialize in creating high quality user experiences in recreation and active transportation settings.

Toole Design’s staffing plan for this project is included below. We have a deep bench of local and national resources to augment the team as needed. Resumes for all team members begin on the following page.



#### LEADERSHIP TEAM

Amalia Leighton Cody, PE, AICP  
*Principal-in-Charge*

Kristen Lohse, ASLA  
*Project Manager*

Erin Williams, LEED AP®, SEGD  
*QA/QC Lead*

#### PROJECT STAFF

Ash Gibson, SEGD  
*Environmental Graphic Designer*

Allison Phillips  
*Outreach and Multimodal Planning Lead*

Jakob Ward, PE  
*Multimodal Design Lead*

Teresa Damaske, PLA  
*Landscape Architect*





## KRISTEN LOHSE, ASLA

---

### PROJECT MANAGER

#### PROFESSIONAL HIGHLIGHTS

Years of Experience: 26  
 Toole Design: 2013-Present  
 MacLeod Reckord: 2005-2012  
 Parametrix, Inc.: 1999-2005

#### EDUCATION / CERTIFICATION

Master of Landscape Architecture, University of Oregon: 1999  
 Bachelor of Landscape Architecture, University of Oregon: 1997  
 Bachelor of Arts, Art History, Scripps College: 1989

#### AWARDS

Mariposa Transportation Center Project: Best Comprehensive Plan 2020, APA Small Town and Rural Division  
 Westlake Protected Bike Lane Project: #1 New Bike Lane in the U.S., PeopleForBikes: 2016

#### APPOINTMENTS / AFFILIATIONS

American Society of Landscape Architects  
 City of Seattle Bridging the Gap Levy Oversight Committee, Co-Chair: 2010- 2015  
 City of Seattle People's Academy for Community Engagement Advisory Board: 2012-2013  
 City of Seattle Pedestrian Advisory Board: 2007-2011

Kristen is a Principal Urban Designer with over two decades of experience in multimodal planning and design. In her work, Kristen is intent on creating safe, efficient, convenient transportation systems that contribute to a community's sense of place as high quality, vibrant public spaces. She brings her versatile skill set to the design of wayfinding systems, from the ability to analyze and plan a wayfinding network, to the design of signs and communication of ideas in a graphically-compelling way. She has also worked on several regional-scale trail and bicycle network wayfinding plans, as well as wayfinding systems for high comfort bicycling networks.

#### SELECTED PROJECT EXPERIENCE

##### Seattle Parks Trails Classification and Signage Study, Seattle, WA

Kristen is managing this project to develop a trail typology for Seattle Parks that will inform user management strategies to knit together the city's on and off-street trail network. The project will also be developing concepts for wayfinding signs to enhance the experience of all parks users.

##### Tacoma Dome Station Wayfinding Project, Tacoma, WA

Kristen led this wayfinding sign project to improve navigation at a Pierce Transit transit hub that supports regional and local light rail, heavy rail, local and regional buses, plus two parking garages. Under Kristen's guidance, the team developed multiple design alternatives for consideration and then developed a wayfinding plan and full designs with the preferred design.

##### Eastrail Wayfinding, King County, WA

King County Parks aims to attract more and diverse users to the new Eastrail corridor, a 42 mile rail to trail corridor under development. Toole Design, under Kristen's management, is leading a team to develop wayfinding strategies that incorporate newly developed Eastrail branding, the multi-county Leafline Regional Trails Coalition branding, and identities for seven local jurisdictions, many with diverse population. The project will draw on Kristen's trail planning expertise, and work with other wayfinding and engagement experts to develop the wayfinding plan delivered through an equitable process.

##### Eastside Rail Corridor and King County Regional Trails Wayfinding Protocol, King County, WA

As part of the plan for the Eastside Rail Corridor, now known as the Eastrail, Toole Design developed a planning-level customizable protocol for the planning, design, and implementation of wayfinding signs along the 17-mile Eastside Rail Corridor and connecting active transportation facilities. The protocol will also be used through King County's 175-mile regional trail system, which connects over 50 cities, towns, and unincorporated areas. Kristen led the development of the protocol, which draws on national guidance and best practices and is tailored to conditions within King County. Given the many local partners, the protocol focused on contextual guidance and sign placement practices and ease of implementation.



## AMALIA LEIGHTON CODY, PE, AICP

---

### PRINCIPAL-IN-CHARGE

#### PROFESSIONAL HIGHLIGHTS

Years of Experience: 23  
 Toole Design: 2017-Present  
 MIG/SvR: 2002-2017

#### EDUCATION / CERTIFICATION

Bachelor of Science,  
 Civil Engineering,  
 University of Washington: 2002  
  
 Professional Engineer: CA, WA  
  
 American Institute of  
 Certified Planners

#### APPOINTMENTS / AFFILIATIONS

Seattle Planning Commission:  
 2007-2016, Chair: 2014-2016  
  
 Seattle Design Commission:  
 2018-Present  
  
 American Planning Association  
  
 Institute of Transportation  
 Engineers  
  
 Urban Land Institute  
  
 Bridge Program Trainer, Seattle  
 Works, Public Boards and  
 Commissions: 2007-2015  
  
 American Planners Association  
 Ten Big Ideas Initiative

Amalia, Toole Design's Director of Engineering, Western U.S., is a civil engineer and planner who brings significant experience in designing trail, park, and roadway projects. Amalia is passionate about planning for changes in the built environment that improve the environment and the livelihood of the surrounding community. She brings significant experience working on master plans and feasibility studies. Amalia successfully partners with municipal agencies and their stakeholders to prepare concepts and documents that emphasize mobility, social equity, and community enhancement. Her experience includes roadway, park and trail planning and design.

#### SELECTED PROJECT EXPERIENCE

**Redmond On-Call Transportation Planning and Engineering, Redmond, WA**  
 Amalia is the Principal-in-Charge for the most recent transportation on-call contract with City of Redmond. Toole Design has performed planning and design services for many years with the City of Redmond. We have successfully performed a range of tasks over the last six years on two transportation on-call contracts, and we have recently started the third round of on-call services. Under these contracts we have developed conceptual level, up to full PS&E for bicycle and pedestrian facilities. Additionally, we have conducted a peer review of the City's Bicycle Level of Traffic Stress Analysis.

**Rose Hill Neighborhood Greenways, Kirkland, WA**  
 Toole Design prepared 100% plans, specifications, and estimates for the first two neighborhood greenways in the City of Kirkland. The project focused on intersection crossing improvements for cyclists and pedestrians along the 4.5-mile corridor, along with wayfinding pavement markings and signage. A raised intersection, speed humps, trail connections, push button activated crossing beacons, intersection diverters, and short sections of separated bike lane are part of this project that was constructed in 2021. Amalia was the Principal-in-Charge for this project and led the QA/QC for the project deliverables.

**Redmond On-Call Transportation Planning and Engineering, Redmond, WA**  
 Amalia was the Principal-in-Charge for the most recent transportation on-call contract with City of Redmond. Toole Design has performed planning and design services for many years with the City of Redmond. Amalia has successfully performed a range of tasks over the last six years on three rounds of transportation on-call contracts. Under these contracts we developed conceptual level, up to full PS&E for bicycle and pedestrian facilities.

**King County Park Comprehensive Sign Manual, King County, WA**  
 Under an on-call with King County Parks, Toole Design undertook this project to compile existing signage information from four departments of King County Parks and to develop a comprehensive sign manual. The manual addresses every aspect of sign planning, design, installation, maintenance, and asset management. Amalia served as Principal-in-Charge and led the quality review process.



## ERIN WILLIAMS, LEED AP®, SEGD

---

### QA/QC LEAD

#### PROFESSIONAL HIGHLIGHTS

Years of Experience: 15  
 Toole Design: 2022-Present  
 RIOS: 2016-2022  
 Gensler: 2013-2016  
 Koning Eizenberg: 2012-2013  
 Karten Design: 2009-2012

#### EDUCATION / CERTIFICATION

Master of Fine Arts, Visual Communication Design, University of Washington: 2009  
 Bachelor of Architecture, University of Southern California: 2005  
 LEED® Accredited Professional

#### APPOINTMENTS / AFFILIATIONS

Society for Experiential Graphic Design  
 American Institute of Graphic Arts

Erin is a Senior Environmental Graphic Designer with a demonstrated record of leading award-winning projects recognized for their experiential impact. Her diverse background including information design, brand strategy, user research, and the built environment, unites in a user-centered design perspective that helps people navigate complex spaces. With built work spanning from public works to mixed-use developments to football stadiums, Erin remains grounded in the strategic and economic objectives of her clients while also diving deep on details like typography and material selection.

#### SELECTED PROJECT EXPERIENCE

##### Montgomery Parks Sign and Standards Manual, Montgomery County, MD

Erin is serving as the Project Manager for this parks signage manual, helping to organize signage across 37,000 acres of 400+ parks. Her design leadership has helped resolve competing interests of operations managers, park police, and communications staff, leading to a clear and flexible design solution.

##### Raleigh Greenway Wayfinding Plan, Raleigh, NC

As lead designer for the update of Raleigh's Greenway Wayfinding Plan, Erin created new sign types to fill in gaps in Raleigh's existing sign family, as well as provided an overall refresh of existing sign types and the guidance for how they should be used.

##### Bremerton Wayfinding, Bremerton, WA

Erin led wayfinding design for this small city on the Olympic Peninsula, as well as documentation for a pilot program. Her strategic process and big-picture thinking has helped the team to synthesize feedback and contextualize the design to achieve overwhelming consensus from a variety of stakeholders, clearing the path for construction.

##### CMPO Trail Wayfinding and Branding, Cedar Rapids, IA

As Principal-in-Charge for this regional trails wayfinding plan, Erin is providing guidance on brand strategy and wayfinding best practices, as well as overall design oversight on the project.

##### Tacoma Dome Station Wayfinding, Tacoma, WA

As the Design Lead, Erin developed conceptual wayfinding strategies that guide users to six different transit lines supported by two garages at this flagship transit hub. Her designs carefully leverage existing architectural elements as well as recognizable icons of local transit agencies to help transit riders navigate a complex situation quickly.

#### OTHER RELEVANT EXPERIENCE

##### Eastrail Wayfinding, King County, WA

##### Lynn Wyatt Square for the Performing Arts, Houston, TX

##### Grand Park Walking Path, Los Angeles, CA

##### Universal Plaza, Tigard, OR

##### Santa Monica Airport Park, Santa Monica, CA

##### Seattle Bicycling Guide Map 2010, Seattle, WA





## JAKOB WARD, PE

---

### MULTIMODAL DESIGN LEAD

#### PROFESSIONAL HIGHLIGHTS

Years of Experience: 10  
 Toole Design: 2017-Present  
 Seattle Department of Transportation: 2015-2017

#### EDUCATION / CERTIFICATION

Bachelor of Science,  
 Civil Engineering,  
 University of Washington: 2017  
 Professional Engineer: WA

Jakob is a skilled transportation engineer passionate about creating safer, more accessible streets for people walking and biking. With a decade of experience, he has played a key role in designing and delivering bicycle and pedestrian projects across North America. From conceptual visioning to detailed construction documents, Jakob brings a deep understanding of multimodal design, with expertise in civil engineering, grading, and rapid-implementation projects. Jakob has led and contributed to transformative projects, including redesigning key corridors, developing citywide bicycle design manuals, and improving pedestrian safety along high-traffic roadways. Whether managing complex alignments, refining intersection transitions, or shaping local and regional design standards, he applies technical precision with a keen eye for real-world usability.

#### SELECTED PROJECT EXPERIENCE

##### **Bel-Red Buffered Bike Lanes, Redmond, WA**

Jakob was the Deputy Project Manager and Design Lead for the design of buffered bicycle lanes on Bel-Red Road from West Lake Sammamish Parkway to NE 30<sup>th</sup> Street. Because the project extended beyond the City limits, Jakob coordinated with the City of Bellevue on the design of the NE 30<sup>th</sup> Street intersection in order to create a complete bicycle connection between the two cities.

##### **156<sup>th</sup> Avenue Cycle Track, Redmond, WA**

Jakob was a design engineer for a sidewalk and separated bike lane project on 156<sup>th</sup> Avenue NE in Redmond. Jakob produced concept designs for the alternatives analysis phase of the project, and is now serving as the Project Manager for the construction phase.

##### **Bel-Red, NE 40<sup>th</sup> Street to NE 28<sup>th</sup> Street Bicycle Facility, Redmond, WA**

Jakob was the Project Manager for the conceptual design of a two-way protected bike lane on Bel-Red Road in Redmond. In addition to developing the design and providing guidance on bicyclist safety to the City of Redmond staff, Jakob led the production of the conceptual designs in AutoCAD.

##### **Bel-Red, NE 40<sup>th</sup> Street to WLSP Bicycle Facility, Redmond, WA**

Jakob was the Project Manager for the conceptual design of a two-way protected bike lane. He developed the design and provided guidance on bicyclist safety to City staff. Jakob led the production of the conceptual designs in AutoCAD.

#### OTHER RELEVANT EXPERIENCE

**Avondale Way Bicycle Facility, Redmond, WA**  
**Bel Red WLSP to 28<sup>th</sup> Bike Facility, Redmond, WA**  
**Bicycle Design Manual Update, Redmond, WA**  
**Downtown Bicycle Facilities Concept Designs, Redmond, WA**  
**Light Rail Station Analysis, Redmond, WA**  
**NE 31<sup>st</sup> Street Connection, Redmond, WA**  
**WLSP Bicycle Facility, Redmond, WA**



## ASHLEY GIBSON, SEG D

---

### ENVIRONMENTAL GRAPHIC DESIGNER

#### PROFESSIONAL HIGHLIGHTS

Years of Experience: 3  
Toole Design: 2024-Present  
The Bikery: 2023-2024  
YMCA Earth Service Corps: 2023-2024  
MDMD: 2022-2023  
RORA: 2022

#### EDUCATION / CERTIFICATION

Bachelor of Design, Visual Communication Design, University of Washington: 2023  
LEED Green Associate  
U.S. Green Building Council

Ash is a junior environmental graphic designer with experience in environmental education and public health, empowering young voices as experts in their communities to drive sustainability and develop projects that promote ecological health and integrate nature into urban settings. She has contributed to strategy, research, and design efforts for both public and private organizations in health and wellness, education, and social infrastructure. Ash specializes in wayfinding and information design.

#### SELECTED PROJECT EXPERIENCE

##### Tacoma Dome Station Wayfinding, Tacoma, WA

Ash is as an environmental graphic designer responsible for developing wayfinding plans for the construction of a wayfinding strategy that guides users to six different transit lines supported by two garages at this flagship transit hub. Her strategy carefully considers the various journeys and needs of transit users to help them navigate a complex situation quickly.

##### CMPO Trail Wayfinding and Branding, Cedar Rapids, IA

Ash is responsible for designing a new wayfinding strategy to implement in Cedar Rapids, and surrounding towns, that bring life to the unique charm of each destination while communicating a greater connection and reliability across the eight trails. Her designs carefully leverage native flora as well as local industry to help trail users easily identify and navigate this trail network.

##### SNG FIFA Wayfinding, Seattle, WA

In collaboration with Seattle Neighborhood Greenways, Ash designed a temporary wayfinding system to guide bike riders from Ballard to Lumen Field, where several 2026 FIFA World Cup matches will be held. The route features clear, encouraging signage with maps and simplified intersection diagrams that support navigation and build rider confidence. The project promotes biking as a joyful, accessible way to experience the city—whether for a global event or a local trip.

##### RideKC Streetcar Wayfinding, Kansas City, MO

Ash is currently developing a durable pedestrian wayfinding system along the Kansas City Streetcar route to serve both the 2026 FIFA World Cup and the city's long-term mobility goals. Designed to help visitors and locals navigate downtown, the system includes signage typologies, ride- and walk-scale maps, and a flexible color strategy tied to district identity. The design draws from national best practices to support multimodal travel and guide people to key destinations along the corridor.

#### OTHER RELEVANT EXPERIENCE

Friends of Seattle's Olmsted Parks Communications Committee, Seattle, WA  
Kirkland Active Transportation Guide, Kirkland, WA  
Seattle Parks Trail Classification and Signage, Seattle, WA  
Sandy Williams Connecting Communities Program  
WSDOT Washington Cycle Highway Action Plan



## TERESA DAMASKE, PLA

---

### LANDSCAPE ARCHITECT

#### PROFESSIONAL HIGHLIGHTS

Years of Experience: 22

Toole Design: 2017-Present

MIG/SvR: 2015-2017

SvR Design Company:  
2006-2015

Integrated Site Design:  
2003-2006

Northeast Greenways:  
2002-2003

#### EDUCATION / CERTIFICATION

Bachelor of Science,  
Landscape Architecture,  
Cornell University: 2002

Professional Landscape  
Architect: OR, WA

Washington State University  
Low-Impact Development  
Certificate: 2013

Plant Amnesty's Master Pruner  
Certificate: 2015

#### APPOINTMENTS / AFFILIATIONS

Northwest Horticultural Society

Teresa is a landscape architect who has collaborated on Complete Streets and streetscape plans, on-street bicycle facilities and wayfinding systems, and numerous projects that make walking and biking easier and safer. Teresa has contributed to the wayfinding and signage for proposed neighborhood greenways in the City of Kirkland as well as for many miles of bicycle route wayfinding for the City of Seattle. When developing wayfinding plans, she draws upon her professional experience designing safer streets and her personal experience as a pedestrian and bicycle commuter.

#### SELECTED PROJECT EXPERIENCE

##### **King County Park Comprehensive Sign Manual**, King County, WA

Toole Design worked with King County Parks to develop a comprehensive manual for signage in parks. The manual compiles existing wayfinding and branding information in one place and provides information on process, design, etc. Teresa led the development of new 2D and 3D graphics to create a cohesive look throughout the manual.

##### **Bicycle Design Manual Update**, Redmond, WA

Toole Design helped the City of Redmond's update their Bike Facility Design Manual. The update involved incorporating the concept of Bicycle Level of Traffic Stress (LTS) into the manual by providing a methodology for determining LTS and providing guidance on which bike facility treatments in the manual will help meet the LTS goals of the City. Teresa assisted with the production of new bike facility graphics that followed the latest best practice for bike facility design, including new graphics on bus stops, right turn lanes, bikeway transitions, and other elements.

##### **NE 31<sup>st</sup> Street Connection**, Redmond, WA

Toole Design created the PSEs for a new shared use path through the Microsoft Building 109 parking lot to connect the SR 520 Trail, the bridge to the Overlake Lightrail Station and the Redmond Street grid. Teresa coordinated tree protection, irrigation, and landscape restoration. Construction was completed in 2021.

#### OTHER RELEVANT PROJECTS

**156<sup>th</sup> Avenue NE Cycle Track**, Redmond, WA

**Redmond Bicycle Design Manual Update**, Redmond, WA

**Bel-Red Buffered Bike Lanes**, Redmond, WA

**Overlake Street Design Update**, Redmond, WA

**Redmond Transportation Plan**, Redmond, WA

**DRLE at Marymoor Park**, Redmond, WA

**Cleveland Street Trees and Sidewalks**, Redmond, WA

**North 30<sup>th</sup> Street Preliminary Design Project**, Boulder, CO





# ALLISON PHILLIPS

## OUTREACH AND MULTIMODAL PLANNING LEAD

### PROFESSIONAL HIGHLIGHTS

- Years of Experience: 13
- Toole Design: 2023-Present
- Bicycle User Experience (BUX): 2021-2022
- Independent Consultant: 2016-2023
- gea21: 2017-2020
- SvR Design Company: 2007-2009
- University of Texas at Austin: 2005-2006

### EDUCATION / CERTIFICATION

- Master of Science, Community and Regional Planning, University of Texas at Austin: 2007
- Master of Arts, Latin American Studies, University of Texas at Austin: 2007
- Bachelor of Arts, Biology, University of Oregon: 1997

### AWARDS

- Special Mention for Planning and Analysis for Seattle Pedestrian Master Plan, Washington ASLA: 2010

Allison is a transportation planner with private sector experience developing and implementing bicycle and pedestrian plans, multimodal encouragement programs, and facilitating public engagement processes. She specializes in plans and designs that support multimodal transportation choices for caregivers and children, Safe Routes to Schools, Vision Zero/sustainable safety, and research and technical writing related to active transportation and sustainable urbanism. Fluent in Spanish, Allison also supports bilingual project outreach work.

### SELECTED PROJECT EXPERIENCE

**Redmond Transportation Plan Update**, Redmond, WA  
Allison led the Toole Design Team’s modal integration and alternative sidewalks analyses for the Transportation Plan update, contributing to the Bicycle, Transit, and Pedestrian chapters. Using GIS, she identified opportunities to improve comfort and safety for people walking and biking by analyzing sidewalk gaps in relation to the proposed bicycle network. Her team also guided policy and design discussions to support alternative sidewalk implementation. Findings were delivered in a technical memo and slide deck to support stakeholder engagement.

**City of Redmond Bicycle Network Strategy Update**, Redmond, WA  
Allison served as project manager for Toole Design on the Redmond Bicycle Network Strategy Update, which focused on shifting short trips from single-occupancy vehicles to bicycles in support of the City’s VMT and GHG reduction goals. Working closely with the City of Redmond, the team developed a vision, network principles, strategic actions, performance metrics, and implementation guidance. The updated network connects neighborhoods to light rail stations, schools, urban centers, and major employers through safe, high-comfort bicycle facilities. Allison played a key role in the development of technical memos on existing conditions, network strategy and vision, supporting network analysis and prioritization, and led the preparation of the Bicycle Chapter for Redmond’s forthcoming Transportation Master Plan update.

**Overlake Street Design Requirements Update**, Redmond, WA  
Allison assisted with updating and streamlining content, graphics, and maps to reflect changes in the Overlake subarea and make the Overlake Village Street Requirements (RZC Appendix 7) document easier to understand and apply.

**Redmond Bicycle Manual Update**, Redmond, WA  
Allison helped update the City of Redmond’s Bicycle Manual. Her work focused on developing a matrix of bicycle level of traffic stress (LTS) for Redmond bicycle facilities that referenced NACTO and WSDOT LTS standards.

### OTHER RELEVANT EXPERIENCE

- Martin Way Crossing Study**, Olympia and Lacey, WA
- City of Tukwila Local Road Safety Plan**, Tukwila, WA

## 6. TOOLE DESIGN EXPERIENCE

Toole Design has worked on many similar projects to the Parks and Trails and Wayfinding Standards and Strategy Plan. Below, we have featured some of our most relevant work.

### KING COUNTY DEPARTMENT OF NATURAL RESOURCES AND PARKS KING COUNTY, WA

Toole Design has worked with King County Parks since 2015, providing technical expertise through a variety of multi-disciplinary and trail-oriented on-call contracts and stand-alone work. In these projects, we have supported King County’s goals around healthy communities and equitable access to recreation and opportunity. Project types range from trail master planning to technical design work and implementation, including wayfinding and environmental graphic design, GIS analyses, and trail design and engineering. Relevant projects below.

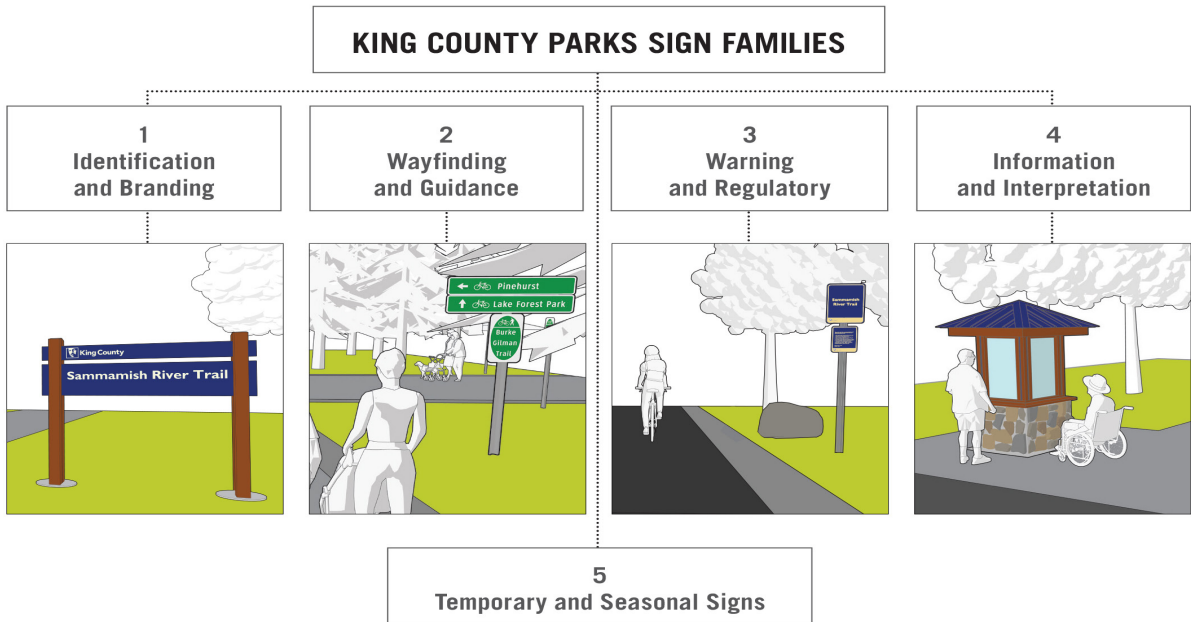
#### King County Sign Manual

Toole Design developed a comprehensive sign manual for use by staff, formalizing and consolidating the varied signs and standards used in the County’s parks, facilities, trails, and natural areas into one document. The manual addresses identity and branding, wayfinding and guidance (for bicycles, pedestrians, and drivers), warnings and regulations, and information and interpretation of signs. It provides guidance for the full life cycle of signs, from selection, planning, and design to materials, procurement, programmatic placement, installation details, and maintenance.

Drawing from the National Parks Service Uni-Guide, AASHTO, and MUTCD guidelines, the manual aligns King County’s standards with signage best practices, including for accessibility and translation. The final product consolidates policies and design standards for signs in King County properties to benefit users of the entire park system.

#### Eastrail Wayfinding Plan and Project

Toole Design is leading a team of trail planners, environmental graphic designers, and engagement specialists on this wayfinding project for the Eastrail, using new project branding. This goal is to develop a coordinated system of sign graphic standards for wayfinding on the Eastrail, which is currently being built in phases through seven cities and two counties. This effort is intended to develop wayfinding signs that incorporate Eastrail and local jurisdictional branding, connections to regional transit and intersecting regional trails, and other key destinations through the region. The sign design are intended to appeal to and attract a wide array of users with the goal making Eastrail more reflective of the diverse communities the trail passes through.

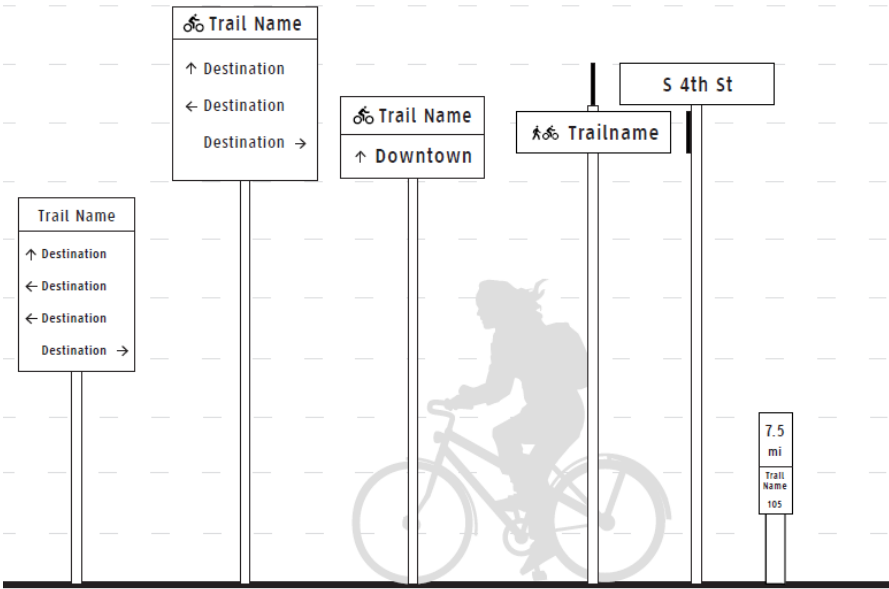
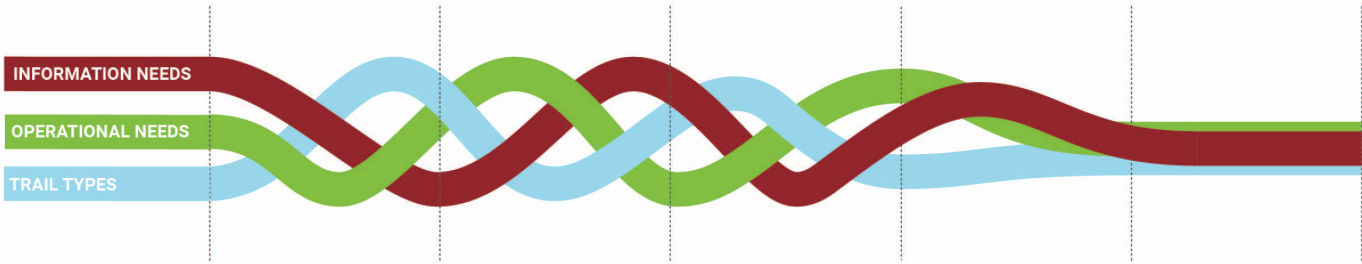


# SEATTLE PARK TRAILS CLASSIFICATION AND SIGNAGE STUDY

## SEATTLE, WA

Seattle Parks and Recreation manages an extensive trail network of over 50 miles of paved and over 90 miles of soft-surface trails, used by an increasingly diverse group of users and modes including e-bikes, scooters, mobility assistance devices, micromobility vehicles, mountain bikes, runners, walkers, and pets.

To better address these uses, Toole Design is working on a new trail classification system to help SPR better manage their trail system and meet ever increasing demands. The typology takes into account trail purpose, context, user needs, design and maintenance considerations. The trail classification will inform the development of a trail wayfinding signage family recommendations.



**Trail Decision**

Destinations reachable via the trail or by turning onto an intersecting bikeway

At intersections that lead to relevant destinations

**Street Decision**

Destinations that are reachable from the street or turns onto adjacent streets

At streets and intersections that lead to relevant destinations

**Street Confirmation**

Trail name/ directional confirmation

After turns or at intervals along routes

**Street/Trail name**

Name of intersecting street and trail

At intersections

**Mile Marker**

Mile number, trail name. May include unique location identifier

Every mile or 1/2 mile, depending on agency preference



# MONTGOMERY PARKS SIGN AND STANDARD MANUAL

## MONTGOMERY COUNTY, MD

Toole Design is working with Montgomery Parks to establish new sign standards across their 419 parks totaling over 37,000 acres. The team reviewed existing signage at a high level across different park typologies (Regional, Conservation, Neighborhood, Urban) and worked with stakeholders to determine the needs of different facilities.

The resulting solution is a modular sign system that allows for infinite combinations of information, identification, and regulatory signage, color coded to help visitors navigate the information presented without overwhelm. The sign system will ultimately be delivered as a comprehensive manual as well as sign templates for use by the in-house sign shop.



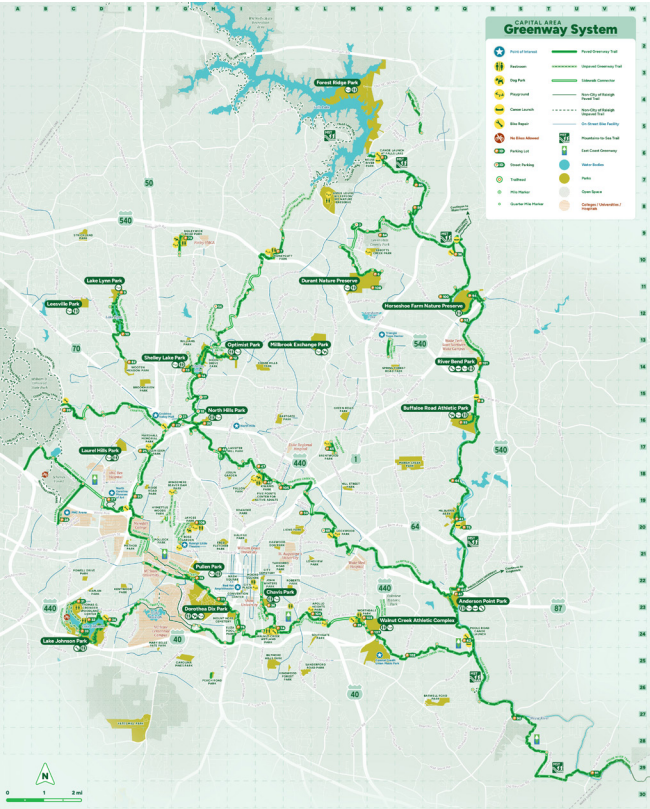
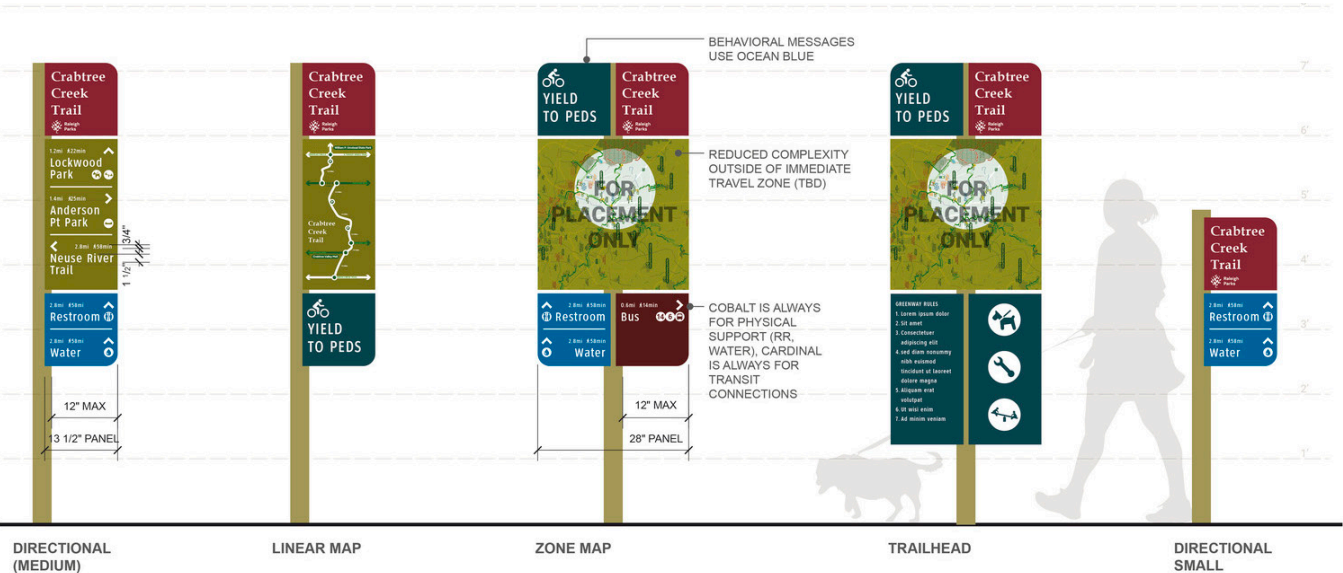
Above: Examples of sign panels on a 6" module with 1/2" spacing, allowing for easy combination and development of new sign types  
Below: Examples of mounted sign panels in typical arrangements



# CAPITAL AREA GREENWAY WAYFINDING PLAN

## RALEIGH, NC

Toole Design is partnering with the City of Raleigh to develop a Wayfinding Plan for the Capital Area Greenway System. This Plan reflects a new, modular approach to wayfinding content that updates existing sign types to minimize replacements as well as adding new types to expand the usefulness of the system. As a critical piece of the active transportation network, greenway trails in Raleigh connect people to homes, schools, parks, transit, and other destinations throughout the community. Current wayfinding is focused on the recreational user. This effort creates a strategy to wayfinding that can be used over the next several years as greenway trail signage is replaced and new trails are developed.



# CORRIDOR MPO TRAIL BRANDING AND WAYFINDING

## CEDAR RAPIDS, IA

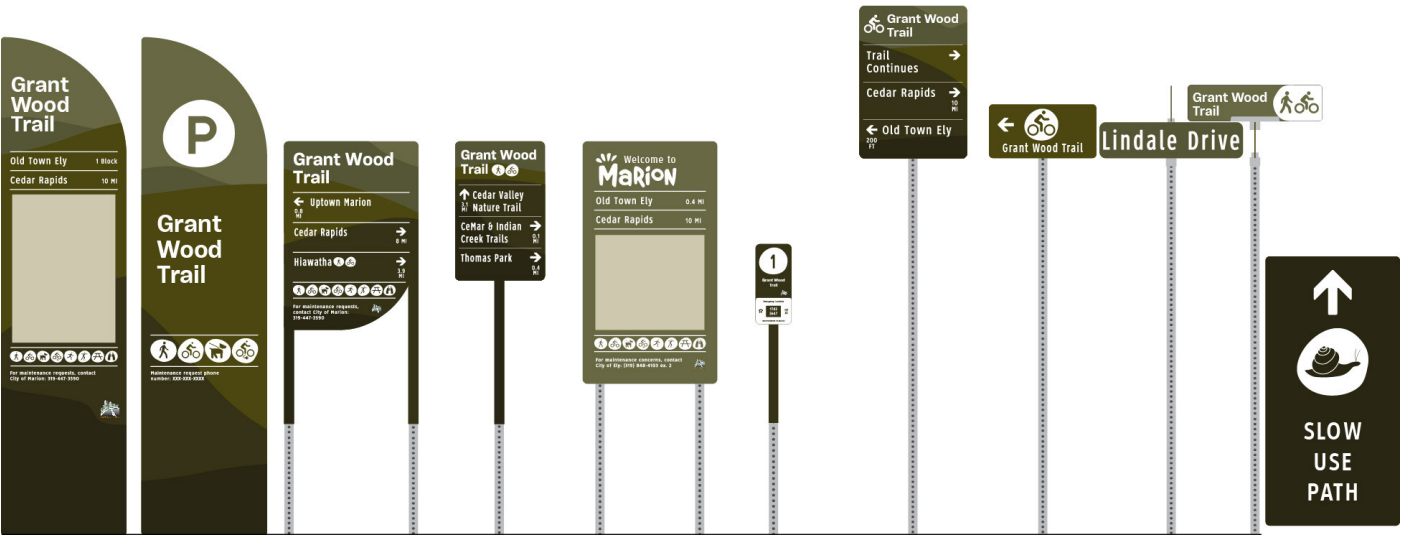
The Corridor Metropolitan Planning Organization has aggressively funded many new miles of trails and bikeways throughout MPO planning boundaries, which include Cedar Rapids, Linn County, and six smaller communities. The result has been a trail network that has grown significantly, often outpacing community awareness of the new trails. There have been several efforts to “brand” this burgeoning trail network, but conflicting trail naming efforts at the local and state level contributed to confusion about the name of the network versus the name of local trails. Toole Design staff spent several days in the Cedar Rapids area getting to know both the trails and the member communities within the MPO. We toured the trails, met with local officials to understand their goals, and asked stakeholders about their preferences for materials, sign types, and design. We also distributed an initial public survey during this phase. Over six hundred respondents confirmed that people in the region were confused about trail names and unaware of many trails in the area.



Custom illustrations address behavioral issues with humor

Our approach to the branding recommended emphasizing individual trail names and using a visually consistent wayfinding sign family throughout the region so that users learn about the regional network. The selected sign design and sign family for the Corridor MPO region area is a beautiful set of signs that quietly reference both Iowa’s rolling hills and the artistic compositions of Grant Wood, a Cedar Rapids native for whom one of the main trails is named. They are also highly legible and easy to understand.

The Toole Design Team is currently finalizing sign deployment plans for around 170 wayfinding signs along trails and bikeways in Cedar Rapids, Ely, Hiawatha, and Marion. We are also preparing design intent documents that will be integrated into bid packages. The final deliverable will be both the bid packages, as well as an easy-to-follow Branding and Wayfinding Plan that member communities can use on future wayfinding efforts.

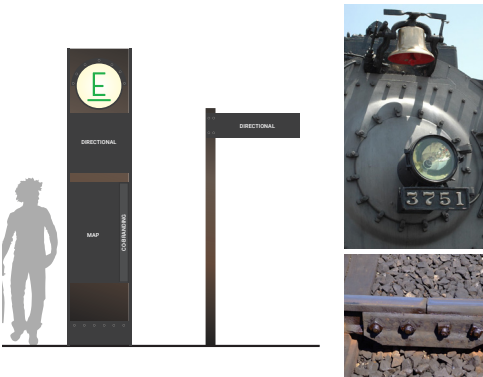


Sign family for CMPO, using abstracted gradients based on the paintings of Grant Wood and incorporating painterly details



# 7. REFERENCES

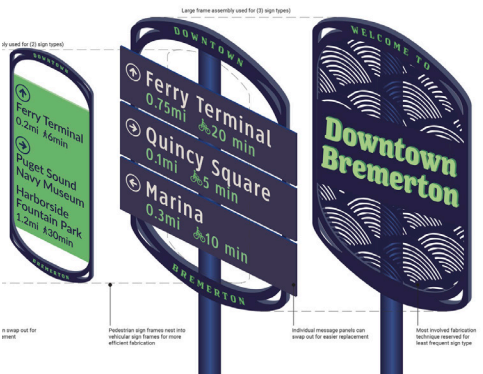
Toole Design is proud of the work we have completed for our clients. Please contact the references included below to learn about their experiences working with our staff.



## KING COUNTY DEPARTMENT OF NATURAL RESOURCES AND PARKS

Curt Warber, Eastrail Program Manager  
206.263.9645, cwarber@kingcounty.gov

Toole Design is leading a team of trail planners, environmental graphic designers, and engagement specialists on this wayfinding project for the Eastrail. Additionally, Toole Design developed a comprehensive sign manual for use by King County Parks staff.



## CITY OF BREMERTON

Katie Ketterer, Project Manager  
360.473.5334, katie.ketterer@ci.bremerton.wa.us

Toole Design developed signage and wayfinding for the City's downtown core, including custom illustrated maps.



## CITY OF SEATTLE

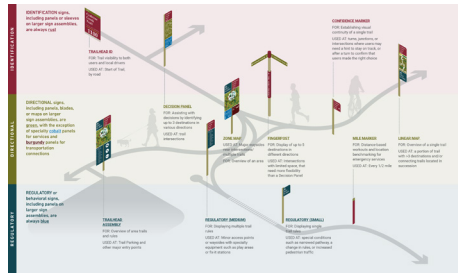
Ben Johnson, Planning & Development Specialist  
253.341.8293, ben.johnson@seattle.gov

Toole Design is working on a new trail classification system to help the City of Seattle Parks and Recreation Department better manage their trail system and meet ever increasing demands.

## 8. COST

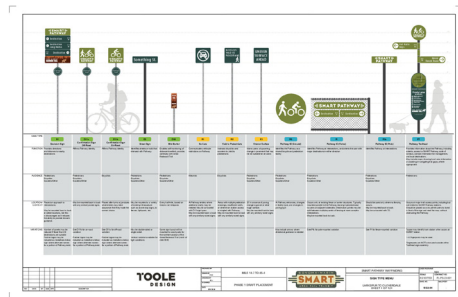
	A. Cody	K. Lohse	E. Williams	A. Gibson	T. Damaske	A. Phillips	J. Ward	A. Mills	Intern	
TASKS	\$320	\$234	\$230	\$124	\$210	\$180	\$214	\$290	\$124	TOTAL
<b>1: PROJECT MANAGEMENT</b>										
Task 1 Hours	1	20	8	2	-	2	-	-	-	36
Task 1 Cost	1,280	4,680	1,840	248	-	360	-	-	-	\$8,408
<b>2: ASSESSMENT OF EXISTING SIGNAGE AND WAYFINDING</b>										
Task 2 Hours	2	20	40	80	-	30	-	-	16	188
Task 2 Cost	640	4,680	9,200	9,920	-	5,400	-	-	1,984	\$31,824
<b>3: DESIGN STANDARDS</b>										
Task 3 Hours	2	24	44	140	2	2	2	2	-	216
Task 3 Cost	640	5,616	10,120	17,360	420	420	428	580	-	\$35,164
<b>4: SIGN MANUAL AND IMPLEMENTATION PLAN</b>										
Task 4 Hours	2	16	22	106	2	2	2	2	-	154
Task 4 Cost	640	3,744	5,060	13,144	420	360	428	580	-	\$24,376
<i>Subtotal (Hours)</i>	<i>10</i>	<i>80</i>	<i>114</i>	<i>328</i>	<i>4</i>	<i>34</i>	<i>4</i>	<i>4</i>	<i>16</i>	<i>594</i>
<i>Subtotal (Cost)</i>	<i>\$3,200</i>	<i>\$18,720</i>	<i>\$26,220</i>	<i>\$40,672</i>	<i>\$840</i>	<i>\$6,120</i>	<i>\$856</i>	<i>\$1,160</i>	<i>\$1,984</i>	<i>\$99,772</i>
<i>Expenses</i>										<i>\$225</i>
<b>PROJECT TOTAL</b>										<b>\$99,997</b>

## 9. SAMPLES



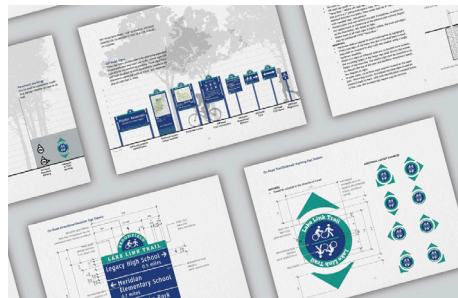
### CAPITAL AREA GREENWAY WAYFINDING PLAN

<https://raleighnc.gov/projects/capital-area-greenway-system-wayfinding-plan>



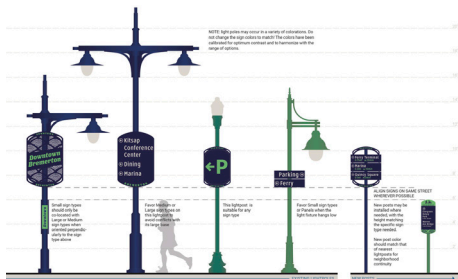
### SMART PATHWAY WAYFINDING PLAN

[https://www.sonomamarintrain.org/smart\\_pathway](https://www.sonomamarintrain.org/smart_pathway)



### BROOMFIELD WAYFINDING PLAN

<https://www.broomfieldvoice.com/wayfinding>



### BREMERTON WAYFINDING PLAN

<https://www.bremertonwa.gov/1281/wayfinding-planning>



## 10. BUSINESS NAME

I, Jessica Fields, PE, AICP, as Director of Operations for the Western U.S., am authorized to legally bind Toole Design Group, LLC. I confirm that this proposal has been made in the official name of the firm.



Jessica Fields, PE, AICP

Director of Operations, Western U.S.

## 11. BUSINESS LICENSE

I, Jessica Fields, PE, AICP, as Director of Operations for the Western U.S., can confirm that Toole Design Group, LLC has the proper City of Redmond business license required to perform the services outlined in this proposal. A copy of our business license is included on the following page.

## 12. VALID TIME PERIOD

I, Jessica Fields, PE, AICP, as Director of Operations for the Western U.S., confirm that our proposal is valid for at least 120 days.



STATE OF WASHINGTON  
**BUSINESS LICENSING SERVICE**

**Thank you for renewing online**

Your license renewal has been submitted. Please print this receipt for your records and allow 14 days to receive your new business license document in the mail.

<b>Previous Expiration Date:</b>	31-May-2025	<b>New Expiration Date:</b>	31-May-2026
<b>Confirmation Number:</b>	0-046-846-069	<b>Filing Date and Time:</b>	05/13/2025 09:59:49 AM
<b>Payment Method:</b>	Card ending in 1884		

**Business Entity Information**

Legal Entity Name: TOOLE DESIGN GROUP, LLC  
Account ID: 602611046-001-0001

**Business Location Information**

Location Name: TOOLE DESIGN GROUP, LLC  
Business Phone: (301) 927-1900  
Business Fax: None  
Location Address: 8484 GEORGIA AVE STE 800 SILVER SPRING MD 20910-5609  
Mailing Address: 8484 GEORGIA AVE STE 800 SILVER SPRING MD 20910-5609

Endorsement(s)	Begin	End
Kirkland General Business - Non-Resident	06/01/2025	05/31/2026
Monroe General Business - Non-Resident	06/01/2025	05/31/2026
Mercer Island General Business - Non-Resident	06/01/2025	05/31/2026
Redmond General Business - Non-Resident	06/01/2025	05/31/2026

Fee Type	Begin	End
Kirkland Empl Fee	06/01/2025	05/31/2026
Redmond Empl Fee	06/01/2025	05/31/2026
BLS Processing Fee	05/13/2025	

Third-Party Card Processing Fee

## Certificate Of Completion

Envelope Id: 897CE945-9097-4D2A-BFFD-CA06B0D5B329

Status: Completed

Subject: RFP 10871-25 - Parks and Trails Signage & Wayfinding Standards & Strategy Plan, Closing: 6/6/25, 2PM

Source Envelope:

Document Pages: 30

Signatures: 1

Envelope Originator:

Certificate Pages: 2

Initials: 0

DocuSign Purchasing

AutoNav: Enabled

15670 Ne 85th St

Envelopeld Stamping: Enabled

Redmond, WA 98052

Time Zone: (UTC-08:00) Pacific Time (US & Canada)

docusignpurchasing@redmond.gov

IP Address: 97.140.152.174

## Record Tracking

Status: Original

Holder: DocuSign Purchasing

Location: DocuSign

6/6/2025 8:41:54 AM

docusignpurchasing@redmond.gov

Security Appliance Status: Connected

Pool: StateLocal

Storage Appliance Status: Connected

Pool: City of Redmond, WA

Location: Docusign

## Signer Events

Jessica Fields, PE, AICP

jfields@tooledesign.com

Regional Operations Director

Toole Design Group, LLC

Security Level: Email, Account Authentication  
(None)

## Signature

DocuSigned by:

*Jessica Fields, PE, AICP*  
DFB8E8B7B2EF4C6...

Signature Adoption: Pre-selected Style

Using IP Address: 97.140.152.174

## Timestamp

Sent: 6/6/2025 8:41:56 AM

Viewed: 6/6/2025 8:53:00 AM

Signed: 6/6/2025 8:54:00 AM

## Electronic Record and Signature Disclosure:

Not Offered via Docusign

Secure Bids

SecureBids@Redmond.gov

Security Level: Email, Account Authentication  
(None)

**Completed**

Using IP Address: 204.152.61.20

Sent: 6/6/2025 8:54:03 AM

Viewed: 6/6/2025 2:29:06 PM

Signed: 6/6/2025 2:29:12 PM

## Electronic Record and Signature Disclosure:

Not Offered via Docusign

## In Person Signer Events

## Signature

## Timestamp

## Editor Delivery Events

## Status

## Timestamp

## Agent Delivery Events

## Status

## Timestamp

## Intermediary Delivery Events

## Status

## Timestamp

## Certified Delivery Events

## Status

## Timestamp

## Carbon Copy Events

## Status

## Timestamp

## Witness Events

## Signature

## Timestamp

## Notary Events

## Signature

## Timestamp

## Envelope Summary Events

## Status

## Timestamps

Envelope Sent

Hashed/Encrypted

6/6/2025 8:41:56 AM

Certified Delivered

Security Checked

6/6/2025 2:29:06 PM

Signing Complete

Security Checked

6/6/2025 2:29:12 PM

Envelope Summary Events	Status	Timestamps
Completed	Security Checked	6/6/2025 2:29:12 PM
Payment Events	Status	Timestamps