

REQUEST FOR PROPOSALS

RFP # 02-1314

AN OPPORTUNITY FOR WAY-FINDING SIGNAGE

DESIGN & IMPLEMENTATION PLAN



RELEASE DATE: FEBRUARY 13, 2014
SUBMISSION DEADLINE: MARCH 13, 2014

THE LAKE WORTH COMMUNITY REDEVELOPMENT AGENCY
29 SOUTH "J" STREET
LAKE WORTH, FL 33460
WWW.LAKEWORTHCRA.ORG

PLANNING & DESIGN OF WAY-FINDING SIGNAGE IN LAKE WORTH, FLORIDA

The purpose of this Request for Proposal (RFP) is to solicit proposals to hire a qualified firm or consultant(s) to produce workable plans including schematic designs and recommendations for directional signage placement throughout the CRA District and in portions of the City. This way-finding system will be designed to project a consistent, artistic design to the Gateways and downtown area; guide visitors to the beach, parks and landmarks as well as distinctive areas. The enactment of such a program is supported by the CRA Redevelopment Plan which includes goals and objectives that help create a safe, secure and efficient transportation system that links activity centers, develop measures that will increase traveling convenience, and improve the investment image of the City.

The specific goals of the program are as follows:

- To create a distinct signage and way-finding system in key areas of the City with a distinctive design that complements the CRA's LULA, Lake Worth Arts program as well as the City's brand – "The Art of Florida Living".
- To create a signage and way-finding system that focuses on directing visitors to landmarks and distinct neighborhoods, parking areas, historic buildings and districts, civic institutions, recreational amenities and other major destinations. This system may include a diverse range of sign and publication media including mobile and web-based technologies.
- To promote Lake Worth's identity as a unique cultural, art, entertainment, dining and shopping destination.
- To improve signage and visitor information on events in the City.

Design of signage should reflect Lake Worth's unique identity:

- Lake Worth is a coastal city of 37,000 residents and 7 square miles, located in Palm Beach County, Florida. The Atlantic Ocean and the broad waters of the Lake Worth Lagoon form the city's east boundary and the fresh waters of Lake Osborne its west. The City is located adjacent to the City of Palm Beach and City of West Palm Beach.
- Lake Worth is a dynamic, multi-cultural city with a strong social and environmental consciousness. People are drawn to the city by its independent character, acceptance of different cultures and lifestyles, many historic structures, hip downtown, and distinctive residential neighborhoods. The city has a rich history and is protective of its historic architectural fabric. Over 1,000 historic buildings contribute to the human scale and charm of the downtown and residential areas.
- The City is the geographic and artistic center of Palm Beach County. The downtown is considered the artistic soul of Lake Worth with a historic theater and a museum, live music clubs, coffee houses, art galleries, antique malls, retail stores, and many restaurants.
- The Lake Worth CRA is governed by a seven (7) member Board of Commissioners which is appointed by the City of Lake Worth Commission. Their role is to direct CRA activities within the Community Redevelopment Area in accordance with the approved Lake Worth Redevelopment Plan. Revenue is generated for CRA projects through Tax Increment Financing (TIF).

Scope of Work

Location Plan & Map – a location plan and map providing for the most appropriate locations for way-finding signage taking into consideration site conditions and the use of appropriate materials.

Fabrication – the consultant shall provide a plan and estimate for the construction and implementation of a completed signage plan. At least one sample of a physical prototype demonstrating the quality of materials and design that will be provided should be given. The successful applicant must demonstrate the design intent of the signs, structural soundness, ease of installation, ease of maintenance, and resiliency to weather and graffiti.

Presentation - the consultant shall provide for the Selection Committee (and Staff) a visual presentation of the potential final products, listings of primary and secondary locations and a plan on how to easily update the information. The presentation should include an explanation of why the particular design/ materials and main locations were chosen.

Proposers should submit one original, eight (8) copies and one digital copy, sealed and marked, "Way-Finding Signage – Design and Implementation Plan." These packets are to be delivered to the CRA at 29 South "J" Street, Lake Worth by 3pm on March 13, 2014.

Time is of the essence and any proposal received after **3:00 p.m. on March 13, 2014**, whether by mail or otherwise will not be considered. Proposals shall be placed in a sealed envelope, marked in the lower left-hand corner with the RFP number, title, and date and hour proposals are scheduled to be received. Proposers are responsible for insuring that their proposal is delivered and stamped by CRA Office personnel by the deadline indicated. The CRA reserves the right in its sole discretion to reject any or all proposals and/or to waive all nonmaterial irregularities on any and all proposals. All costs and expenses, including reasonable attorney's fees, incurred by any firm in preparing and responding to this RFP are the sole responsibility of the responding firm including without limitation any and all costs and fees related to a protest. All submitted materials become the property of the Lake Worth CRA.

Interested parties may obtain a copy of the RFP by contacting the CRA at 561.493.2550 or from the CRA's website at www.lakeworthcra.org

All proposals must be delivered or mailed to:

Lake Worth Community Redevelopment Agency
29 South "J" Street
Lake Worth, FL 33460
Attn: Chris Dabros
cdabros@lakeworth.org

ENVELOPE MUST BE IDENTIFIED AS RFP #02-1314

The documents included or incorporated in this RFP constitute the complete set of instructions, scope of work, specification requirements and forms. It is the responsibility of the Proposer to insure that all pages are included. Therefore, all Proposers are advised to closely examine this RFP.

All proposals must be typed or written in ink, and must be signed in ink by an officer having authority to bind the company. Signatures are required where indicated; failure to do so shall be cause for rejection of proposal.

Changes and Interpretations

Changes to this RFP will be made by written addenda. A written addendum is the only official method whereby interpretation, clarification or additional information can be given. All addenda will be posted on the CRA's website - www.lakeworthcra.org. It is the sole responsibility of each Proposer to check the CRA's website for posted addenda. The CRA will not mail or fax any addenda to a Proposer.

All questions regarding this RFP should be submitted in writing via mail or e-mail and must be received by the CRA no later than ten (10) calendar days prior to the due date for proposals:

CRA Office
Chris Dabros, Project Manager
29 South "J" Street
Lake Worth, FL 33460
cdabros@LakeWorth.org

All questions will be answered via addenda. If a question is not answered, the Proposer should assume all relevant information is contained within this RFP. The CRA will strive to issue all addenda at least three (3) business days before the proposal due date; however, the CRA reserves the right to issue any addenda at any time.

Property of the CRA

All materials submitted in response to this RFP become the property of the CRA. The CRA has the right to use any or all ideas presented in any response to this RFP, whether amended or not, and selection or rejection of a proposal(s) does not affect this right. No variances to this provision shall be accepted.

RFP Timetable

The anticipated schedule for this RFP and contract approval is as follows:

- | | |
|-----------------------------------|---------------------------|
| ▪ Proposal Response Due | March 13, 2014 at 3:00 PM |
| ▪ Short List Announcement | March 21, 2014 |
| ▪ Proposal Selection by Committee | Week of March 24, 2014 |
| ▪ Proposal Approved by CRA Board | April 2014 |

The CRA reserves the right to amend the anticipated schedule as it deems necessary.

Cone of Silence

In accordance with the Palm Beach County Lobbyist Registration Ordinance and the City of Lake Worth's procurement code, the City's procurement cone of silence will be in effect as of the due date for proposers in response to this RFP. A complete copy of the City's procurement code is available on-line and at municode.com under the City's code of ordinances (Sections 2-111-2-117). All proposers are highly encouraged to review the ordinance. In summary, the code of silence prohibits communication between certain City/CRA official's employees and agents and any entity or person seeking to be awarded a contract. The cone of silence terminates at the time of award, rejection of all responses or some other action by the City/CRA to end the selection process.

Ethics Requirement

This RFP is subject to the State of Florida Code of Ethics and the Palm Beach County Code of Ethics. Accordingly, there are prohibitions and limitations on the employment of City officials and employees and contractual relationships providing a benefit to the same. Proposers are highly encouraged to review both the Florida Code of Ethics and the Palm Beach County Code of Ethics in order to insure compliance with the same.

Disclosure and Disclaimer

The information contained herein is provided solely for the convenience of Proposers. It is the responsibility of a Proposer to assure itself that information contained herein is accurate and complete. Neither the CRA, nor its advisors provide any assurances as to the accuracy of any information in this RFP. Any reliance on the contents of this RFP, or on any communications with CRA representatives or advisors, shall be at each Proposer's own risk. Proposers should rely exclusively on their own investigations, interpretations and analyses in connection with this matter. The RFP is being provided by the CRA without any warranty or representation, express or implied, as to its content; accuracy or completeness and no Proposer or other party shall have recourse to the CRA if any information herein contained shall be inaccurate or incomplete. No warranty or representation is made by the CRA that any proposal conforming to these requirements will be selected for consideration, negotiation or approval.

In its sole discretion, the CRA may withdraw this RFP either before or after receiving proposals, may accept or reject proposals, and may accept proposals which deviate from the non-material provisions of this RFP. In its sole discretion, the CRA may determine the qualifications and acceptability of any firm or firms submitting proposals in response to this RFP. Following submission of a proposal, the Proposer agrees to promptly deliver such further details, information and assurances, including, but not limited to, financial and disclosure data, relating to the proposal and/or the Proposer, including the Proposer's affiliates, officers, directors, shareholders, partners and employees, as requested by the CRA. Any action taken by the CRA in response to proposals made pursuant to this RFP or in making any award or failure or refusal to make any award pursuant to such proposals, or in any cancellation of award, or in any withdrawal or cancellation of this RFP, either before or after issuance of an award, shall be without any liability or obligation on the part of the CRA, or their advisors.

Any recipient of this RFP, who responds hereto, fully acknowledges all the provisions of this Discloser and Disclaimer and agrees to be bound by the terms hereof. Any proposal submitted pursuant to this RFP is at the sole risk and responsibility of the party submitting such proposal.

Contract Agreement

The terms and conditions of the resulting contract for the services to be rendered will be negotiated with successful Proposer. If the CRA and the successful Proposer cannot agree on the terms and conditions of the resulting contract, the CRA reserves the right to terminate negotiations with the successful Proposers and move to the next ranked Proposer to commence negotiations. Negotiations may continue in this process until the CRA is able to enter into a contract with a Proposer that best meets the needs of the CRA.

Insurance Requirements

Prior to execution of the resulting contract derived from this RFP, the awarded firm shall obtain and maintain in force at all times during the term of the resulting contract insurance coverage as required herein. All insurance policies shall be issued by companies authorized to do business under the laws of the State of Florida. The Certificates shall clearly indicate that the firm has obtained insurance of the type, amount, and classification as required for strict compliance with this provision and that no material change or cancellation of the insurance shall be effective without thirty (30) days prior written notice to the CRA. Compliance with the foregoing requirements shall not relieve the firm of its liability and obligations under the resulting contract.

- A. The firm shall maintain during the term of the contract, standard Professional Liability Insurance in the minimum amount of \$1,000,000.00 per occurrence.
- B. The firm shall maintain, during the life of the contract, commercial general liability, including public and contractual liability insurance in the amount of \$1,000,000.00 per occurrence (\$2,000,000.00 aggregate) to protect the firm from claims for damages for bodily and personal injury, including wrongful death, as well as from claims of property damages which may arise from any operations under the contract, whether such operations be by the firm or by anyone directly or indirectly employed by or contracting with the firm.
- C. The firm shall carry Workers' Compensation Insurance and Employer's Liability Insurance for all employees as required by Florida Statutes.

All insurance, other than Professional Liability and Workers' Compensation, to be maintained by the firm shall specifically include the Lake Worth CRA and the City of Lake Worth as an "Additional Insured".

Evaluation and Award

The CRA will assemble an Evaluation Committee to evaluate the proposals from Proposers. The Evaluation Committee will convene for a public meeting to evaluate and rank the most advantageous proposals and make a recommendation for contract award to the CRA Board. CRA Staff will notify all submitting Proposers and advertise the Evaluation Committee meeting in the appropriate media as directed by law. The CRA Board is not bound by the recommendation of the Evaluation Committee and the CRA Board may deviate from the recommendation in determining the best overall responsive proposal which is most advantageous and in the best interest of the CRA District.

Each Proposal will be evaluated individually and in the context of all other proposals. Proposals must be fully responsive to the requirements described in this RFP and to any subsequent requests for clarification or additional information made by the City through written addenda to this RFP. Proposals failing to comply with the submission requirements, or those unresponsive to any part of this RFP, may be disqualified. The CRA reserves the right to award the contract to the Proposer submitting the best overall responsive proposal which is most advantageous and in the best interest of the CRA District. The CRA shall be the sole judge of the proposals and the resulting contract that is in its best interest and its decision shall be final.

While the CRA allows Proposers to specify any desired variances to the RFP terms, conditions, and specifications, the number and extent of variances taken will be considered in determining the Proposer who is most advantageous to the CRA. **Evaluation Scoring Criteria has been incorporated into the RFP document.**

Representations by Submittal of Proposals

By submitting a proposal, the Proposer warrants, represents and declares that:

- A. Person(s) designated as principal(s) of the Proposer are named and that no other person(s) other than those therein mentioned has (have) any interest in the proposal or in the anticipated contract.
- B. The proposal is made without connection, coordination or cooperation with any other persons, company, firm or party submitting another proposal, and that the proposal submitted is, in all respects, fair and in good faith without collusion or fraud.

C. The Proposer understands and agrees to all elements of the proposal unless otherwise indicated or negotiated, and that the proposal may become part of any contract entered into between the CRA and the Proposer.

D. By signing and submitting a proposal, Proposer certifies that Proposer and any parent corporations, affiliates, subsidiaries, members, shareholders, partners, officers, directors or executives thereof are not presently debarred, proposed for debarment or declared ineligible to bid or participate in any federal, state or local government agency projects.

E. Pursuant to 287.133, Florida Statutes, a person or affiliate who has been placed on the convicted firm list maintained by the State of Florida may not submit a proposal to the CRA/City of Lake Worth for 36 months following the date of being placed on the convicted firm list. Proposer certifies that submittal of its proposal does not violate this statute.

F. Proposer recognizes and agrees that the CRA will not be responsible or liable in any way for any losses that the Proposer may suffer from the disclosure or submittal of proposal information to third parties.

Protests

Any actual Proposer who is aggrieved in connection with this RFP may protest such procurement. The protest must be filed with the CRA in accordance with the City's procurement code. A complete copy of the City's procurement code is available on-line at municode.com under the City's code of ordinances (sections 2-111 – 2-117). The protest procedures are set forth at section 2-115. There are strict deadlines for filing a protest. Failure to abide by the deadlines will result in a waiver of the protest.

Compliance

All proposals received in accordance with this RFP shall be subject to applicable Florida Statutes governing public records including without limitation Chapter 119, Florida Statutes.

END OF GENERAL INFORMATION

PROPOSAL REQUIREMENTS:

The first phase of this project includes a review of the planning work accomplished to date Unified Land Development Regulations (ULDR, design guidelines, State/FDOT requirements etc.); design all of the proposed prototype signs including purpose, message, size, format, color, support mechanism etc.; preliminary estimate of quantity and production costs of each sign; route plans leading to major destinations based upon criteria; and sign location plans. The consultant will address the elements that the FDOT, City and County will require for signage approval; design, planning standards and a methodology/ schedule for sign cleaning and replacement. The Consultant will also provide a rough cost estimate, broken into various affordability options and identify potential funding sources and strategies to implement the plan.

Proposals must contain the following documents, each fully completed and signed as required.

Letter of Transmittal

Each proposal must include a letter of transmittal containing the signature of the representative authorized to enter into signed contracts for the prime contractor. This letter should not exceed four pages in length. The following items shall be provided in the order specified.

Written proposals should be concise and clearly outlined and include:

- The Firm's ability to conduct the scope of work within the desired time frame.
- The Firm must show the qualifications of the team members, with specific expertise in sign design, planning and code interpretation, signage fabrication and lighting.
- The Firm's proposed management and staffing and the name of the designated contact or point person for the firm to the CRA/City.
- The Firm's artistic approach to the project.
- A brief description of the firm's related experience and individuals experience in developing downtown and graphic way-finding and the fabrication and installation of signage.
- Firms experience in developing construction cost estimates, working with FDOT and municipal signage requirements, firm's creative design abilities and the firm's successful implementation of other way-finding plans.
- A listing of any other firms/ consultants that may assist the principle, as well as a brief statement of experience from the subordinate firms.
- A clear description of how the Firm will complete the scope of services and the format to be used for communication and presentation.
- A cost breakdown of the cost for each phase and the component of the study. Provide hourly rates and the conditions for any additional work beyond the scope of work specified.

Process for Consideration of Proposals

Selection Criteria and Points

Background - Demonstrated record of accomplished work on signage system design and planning for local governments. Also the extent of experience on similar projects including the design of original and artistic elements as it pertains to signage. – 25 points

Skill – Firm's understanding of the project as demonstrated in the proposal including conciseness and identification of issues and approaches to solutions. – 25 points.

Project Understanding - Proposers understanding of sign hardware including fabrication, installation, on-going maintenance City/County/FDOT requirements and associated costs.– 20 points

References – Firms references evidencing record of performance and ability to successfully complete projects on time and within budget. – 15 points.

Team - Proposers strength of team qualifications, experience and understanding of the diverse and unique Lake Worth community. – 15 points.

Total – 100 points

CRA Staff will be responsible for ensuring all submittals responded to the RFP accordingly and have provided all the necessary information to be considered “responsive.” This includes handing the proposal in by the time and date specified earlier in this request. The CRA will establish an evaluation committee to review the proposals and rank them according to the point system explained above. The evaluation committee will then make a formal recommendation to the CRA Board for approval.

PROPOSER INFORMATION PAGE

Company Name: _____

Authorized
Signature: _____

Signature

Print Name

Title: _____

Physical
Address: _____

Street

City

State

Zip Code

Telephone: _____ Fax: _____

Email Address: _____

Web Site: _____

Federal Identification Number: _____

This is a requirement of every Proposer.

CONFIRMATION OF DRUG-FREE WORKPLACE

In accordance with Section 287.087, Florida Statutes, whenever two or more proposals are equal with respect to price, quality, and service which are received by any political subdivision for the procurement of commodities or contractual services, a proposal received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process. In order to have a drug-free workplace program, a business shall:

(1) Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.

(2) Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.

(3) Give each employee engaged in providing the commodities or contractual services that are under proposal a copy of the statement specified in subsection (1).

(4) In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under proposal, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than 5 days after such conviction.

(5) Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community by, any employee who is so convicted.

(6) Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign this statement on behalf of _____, I certify that _____ complies fully with the above requirements.

Authorized Representative's Signature Date

Name: Position:

**** If this form is not returned, the CRA will assume the Proposer has not implemented a drug-free workplace program.**