

April 4, 2016

Jeff Rash
Seattle Central Community College
Plant Sciences Laboratory
1625 Boylston Avenue
Seattle, WA 98122
Via email: Jeffrey.rash@seattlecolleges.edu
Phone: 206-934-4083

Re: Proposal for interpretive design services

Dear Jeff,

Thank you for contacting us regarding interpretive design services for the greenhouse at the Seattle Central Community College. As discussed, we can provide engaging interpretive designs that interpret the greenhouse plants and explain conservation practices employed onsite. Based on the details that you shared, we propose the scope and design process outlined below.

Project Scope: We will design and coordinate production for one (1) interpretive panel up to 36"x84". The panel will include a custom layout, text content, and graphics. We will conduct one (1) site visit to discuss the project and sign location. We will propose content themes and generate text and titles for the panel. We will create up to two custom illustrations as part of this scope. We will incorporate other graphic items that are provided to us, such as photographs and logos, into the panel layout. When the panel design is complete, we will seek competitive bids for fabrication and coordinate with the selected vendor regarding delivery of the final product.

Design Process: Our process for completing this scope of work will comprise four phases. A draft timeline with deliverables and expectations for each phase are described below.

Phase 1 – Preliminary design and style development— 2-3 weeks

To begin, Watershed will facilitate and attend one (1) kick-off conference call to discuss content themes and timeline. On the call, we will also schedule a site visit to view the location where the finished panel will be installed. In preparation for the kick-off call, Watershed will:

- Provide an interpretive project questionnaire that will help to focus the discussion of content development.

- Provide samples of illustration styles and graphics for discussion on the call.

As the Client, Seattle Central Community College will:

- Attend the kick-off conference call and provide feedback on the proposed content themes.
- Schedule and attend the site visit to discuss project ideas and sign placement.
- Provide images, such as logos and photographs, for incorporation into the panel design or used to inform the custom illustrations.

After the site visit and within two weeks of receiving the content provided by the Client, The Watershed Company will provide:

- Two alternatives for font hierarchy, color palette, and graphic style.
- A 30% mockup of the panel, showing the layout, placeholders for text and titles, and preliminary graphic content. The 30% mockup may be hand sketched. At this stage, we will provide rough working drafts of the custom illustrations that are included in this scope.
- The mockup will identify gaps in the panel content, if applicable, where additional text, images, or illustrations are recommended.

Phase 2 – Design development — *approximately 5-6 weeks*

The Client will provide:

- A selected style alternative and, if applicable, feedback on the chosen alternative.
- Feedback on the 30% panel mockup, including title revisions and thematic edits. All feedback and comments shall be compiled into a single document; if multiple reviewers are involved, comments will be consistent among reviewers.
- Additional text and/or images to fill any gaps identified in the 30% mockup, and/or authorization for new work, if necessary, to purchase additional images and/or create additional custom illustrations.

Within four weeks of receiving the items above, The Watershed Company will provide:

- A 70% mockup of the panel using the selected style alternative with refined layout, graphic elements, written content, and main graphic, based on Client feedback. The 70% mockup will include preliminary subheadings and text.
- If authorized, we will provide any purchased content and preliminary versions of additional custom illustrations.
- Obtain and review three competitive bids from prospective manufacturers, and provide a recommendation for material and vendor selection.

Phase 3 – Final design— *approximately 3-4 weeks*

The Client will:

- Provide feedback on the 70% panel mockups options. All feedback and comments shall be compiled into a single document; if multiple reviewers are involved, comments will be consistent among reviewers.
- Select a vendor from the submittals received.
- Provide final edits on the panel design.

Within three weeks of receiving the items above, The Watershed Company will provide:

- A 95% proof of the panel for final review by the Client. At this stage, minor edits, including text revisions and minor layout adjustments, are considered in scope and will be addressed. However, more intensive changes, such as modifications to customs illustrations, themes, and/or overall content, are out of scope and will be billed on a time and materials basis.

Phase 4 – Design completion and fabrication

The Client will:

- Approve the final panel designs prior to manufacturing.

Within two weeks of receiving the items above, The Watershed Company will provide:

- A final proof of the panel for Client approval. Changes at this stage will be billed on a time and materials basis.
- Once final approval is received, we will prepare the final artwork for each panel. Final artwork will be delivered to the selected manufacturer in digital file format according to manufacturer requirements and sent to the Client in PDF format.
- Coordinate with the manufacturer regarding proof approval and delivery of the finished panel.

The cost to complete the design work described above will not exceed \$6,475. Under this scope, manufacturing and shipping costs, up to \$2,000, will be paid by The Watershed Company. This work will be performed on a time and materials basis and **the total cost of the work under this contract will not exceed \$8,475**. Expenses for the purchase of stock photography, if authorized, are not included in the not-to-exceed (NTE) figures above and will be invoiced separately at cost. Any additional work authorized by the Client, but beyond of the scope described, will be billed on a time and materials basis outside of the NTE figure stated above.

This proposal assumes the following:

1. *For all content provided by the Client to The Watershed Company, the Client assumes the responsibility for obtaining permission and ensuring compliance with any applicable rights, credits, or limitations regarding the use of said content.*
2. *If additional site-specific photos or drawings are needed, these will be provided to us.*
3. *Technical drawings and any other engineering information needed to convey the sign information will be provided to us. Watershed will not generate original technical drawings.*
4. *Comments from the Client and stakeholders on each deliverable will be compiled into a single document; if multiple reviewers are involved, comments will be consistent among reviewers.*
5. *Unless specified above, all signs, mock-ups, proofs and final layouts will be delivered electronically in Adobe PDF format.*
6. *Individual graphics and native files will not be provided within the scope of this proposal.*
7. *Production-ready artwork and graphic files will only be delivered to the manufacturer once final approval from the Client is received.*
8. *This proposal is valid for a period of six months from the date of the proposal*

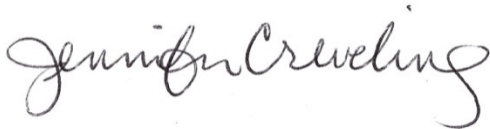
If you have any questions, please give me a call. To authorize this work and proceed, please review and sign the last sheet, then return this proposal by fax or email.

We look forward to working with you!

Sincerely,



Amber Raynsford, PLA
Landscape Architect



Jennifer Creveling
Principal

Date: **04-04-2016**

Project/Client Name: **South Central Community College**

Parcel(s) #: **N/a**

The Watershed Company – Scope of Services Agreement

- This Agreement represents the entire and integrated agreement between The Watershed Company and the Client and supersedes all prior negotiations, representations or agreements, either written or oral.
- The Watershed Company will be entitled to rely on the adequacy and accuracy of information provided by Client or Client's consultants and representatives. The Watershed Company shall not be responsible for the acts or omissions of the Client, Owner, Contractors, other consultants and their respective agents or employees, or any other persons or entities performing work on the Project who are not under the direct control or authority of The Watershed Company.
- The Watershed Company's services shall be limited to those expressly set forth in the attached Scope of Services, and the Watershed Company shall have no other obligations or responsibilities for the Project or to the Client except as agreed to in writing or as provided in this Agreement. All of The Watershed Company's services in any way related to the Project or Client shall be subject to the terms of this Agreement.
- This Agreement does not guarantee successful securement of permits that may be needed/required for project construction or occupancy. Nor does this Agreement guarantee that deliverables described in the Scope of Services will be approved and/or agreed-upon by one or more regulatory agencies. Specific regulatory requirements vary greatly amongst agencies and reviewers, such that code and regulation interpretation can be somewhat unpredictable. This Agreement is a good-faith effort to provide the services described in the Scope of Services; however, additional studies, revisions to prepare documents, responses to comments, meetings and other scope items not covered under this Agreement may be required.
- Additional Services will be subject to review and preauthorization by both Parties. Where The Watershed Company believes additional services are appropriate, it shall notify Client. Upon Client's written authorization, The Watershed Company may proceed with such services on a time-and-material basis to be paid by Client. Alternatively, additional services can be covered under a separate Agreement based on a new scope of services.
- The Watershed Company's services shall be provided consistent with and limited to the standard of care applicable to such services, which is that The Watershed Company shall provide its services consistent with the professional skill and care ordinarily provided by consultants practicing in the same or similar locality under the same or similar circumstances.
- The Watershed Company's services and deliverables are not a warranty or guarantee and The Watershed Company shall have no such obligation. Client shall provide appropriate contingencies for schedule and costs.
- The Watershed Company's services are intended for the Client's sole use and benefit and solely for the Client's use on the Project and shall not create any third party rights. Except as agreed to in writing, The Watershed Company's services and work product shall not be used or relied on by any other person or entity, or for any purpose following substantial completion of the Project.
- This Agreement and any rights or deliverables hereunder may not be assigned or transferred without the written consent of both Parties.
- This unsigned Agreement is valid for a period of six months.
- If work conducted on the Project extends for a period of more than 18 months, hourly rates may be adjusted to reflect current rates.

By signing below, the Client acknowledges and agrees to the attached Scope of Services and Project Assumptions (dated April 4, 2016), as well as the above Agreement. Our Services will be billed on a time and materials basis, with a not-to-exceed figure of **\$8,475**. We invoice on a monthly basis and accept cash or check only. By signing below, the Client agrees to provide payment for Services rendered upon receipt of invoice.

Client signature

Date

Billing Information:

Company:	Phone:
Name:	Mobile:
Address:	Email:
Preferred Billing Method: Mail / Email	