



**CITY OF WHITEWATER
REQUEST FOR PROPOSALS**

Project:	Comprehensive Bicycle and Pedestrian Signage Plan
Project Manager:	Matt Amundson, Parks & Recreation Director
Phone Number:	262-473-0122
Email:	mamundson@whitewater-wi.gov
Date of Advertisement:	May 9, 2014
Proposal Due Date:	June 2, 2014

SCHEDULE OF EVENTS

RFP Released	June 11, 2014
Deadline for Receipt of Written Inquiries	June 27, 2014
Written Responses Distributed	July 3, 2014
Proposal Due Date	July 11, 2014
Evaluation Committee Meeting	Week of July 21, 2014
Oral Interviews/Site Visits (if deemed necessary)	Week of August 4, 2014
Intended Date for Contract Award	August 20, 2014

Introduction

The City of Whitewater is pleased to invite you to submit a proposal to develop a bicycle and pedestrian signage plan and prepare detailed designs for select sign types. This project builds off a recently completed bicycle and pedestrian plan for the City of Whitewater. The purpose of the plan is to serve as a framework to implement a unique and attractive signage system throughout the city's bicycle and pedestrian infrastructure. The signage should provide wayfinding throughout the community that highlights key amenities including, but not limited to, municipal facilities, commercial areas, parks, school and university facilities, etc. We are seeking proposals from qualified professionals with proven experience in wayfinding to provide planning and design services to develop and implement a wayfinding program for the City of Whitewater. Proposals submitted in response to the specifications contained herein shall comply with the following instructions and procedures.

Evaluation

All responsive proposals will be evaluated based on stated evaluation criteria, accepted industry standards, and a comparative analysis of all other qualified responses. Submitted proposals must be complete at the time of submission and may not include references to information located elsewhere, such as Internet websites or libraries, unless specifically requested in the RFP document. Offerors selected as finalists may be asked for oral presentations.

Late Proposals

Regardless of cause, late proposals will not be accepted and will automatically be disqualified from further consideration. It shall be the offeror's sole risk to assure delivery at the receptionist's desk at the designated office by the designated time. Late proposals will not be opened and may be returned to the offeror at the expense of the offeror or destroyed if requested.

Preparing a Response

This RFP contains the instructions governing the proposals to be submitted and a description of the mandatory requirements. To be eligible for consideration, an offeror must meet the intent of all mandatory requirements. Compliance with the intent of all requirements will be determined by the City of Whitewater. Responses that do not meet the full intent of all requirements listed in this RFP may be subject to point reductions during the evaluation process or may be deemed non-responsive.

- Offerors shall promptly notify the City of Whitewater of any ambiguity, inconsistency or error, which they may discover upon examination of this RFP.
- Offerors requiring clarification or interpretation of any section or sections contained in this RFP shall make a written request to the City of Whitewater by the deadline described in the Schedule of Events. All written correspondence must be addressed to:
Questions for RFP
City of Whitewater
Matt Amundson, Parks & Recreation Director
312 W Whitewater Street
Whitewater, WI 53190
mamundson@whitewater-wi.gov
- Each offeror submitting written questions must clearly address each question by reference to a specific section, page and item of this RFP. **An official written answer will be provided to all questions received by 5 PM (local time) on June 27, 2014.** Written questions received after the deadline may not be considered.
- Responses to written questions will be posted on the City of Whitewater Parks & Recreation website at <http://www.wwparks.org> on or before **July 3, 2014**.
- Any interpretation, correction, or change to this RFP will be made by written Addendum. Interpretations, corrections or changes to this RFP made in any other manner will not be binding and offerors shall not rely upon such interpretations, corrections, or changes.
- The City of Whitewater will issue any necessary Addenda.

- Proposal Content and Requirements: The proposal should be bound (8.5 x 11"), so that they can lay flat when opened. A point-by-point response to all numbered sections, subsections, and appendices must be submitted by each offeror in order to be considered for selection. In addition, the following should be addressed:

Introductory Letter:

Firm Name

Address

Contact Person

Telephone number and e-mail address of contact person

A clear and concise response as to why t should select your firm for this work.

- Offerors must organize proposals into sections following the format of this RFP, with tabs separating each section. If no exception, explanation, or clarification is required in the offeror's response to a specific subsection, the offeror shall indicate so in the point-by-point response with the following:

"(Offeror's Name)", understands and will comply.

- Points may be subtracted f or non-compliance with these specified proposal format requests. The City of Whitewater may also choose to not evaluate, may deem non-responsive, and/or may disqualify from further consideration any proposals that do not follow this RFP format, are difficult to understand, are difficult to read, or are missing any requested information.
- An Offeror responding to a question with a response similar to, "Refer to our literature..." or "Please see www.....com" may be deemed non-responsive or receive point deductions. All materials related to a response must be submitted to the City of Whitewater in the RFP response and not just referenced. Any references in an answer to another location in the RFP materials shall have specific page numbers and sections stated in the reference. Each question is scored independently of one another and the scoring is based solely on the information provided in the response to the specific question. (The Evaluation Team is not required to search through literature to find a response.)

Submitting a Proposal

Offerors must submit one original and seven copies, as well as a digital version of the written proposal to the City of Whitewater. **Proposals must be received at the receptionist's desk of Whitewater Parks and Recreation prior to 5 p.m. local time, July 11, 2014. Proposals received after this time will not be accepted for consideration. Facsimile or electronic submissions are not acceptable.**

Each offeror who submits a proposal represents that:

- The proposal is based upon an understanding of the specifications and requirements described in this RFP.
- Costs for developing and delivering responses to this RFP and any subsequent presentations of the proposal as requested by the City of Whitewater are entirely the responsibility of the offeror. The City of Whitewater is not liable for any expense incurred by the offerors in the preparation and presentation of their proposals.
- All materials submitted in response to this RFP become the property of the City of Whitewater and are to be appended to any formal documentation, which would further define or expand any contractual relationship between the City of Whitewater and offeror resulting from this RFP process.
- The proposals must be signed in ink by an individual authorized to legally bind the business submitting the proposal.
- A proposal may not be modified, withdrawn or canceled by the offeror for a 120-day period following the deadline for proposal submission, or receipt of best and final offer, if required, as defined in the Schedule of Events, and offeror so agrees in submitting the proposal.

Rights Reserved

While the City of Whitewater has every intention to award a contract as a result of this RFP, issuance of the RFP in no way constitutes a commitment by the City of Whitewater to award a contract. Upon a determination such actions would be in its best interests, the City of Whitewater in its sole discretion reserves the right to:

- (a) waive any formality;
- (b) cancel or terminate this RFP;
- (c) reject any or all proposals received in response to this document;
- (d) waive any undesirable, inconsequential, or inconsistent provisions of this document, which would not have significant impact on any proposal;
- (e) not award, or if awarded, terminate any contract if the City of Whitewater determines adequate funds are not available.

Offeror Interview/Product Demonstration/Site Visit

After receipt of all proposals and prior to the determination of the award, respondents may be required to make an oral presentation and product demonstration in Whitewater, Wisconsin to clarify their response or to further define their offer. Oral presentations and product demonstrations, if requested, shall be at the offeror's expense.

Subcontracting

The successful offeror will be the prime contractor and shall be responsible, in total, for all work of any pre-approved subcontractors. All known subcontractors must be listed in the proposal with credentials. The City of Whitewater requires that all subcontractors be approved prior to any work being started on our behalf.

SCOPE OF PROJECT

Introduction

The City of Whitewater is seeking proposals from qualified professionals with proven experience in wayfinding to provide planning and design services to develop and implement a comprehensive wayfinding program for pedestrians and bicyclists within the City of Whitewater.

The purpose of this request for proposals ("RFP") is to provide information to prospective consultants detailing the services and deliverables desired by the City of Whitewater, a basic description of the project to be analyzed, expectations relative to consultant qualifications and the proposal content. This information is intended to enable consultants to submit proposals to develop and implement a wayfinding program for the City of Whitewater.

Background

The City of Whitewater has recently completed a bicycle and pedestrian master plan. This was an extensive process that created a wonderful blue print for future improvements. A major recommendation of the plan was to develop wayfinding signage for bicyclists and pedestrians. The City has a network of over 7 miles of shared use path and 4 miles of on-street accommodations.

The hopeful outcome of this project will be to create a well-thought-out, comprehensive system of signs, integrated kiosks and wayfinding communications to identify our community's assets and direct bicyclists and pedestrians with a welcoming, attractive, easy-to-navigate, multi-modal wayfinding program.

The goals for this comprehensive bicycle and pedestrian signage program are:

- To direct people to the most appropriate bicycle and pedestrian accommodations.
- To direct bicyclists and pedestrians to their destinations or key places in Whitewater.
- To showcase our community and greet users with a positive experience.
- To showcase community assets and attractions.
- To reduce frustration for those unfamiliar with our system/network.
- To encourage residents to utilize our community's amenities more often.
- To encourage visitors to stay longer and spend more money in our community.
- To help people navigate their way on the best routes to reach their destinations.
- To reduce unnecessary traffic and save time and money.
- To improve and highlight transportation options and connections, especially where challenges discourage the use of those options.
- To develop a comprehensive signage program that is easy-to-navigate and attractive.
- To create a cohesive, comprehensive, and consistent messaging system that includes signs, maps, online marketing and publications.

Specifications and Requirements

The wayfinding program should consider an array of sign types that are vandal resistant, and easy to update as information changes. The wayfinding system should provide a unified design.

The system shall include general directional information and wayfinding for pedestrians and bicyclists and that specifically addresses the following:

- Direction of Travel
- Location of destinations
- Travel time/distance to those destinations in multiple forms of transportation (bike, run, walk, etc)

Signage can serve both wayfinding and safety purpose including:

- Helping to familiarize users with the bicycle and pedestrian network
- Helping users identify the best routes to destinations
- Helping to address misperceptions about time and distance
- Helping overcome a “barrier to entry” for people who are not frequently bicyclists (e.g., “interested but concerned” bicyclists)

A community-wide bicycle wayfinding signage plan would identify:

- Sign locations
- Sign type – what information should be included and design features
- Destinations to be highlighted on each sign – key destination for bicyclists and pedestrians
- Approximate distance and travel time to each destination

Bicycling and pedestrian wayfinding signs also visually cue motorists that they are driving along a bicycle route and should use caution. Signs are typically placed at key locations leading to and along bicycle routes, including the intersection of multiple routes. Too many road signs tend to clutter the right-of-way, and it is recommended that these signs be posted at a level most visible to bicyclists rather than per vehicle signage standards.

Scope of Work

The successful offeror shall be expected to complete the Scope of Work below:

Research

1. Become familiar with the City of Whitewater Bicycle and Pedestrian Plan
2. Review standards and community regulations regarding signage including zoning code.
3. Understand and clarify installation requirements, including permitting, easements, underground and overhead infrastructure.
4. Assess existing network of shared-use path, on-street accommodations, and existing regulatory signage with assistance from City of Whitewater staff.
5. Identify user groups, their specific needs, and potential wayfinding difficulties, particularly as they affect the disabled, senior citizens and visitors.
6. Analyze architectural elements, materials, themes, existing plans, marketing materials and the community vision in order to develop an appropriate design aesthetic for the system.
7. Hold stakeholder’s meeting to discuss findings and design suggestions.

Planning & Approval

8. Develop appropriate recommendations relative to zoning and code requirements.
9. Prepare detailed wayfinding corridor plans indicating location of particular sign types, as needed.
10. Prepare detailed designs for select sign types, including distinct prototypes to be determined.
11. Present three (3) initial signage design concepts to City of Whitewater for review and consideration.
12. Coordinate on-sight public meetings for stakeholder groups and general public to review

design options, including a preliminary review by the Parks & Recreation Board, Plan Commission, and Common Council.

13. Complete up to two rounds of refinements of preferred design concept selected by the City of Whitewater, based on stakeholder and public input.
14. Present the full sign-type array and mock-up signs to City of Whitewater.
15. Revise the individual sign type designs once more (if needed).

Deliverables

1. A Wayfinding Analysis and Recommendations Plan (hard copy and editable digital copy). Documentation will include an evaluation of the existing system, users' needs, and destinations, zoning requirements, regulatory and jurisdictional issues.
2. Detailed schedule for project completion, including team members' roles and time commitments, and key meetings and milestones.
3. Implementation plan with estimated costs.
4. Detailed corridor plans showing the proposed types of signs. The plans will also indicate existing locations to be reused, existing locations that will not be re-used, and new signage locations.
5. Final Design Intent Drawings (exact dimensions, letter heights, materials, mounting details, color specifications, and material performance standards) with written statement regarding rationale for design choices, materials, method of fabrication, and how systems can be modified over time.
6. Scaled mock ups of potential sign types and concepts.
7. Statement of Probable Cost for the fabrication installation, and maintenance of the system, including number of various sign types, and locations.

OFFEROR QUALIFICATIONS

References.

Offeror shall provide a minimum of three and up to five references that are using services of the type proposed in this RFP. The references should include any experience in wayfinding planning and implementation for similar size markets. At a minimum, the offeror shall provide the company or agency name, the location where the services were provided, contact person(s), customer telephone number, a complete description of the service type, and dates the services were provided. Destination Missoula reserves the right to use any information or additional references deemed necessary to establish the ability of the offeror to perform the conditions of the contract. Negative references may be grounds for proposal disqualification.

Resumes/Company Profile and Experience.

Offeror shall specify how long the individual/company submitting the proposal has been in the business of providing wayfinding planning and implementation services similar to those requested in this RFP. Offeror shall also include proposed staffing and organization of personnel to be assigned to this account and provide answers to the following information requests concerning the qualifications and experience of personnel to be assigned to this contract.

Samples of Successful Wayfinding Programs and Design Materials.

The offeror should provide a minimum of three and up to five samples of similar successfully implemented wayfinding projects with design materials for both planning and implementation which are pertinent to this proposal. Be specific with timelines followed, goals, budgets and final outcomes, planning and implementation strategy.

COST PROPOSAL

Cost Proposal

The offeror should define a lump sum cost for the work described in this proposal. The cost proposal should include payment based on deliverables defined within the Scope of Work.

Evaluation

Based on a maximum possible value of 100 points, the evaluation committee will review and evaluate the offers according to the following criteria:

Category	Point Value
References	10
Project Staff	10
Past Projects	10
Scope of Work Assessment	10
Reporting Methods	10
Written Response	10
Cost	<u>40</u>
Total	100