

**CITY OF RICHMOND  
DEPARTMENT OF PROCUREMENT SERVICES  
RICHMOND, VIRGINIA  
(804) 646-5716  
Date: June 9, 2010**



Request for Proposal # B10245-1  
Wayfinding Signage Program

**Due Date: July 2, 2010**  
Time: 3:30P.M.

Receipt Location: City Hall, 900 East Broad Street, 11<sup>th</sup> floor, Room 1104

**Request for Proposal Prepared by:**

Name: Jessica J. Blow, CPPB, VCO

Title: Contract Specialist

Telephone (804) 646-1820 Fax (804) 646-5989

Email: [Jessica.Blow@richmondgov.com](mailto:Jessica.Blow@richmondgov.com)

Department of Procurement Services

[www.RichmondGov.com/business/bids\\_proposals](http://www.RichmondGov.com/business/bids_proposals)

## Signature Sheet

My signature certifies that the proposal as submitted complies with all Terms and Conditions as set forth in RFP #B10245-1.

My signature warrants that I have not employed or retained any firm or person other than a bona fide employee working solely for the firm to solicit or secure this contract and have not paid or agreed to pay any firm or person other than a bona fide employee working solely for the firm any fee, commission, percentage, brokerage fee, gifts or other consideration contingent upon or resulting from the award or making of this Contract. For breach or violation of this warranty, the City shall have the right to annul or void this Contract without liability or, in its sole discretion, to deduct from the contract price or consideration, or otherwise recover the full amount of such fee, commission, percentage, brokerage fee, gift or contingent fee.

My signature also certifies that this firm has no business or personal relationships with any other companies or persons that could be considered as a conflict of interest or potential conflict of interest to the City of Richmond, and that there are no principals, officers, agents, employees, or representatives of this firm that have any business or personal relationships with any other companies or persons that could be considered as a conflict of interest or a potential conflict of interest to the City of Richmond, pertaining to any and all work or services to be performed as a result of this request and any resulting contract with the City of Richmond.

I hereby certify that I am authorized to sign as a Representative for the Firm:

**Complete Legal Name of Firm:**

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**Order from Address:**

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**Remit to Address**

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**Fed ID No.:**

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**\*Virginia License Number**

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**Signature:**

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**Name (type/print):**

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**Title:**

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**Telephone:**

(\_\_\_\_) \_\_\_\_\_ **Fax No.:** (\_\_\_\_) \_\_\_\_\_

***EMAIL:***

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**Date:**

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To receive consideration for award, this signature sheet should be return to the Department of Procurement Services as it shall be a part of your response.

\* Please note that state law requires most business entities to register with the Commonwealth of Virginia's State Corporation Commission to obtain legal authorization to transact business in Virginia

## STATEMENT OF NO OFFER

Offerors not submitting an offer for the commodity or service requested must fax this form to the Procurement Office at (804) 646-5989 prior to the solicitation due date. Questions concerning requirements must be brought to the attention of the Procurement Official responsible for this solicitation **at least five (5) business days prior to the solicitation closing date.**

RFP#: \_\_\_\_\_ Service: \_\_\_\_\_

Decline to submit an offer on the RFP for the following reasons:

- ☐ Unable to meet statement of needs
- ☐ Requirements are unclear or restrictive (explain in remarks)
- ☐ Unable to meet required delivery or performance date
- ☐ Unable to meet insurance requirements
- ☐ Insufficient time to respond to the solicitation
- ☐ Do not offer requested commodity or service, please remove our name from the City of Richmond's bidder's list for this commodity or service only.
- ☐ Other (explain in remarks)

Remarks:

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Contractor's failure to return completed form may result in the removal from the City of Richmond bidder's list for the commodity or service requested above.

Company Name: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_

Signature: \_\_\_\_\_

Telephone: \_\_\_\_\_

Date: \_\_\_\_\_

## **PART I**

### **STATEMENT OF NEEDS**

#### **1.0 Introduction.**

##### **1.1 Purpose.**

The City of Richmond's Department of Planning and Development Review, on behalf of the City of Richmond hereinafter referred to as "City," hereby solicits interested and qualified firms to submit proposals for the purpose of obtaining services of a highly qualified consultant(s) and/or consulting firm(s) (hereafter referred to as "consultant"), authorized to do business in the Commonwealth of Virginia, with proven experience in crafting a strategy, to develop and implement a comprehensive wayfinding signage program for two designated areas of the City.

The consultant should demonstrate expertise in all aspects of wayfinding and district identification, as well as an understanding of destination branding, destination management, marketing, tourism economies, and standards for transportation signage.

##### **1.2 Background.**

Richmond is located in the heart of Virginia and known as one of the most historic cities in the United States. Its history encompasses the Native American Powhatan Tribe and Settlement, thriving trade and manufacturing including America's first tobacco warehouses, Patrick Henry's "Give me liberty or give me death" speech, Thomas Jefferson's classical revival Capitol building, its role as a large commercial slave trade center as well as home to a large slave population, the economic, industrial, and political Capital of the Confederacy, the first commercially-successful electric street car system in the United States, the home of Maggie Walker, the first African American, female bank president in the United States, the first African American Governor in America, and much more. This history manifests itself today in numerous sites and buildings that bring visitors to the City. In addition to its historic significance, present-day Richmond is home to nationally-recognized museums, arts and cultural venues, beautiful landscapes, and outdoor/recreational amenities. In 2008, an estimated 5.75 million visitors came to the Richmond region and that number is expected to grow with the coming of the sesquicentennial of both the Civil War (2011-2015) and slavery emancipation (2015).

Downtown Richmond has experienced significant investment over the last 15-20 years. Recent market studies identified nearly 14,000 people living in and around Downtown and approximately 80,000 persons employed in the area. Downtown includes numerous attractions, including: Capitol Square, the Greater Richmond Convention Center, the Richmond Coliseum, Richmond CenterStage, the Virginia War Memorial, and many others (for map, see attachment A). Downtown serves as a tourist origination point for the various cultural, recreational, and historic attractions throughout the City. Convenient interstate access, Amtrak train service, and proximity to the Richmond International Airport will continue to support Downtown as a gateway to the City and the region.

The Boulevard area ("Boulevard" is the street that links the area together) is composed of and surrounded by historic neighborhoods, acclaimed museums, parks, and the eclectic Carytown shopping and entertainment district (for map, see attachment B). Boulevard is anchored by a number of significant cultural institutions, including: the Children's Museum of Richmond, Maymont, the Science Museum of Virginia, the Virginia Historical Society, and the Virginia Museum of Fine Arts. The Boulevard area is listed on the National Register of Historic Places and is included in a locally-designated City Old & Historic District.

Approximately three versions of wayfinding signage currently exist in the City, but the signage is inconsistent in terms of placement, design, and criteria for listing attractions. This has resulted in a confusing, cluttered, and incongruous “system” that is often ignored and of little use in helping to guide visitors. These signs will be removed with the implementation of the new wayfinding program.

The most recent signage package implemented by the City includes gateway and district signage in various locations throughout the City, and a limited installation of wayfinding signage in an 11-block area of Downtown. This signage design (see attachment C) provides a model for which a comprehensive signage package could be implemented throughout Downtown and in the Boulevard area.

### 1.3 **Required Attachments.**

- A. Downtown Area Map & Attractions (Attachment A)
- B. Boulevard Area Map & Attractions (Attachment B)
- C. Wayfinding Signage Shop Drawings (Attachment C)

### 2.0 **Deliverables.**

The consultant shall provide a program for Downtown and the Boulevard area that will allow the City to strategically implement a wayfinding signage system.

In preparation of the wayfinding signage program, the consultant shall:

1. Develop a process to work cooperatively with all involved stakeholders, including but not limited to: the wayfinding committee, representatives from local attractions, local and state tourism officials, local and state transportation officials, other City officials, and the general public.
2. Evaluate existing wayfinding signage package for its potential as a model (see attachment C) and provide recommendations regarding the applicability of using this as the system expands.
3. Conduct both field assessment and utilize the City’s Geographic Information System (GIS) to assess traffic movements, general environmental conditions and topography, location of attractions, and location of parking facilities.
4. Review relevant reports and data from multiple sources including the City, Venture Richmond, neighborhood associations, and others identified by the Contractor or City.
5. Present and review findings with wayfinding committee before drafting the final product.
6. Present final draft wayfinding signage program to applicable boards and commissions, as directed by the City (no more than three presentations).

The final product shall be a document consisting of, but not limited to, the following components:

1. Maps or diagrams detailing the specific placement of all recommended signage in the public right-of-way.
2. Shop drawings of the complete set of signs within the wayfinding system (reproductions of the existing signage design or images of redesigned signage).
3. The criteria and standards for style and color of all levels of signage.

4. The criteria and standards for listing attractions on all levels of signage, including additions and deletions once installed.
5. The criteria for the order of listings of attractions on all levels of signage.
6. A detailed listing of attractions on each recommended sign.
7. A budget for implementation of all levels of signage with cost by each level of signage.
8. A recommended phasing plan and budget for implementing the complete wayfinding signage system, including creative financing and/or partnership strategies.
9. A plan for ongoing maintenance and sign replacement including estimates of an annual maintenance budget, and strategies for graffiti removal.
10. Defined roles and responsibilities for the various agencies responsible for implementation and maintenance.

The Scope of Work does not include any signage fabrication or installation.

## 2.1 **Points of Contact.**

### 2.1.1 **Contract Specialist.** The City's Contract Specialist for this contract is:

Jessica J. Blow, CPPB, VCO  
Contract Specialist  
Department of Procurement Services  
City of Richmond  
900 East Broad Street, Room 1104  
Richmond, Virginia 23219  
Telephone: (804) 646-1820  
Fax: (804) 646-5989  
E-Mail: Jessica.Blow@richmondgov.com

### 2.1.2 **Technical Representative.** The City's Technical Representative's information will be provided to the successful proposer upon contract award.

### 2.1.3 **Contact before Award.** In accordance with the City's No Contact Policy (see Part II ("INSTRUCTIONS TO OFFERORS"), section 1.3 ("NO CONTACT POLICY")) no Offeror shall communicate with the Technical Representative on any matter relating to this solicitation prior to award of the contract.

### 2.1.4 **Delivery.** Each deliverable shall be delivered in a timely manner and in accordance with the contract schedule to the Technical Representative with a copy to the Contract Specialist.

## 2.2 **Scope of Work.**

The City of Richmond seeks to develop a new wayfinding system through an implementation strategy that can be applied consistently and on a set of criteria that will result in a more efficient, effective, and user-friendly system. The implementation strategy will provide the City with a wayfinding program that reduces clutter, enhances the visitor experience, and presents the City in its most favorable light. The new system should be designed and planned to market Downtown and the

Boulevard area and the attractions within. Downtown and the Boulevard area are the only portions of the City included in this project.

### 2.2.1 **Understanding of Project.**

An effective wayfinding system for the City requires a hierarchy of signs that guide the visitor: 1) from the interstate to an attraction or district and 2) between attractions and districts. Each level of the hierarchy has a specific function but a common goal – to help visitors find their way quickly and easily.

A wayfinding system should be developed and focused on five different levels of signage:

1. Gateway: signage informs visitors on the interstate as to attractions at each exit (in accordance with Virginia Department of Transportation and Federal Highway Administration criteria) or visitors entering the City from another primary corridor (non-interstate).
2. District: signage announces the entrance to a neighborhood or district.
3. Vehicular: signage guides drivers safely and efficiently to attractions and parking facilities.
4. Pedestrian: signage that guides pedestrians to local sites of interest.
5. Kiosks: with maps and information at or near a destination of significance (although the system should be able to function independently of the kiosks).

The program should be developed using industry-accepted standards and criteria to be applied to all signage and recommendations. Those criteria and standards should include, but not be limited to:

1. Signs should be eye-catching, but attractive.
2. Signs must be easy to read and understand.
3. Signs should be durable, low maintenance, and resistant to vandalism.
4. Signs should complement a total streetscape strategy, including benches, trashcans, news stands, etc.
5. Signs should use the same color palette.
6. Hierarchy should be established as to which listings should be first (i.e., left, right, straight arrows).
7. Installation standards (i.e. attached to existing fixtures, mid-block locations, etc.)
8. Signage system should be flexible to allow for any changes Downtown or on the Boulevard.
9. The number of attractions per sign (vehicular signage).
10. Criteria for attractions to be listed (i.e. public locations, private locations, etc).

Some specific goals for the Wayfinding Signage Program include:

1. Regional information at key decision points to guide travelers to districts and destinations, and attractions from the interstate or other primary corridors.
2. Identities for the major cultural districts while maintaining consistent themes and standards.
3. Effective signage for public parking in Downtown, including independent signs and/or symbols on vehicular signage to and from parking garages, and pedestrian signage within parking decks and throughout Downtown and the Boulevard area.
4. Signage that facilitates ease of travel throughout the City and from one district to another.
5. A program that pays special attention to cultural identity, history, the destination brand, and plans for economic development and redevelopment.

3.0 **Proposal Contents.** The proposal must include all of the information set forth in this section and be organized as set forth in this section.

3.1 **Tab 1 – Signed Forms.** This tab should include the completed and signed Signature Sheet, Addenda Acknowledgement and Office of Minority Business Development Forms included with this Request for Proposals.

| 3.2 **Tab 2 – Statement of the Scope.** In concise terms, state the ~~offeror~~Offeror's understanding of the scope of work presented by the RFP.

3.3 **Tab 3 – Executive Summary.** This tab should provide a brief summary of the proposal's contents, emphasizing any unique aspects or strengths of the proposal. The Executive Summary should not exceed three pages.

3.4 **Tab 4 – Key Personnel.** This tab should include the résumés or curriculum vitae of the offeror's key staff members. It should identify the specific employees assigned to provide the services solicited by this Request for Proposals. For each key person identified by the offeror, this tab should include the following information, provided in résumé format:

A. Name and title.

B. Office location and city of residence.

C. Project responsibilities and roles.

D. Educational background.

E. Professional registrations and memberships (if applicable).

F. Years of relevant experience.

3.5 **Tab 5 – Offeror History.** This tab should include a comprehensive narrative history of the firm, including the development of its experience in providing a wayfinding signage program and the depth of resources to provide the wayfinding signage program solicited by this

Request for Proposals. Explain the size of your firm, including years in business, office locations and legal structure.

- 3.6 **Tab 6 – References.** This tab should include the names, addresses and telephone numbers of at least five other local governments with whom offeror has worked during the last five years. The tab should briefly identify the project, location and services performed. The tab should also include an affirmative statement that the offeror grants its consent for the City to contact the offeror’s references for purposes of evaluating the offeror for this Contract and acknowledges that any information obtained from the offeror’s references will not be disclosed to the offeror.
- 3.7 **Tab 7 – Project Approach.** This tab should describe in detail the offeror’s proposal for providing the wayfinding signage program solicited by this Request for Proposals.
- 3.8 **Tab 8 – Subcontracting.** This tab should identify any of the required services that you intend to subcontract, if any, providing the following information:
- A. Reasons for subcontracting.
  - B. Proposed subcontractor responsibilities.
  - C. Identity of proposed subcontractors including location, relevant personnel and experience, previous use as a subcontractor, and any other relevant supporting information.
- 3.9 **Tab 9 - Price Proposal.**
- 3.9.2 **Pricing Arrangements.** Offerors should propose pricing arrangements consisting of a firm fixed price for all services rendered and materials supplied for the Wayfinding Signage project. The proposal should explain in detail the components of the firm fixed price for the Wayfinding Signage Program. Progress payments may be allowed provided such payments are based on completion of defined milestones in the Wayfinding Signage request for proposals.
- 4.0 **Evaluation Criteria.** The Evaluation Committee will use the following evaluation criteria in ranking and selecting offerors for negotiation pursuant to this Request for Proposals. The City may conduct a second round of scoring. If a second round is conducted, the same evaluation criteria provided will apply:

**Available Points**

A. **Experience** ..... **20 Pts.**

This criterion considers (i) the offeror’s past performance on any City contracts, (ii) the results of reference checks and (iii) the offeror’s experience in providing the services solicited by this Request for Proposals as set forth in the offeror’s proposal.

B. **Technical Capability** ..... **15 Pts.**

This criterion considers both the qualifications of the offeror’s personnel whom offeror proposes to assign to provide the services solicited by this Request for Proposals and the equipment and materials that the offeror proposes to use in performing the services solicited by this Request for Proposals.

**C. Compliance with Requirements..... 10 Pts.**

This criterion considers the extent of the offeror’s compliance and willingness to comply with all of the terms, conditions and other requirements of the Request for Proposals and resulting contract.

**D. Cost..... 20 Pts.**

As allowed by City Code § 74-71(e), this criterion considers the price of the services solicited by this Request for Proposals. Offerors will be evaluated on their pricing scheme as well as on their price in comparison to other offerors.

**E. Accessibility ..... 5 Pts.**

As required by City Code § 74-73, this criterion considers “the degree of accessibility that the contractor will be able to provide to the city officials who will be administering the contract.” This criterion recognizes the need for close cooperation and communication between the City and the Contractor in order to achieve the objectives of the contract resulting from this Request for Proposals.

**F. MBE / ESB Commitment ..... 30 Pts.**

In accordance with City Code § 74-71(e), this criterion considers the offeror’s “good faith minority business enterprise and emerging small business participation efforts” as defined in City Code § 74-4. Pursuant to City Code § 74-71(e), an offeror must receive at least 15 points under this criteria in order to be selected for negotiations, unless granted a waiver by the Chief Administrative Officer. The MBE/ESB participation goal for this contract is **5%**. See sections 2.1.10 and 2.4 of the Instructions to Offerors and 2.6.2 and 3.9 of the Terms and Conditions for the MBE/ESB provisions.

**Total Available Evaluation Points..... 100 Pts.**

**END OF STATEMENT OF NEEDS**