

**City of Wausau, Wisconsin
Request for Proposals
Wayfinding System
Development and Design**



City of Wausau
407 Grant Street
Wausau, WI 54403
Ph: 715-261-6683

Proposal Due Date: October 31, 2014

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REQUEST FOR PROPOSALS

Dated: September 23, 2014

The City of Wausau is seeking a response to this Request For Proposals (RFP) from environmental graphic design consultants for the development of a comprehensive wayfinding signage program (complete with an engineering study outlining signage placement) and system design.

Proposals, in accordance with the specifications and scope of work below, will be accepted until October 31, 2014

GENERAL INFORMATION

The City of Wausau reserves the right to accept or reject any or all proposals and to accept only those proposals that are in the best interest of the City.

There is no expressed or implied obligation for the City to reimburse responding firms for any expenses incurred in preparing responses to this request. To be considered, one (1) original (so marked) and twelve (12) color copies of the response must be received prior to the due date and time. Proposals will not be accepted via fax or email. Vendors accept all risk of late delivery of mailed proposals regardless of instance or fault.

During the evaluation process, the City of Wausau may request additional information or clarification from responders, or allow corrections of errors or omissions. At the discretion of the City, individuals submitting responses may be invited to the community for a tour and in-person interviews as a part of the evaluation process.

The City reserves the right to retain all responses and to use any ideas included in a response regardless of whether that response is selected. Submission of a response indicates acceptance by the firm of the conditions contained in this Request For Proposals (RFP), unless clearly and specifically noted in the response and confirmed in the contract between the City and the firm selected.

The prospective consultant certifies by submission of their proposal that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in this transaction by any Federal, state or local department or agency.

INTRODUCTION AND BACKGROUND

In 2008, the Wausau Convention & Visitors Bureau enlisted the services of Roger Books and Destination Development, Inc. to conduct a community assessment of the Wausau area. The assessment provided an unbiased view of the community from the perspective of a visitor. A primary recommendation for the area was the development of a comprehensive wayfinding signage system that would effectively assist visitors in navigating to and among Wausau area destinations. The recommendation was met with enthusiasm from municipalities and community leaders. However, the economic downturn shifted priorities away from the project.

PROJECT OVERVIEW AND SCOPE

The first objective of this project is to develop a comprehensive wayfinding system map that, when installed, will assist visitors and community members in identifying and navigating to and among Wausau's destinations and amenities.

The second objective is to develop a comprehensive wayfinding signage system design that provides a cohesive identity for the area while maintaining the unique identity of Wausau. In future years, we anticipate surrounding municipalities implementing a similar program.

The selected bidder will oversee the development and design of this wayfinding project. Once awarded, the contractor will be responsible for all work surrounding the successful deployment of this project, including, but not limited to:

1. Perform a detailed assessment of the City, traffic flow and key tourism destinations to develop a master map for vehicular wayfinding and, where necessary, for pedestrian wayfinding.
2. Conduct an engineering study to determine where each sign may be placed so as to ensure compliance with municipal standards and WI DOT regulations.
3. Develop detailed wayfinding map.
4. Develop wayfinding system design. The design should consist of a minimum of two design concepts for consideration. Accompanying these designs should be design guidelines and standards to aid in consistent fabrication and installation.
5. Create construction documents, shop drawings, engineering plans and/or the like to ensure that the existing design is functionally sound.
6. Present periodic summary reports to the City of Wausau.
7. Recommend materials that may better serve the function of the signage while being considerate of the existing design.

MINIMUM REQUIREMENTS

In order to be considered for award of this RFP, each vendor must meet these minimum requirements:

1. Developed multiple multi-city systems and designs.
2. Provide at least two (2) written references from an existing or former client in the past 3 years.
3. Have worked with WI DOT and understand the requirements for placement of signage on State roadways.
4. Complete this RFP and submit their response by the deadline.

REQUEST FOR PROPOSALS

Responses to this RFP should be provided in the following numbered format as listed below. Please limit response to 10 pages.

1. Provide a brief description of previous work with municipalities and WI DOT and specifically experience with environmental graphic design, identity and brand development, destination marketing and wayfinding.
2. Explain past experience as a consultant and provide two references from past contract work.
3. Describe the general project approach that would be employed to complete the project.
4. Provide a cost proposal associated with each part of the work specified.
5. Provide next steps for future phases of the City of Wausau Wayfinding project with recommendations for the fabrication and installation phases.

CONSULTANT SELECTION PROCESS

A Selection Committee made up of City of Wausau staff, officials and citizens will evaluate Proposals/Bids. The Selection Committee will consider the overall quality of each vendor's submittal and how well their proposed project strategy meets the needs of all interested parties. The following categories will be considered in the selection of the qualified vendor. In the event that 2 or more vendors are deemed equally qualified the Selection Committee will host interviews with said vendors to make their final decision.

Overall quality of the Vendor's proposal/bid (20 points)

Ability to meet the desired schedule (15 points)

Vendor's current workload (10 points)

Comprehensive address of the "Scope of Services" (20 points)

Past work and references (10 points)

Pricing for products and services (10 points)

Industry experience (15 points)

The final selection of the most qualified vendor will be carried out by the Selection Committee. The City reserves the right to reject any and all proposals.

SUBMISSION OF PROPOSALS

The original and twelve (12) color copies of each individual's proposal must be submitted by 5:00 P.M. on ***Friday, October 31, 2014.***

Please submit proposals to the address below:

City of Wausau
Community Development Department
Attn: Megan Lawrence
407 Grant Street
Wausau, WI 54403

Proposals submitted by fax or e-mail will not be accepted.

For questions regarding this Request for Proposals, please contact:

Megan Lawrence
Economic Development Manager
City of Wausau
407 Grant Street
Wausau, WI 54403
715-261-6683
Megan.lawrence@ci.wausau.wi.us