

City of Tracy
324 East 11th Street, Suite D
Tracy, CA 95376

ECONOMIC DEVELOPMENT
DEPARTMENT

MAIN 209.831.6490
FAX 209.830.6837
www.ci.tracy.ca.us

October 22, 2009

TO: ALL INTERESTED PARTIES

RE: Request for Proposals/Qualifications to Develop a Way Finding Signage Program

To Whom It May Concern:

The City of Tracy (the "City") is soliciting proposals from qualified firms that specialize in developing multi-level signage/wayfinding systems. It is envisioned that the selected consultant will be involved from beginning (design phase) to end (installation phase) of this project. The goal of the project is to provide both vehicular and pedestrian (where appropriate) signage that will direct the public to regional serving public and private facilities including regional serving retail centers.

The City will base its selection on the following three criteria:

1. Qualifications
2. Proposed Methodology
3. Cost

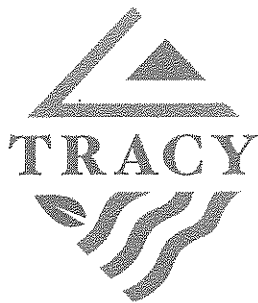
Background

Tracy is located in the southwest corner of San Joaquin County with a population of approximately 82,000 residents within a 9.6 mile area. The city is surrounded by rural residential, farm land and ranches and is bounded by State Route 120 to the north, Interstate 5 to the east and Interstate 580 located south and west of the city. The highways serve as the main access points for the City's major arterial streets.

The city is served by the ACE commuter train with service between Stockton and San Jose, the San Joaquin Regional Transit (SMART), which provides bus service throughout San Joaquin County and to Sacramento and the Bay Area, and TRACER, a fixed route bus service within Tracy.

The City has recently gone through a branding effort and would like the new logo and possibly tagline incorporated into the design of the signs. The City has a brand

Think Inside the Triangle™ 



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manager on retainer and expects the selected consultant to work closely with the brand manager.

Qualifications

The City is looking for the following information related to qualifications:

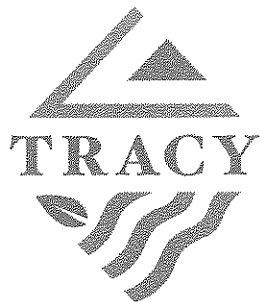
- Firm Background
- Resumes of Firm Members
- Proposed Team or Team Structure
- Experience with Similar Projects
- References

Methodology

The City is looking for interested consultants to propose a methodology and potential timeline based on your experience and success. The proposed methodology should clearly outline the steps that are necessary to successfully complete this project and should identify both internal and external stakeholders and describe how their input will be solicited. The proposed methodology should clearly identify critical decision points and describe how the consultant will assist the decision making process. Tangible deliverables should be identified and described along with samples from other projects. The City is looking for a consultant that will provide clear direction and lead the City through this process. The proposal should identify how the consultant proposes to reach this end.

Cost

Provide the hourly rates of the proposed team that will be assigned to this project and estimate the number of hours by rate to complete the project as outlined in the proposed methodology. The final price will be negotiated with the selected consultant based upon a mutually agreed upon scope of work that will be attached to the agreement that will be entered into between the City and consultant. The price provided in the proposal should be your recommended budget based on the proposed methodology.



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Terms and Conditions

The selected consultant will be required to enter into the City's standard Professional Services Agreement (the "PSA") (attached as Exhibit A) which sets forth the terms and conditions for services and payment and includes the insurance requirements. If the insurance requirements exceed your existing coverage, the price of your proposal should include the amount necessary to meet the insurance requirements provided for in the PSA.

The City reserves the right to reject any or all proposals, and to waive any irregularity. While cost of the proposal will be one factor considered, relevant experience and qualifications will also be considered in determining which consultant, if any, shall be selected.

Submittal Requirements

Proposals need to be submitted by 5 p.m., November 12, 2009, to:

Ana Lilia Reynoso
City of Tracy
324 East 11th Street, Ste. D
Tracy, CA 95376

Questions should be directed to my attention or, in my absence, to the director's attention:

Ana Lilia Reynoso, Project Manager
(209) 831-6492 direct/ (209) 831-6490 main
ana.reynoso@ci.tracy.ca.us

Ursula Luna-Reynosa, Director
(209) 831-6111 direct
Ursula.luna-reynosa@ci.tracy.ca.us

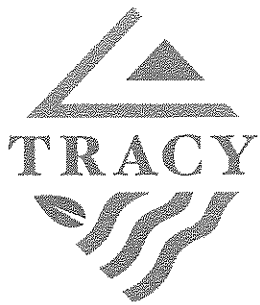
The preferred method of receipt of proposals is via e-mail as a PDF document but hard copies via mail will also be accepted.

Thank you for your time in considering this request.

Sincerely,

Ana Lilia Reynoso
Project Manager

Attachments:



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Exhibit A –City of Tracy Standard Professional Services Agreement