



Request for Proposals (RFP): Wayfinding Master Plan

PROJECT OVERVIEW

The City of Dunn, North Carolina (The City) is requesting proposals for professional services in the development of a wayfinding signage master plan for the City of Dunn. The signage program includes pedestrian and vehicle wayfinding signs throughout the city. The City reserves the right to accept or reject any and all proposals and to award the contract to the proposer who offers the best value to the City of Dunn.

DELIVERY AND DEADLINE

The City of Dunn will receive sealed Proposals at Dunn City Hall located at 401 East Broad Street until Monday, February 14th, 2022 at 5:00 pm EST (deadline) for professional services in the development of a wayfinding signage master plan for the City of Dunn at which time the names of proposers shall be read aloud. Provide three (3) printed copies of the Proposal, as well as one (1) electronic copy provided via USB drive in an envelope that is sealed and labeled "Attn: Tammy Williams, Sealed Proposal, Wayfinding Master Plan". No submittals received after the time and date deadline listed above will be considered.

Sealed Proposal may be sent by USPS mail, but are required to be in the PO Box on or before the deadline:

City of Dunn
Attention: Tammy Williams
401 E. Broad St.
Dunn, NC 28334

Sealed Proposal may be sent by shipping company, courier, personal delivery, etc. on or before the deadline. Deliver to:

City of Dunn
Attention: Tammy Williams
401 E. Broad St.
Dunn, NC 28334

INQUIRIES

Questions or clarification requests regarding the RFP or Project should be directed in writing to: Mathew Boone, Assistant City Manager at: mboone@dunn-nc.org

1.0 GENERAL INFORMATION

1.1 PURPOSE

The City's goal is to procure the Consultant services and work product necessary to create a Wayfinding Master Plan. The selected proposer will provide professional services for the design, planning and implementation oversight of a graphically unified family of directional, contextual and identification signs across a range of signage mediums. The Wayfinding Program is intended to guide motorists, bicyclists, and pedestrians along and through streets, sidewalks and public spaces throughout the City of Dunn. The Wayfinding Program must be flexible in order to accommodate future changes. The program must include a phased approach, with signage directing people to historic downtown, parks etc. from various city entry points. The plan must also take into consideration a 4-5 year I95 widening construction project impacting the main eastside entry point into the city on US421.

1. Template/prototype designs for wayfinding signage, identifying a standard aesthetic, materials selection and specific signage elements, including final concepts/schematics for, at minimum:
 - a. Gateway signs
 - b. Automobile navigation
 - c. Destination signs, including public sites and municipal facilities
 - d. Pedestrian and bicycle navigation
 - e. Pathway signs

Design elements from the revitalized portions of historic downtown and brand guidelines need to be taken into consideration when selecting materials/determining overall design.

2. Establish style guidelines for future signage implementation.
3. Develop statement of probable cost for fabrication and installation of wayfinding signage, i.e. bid-ready documents.
4. A wayfinding implementation plan, including identification of signage locations and prioritized phases of installation. The winning firm will determine the best locations, landmarks, facilities etc. by working with staff to determine the best overall program.

1.2 BACKGROUND INFORMATION:

The City of Dunn is growing exponentially. With both of its largest recreational parks, the addition of Harnett Counties only dog park and its Historic Downtown all being completely rehabbed within the last 10 years, and more of the same expected in the coming month/years, adequate wayfinding is a necessity. The City also recently went through a year long strategic vision planning process that details what residents, business owners and visitors all would like see in the next 10-20 years. That process also generated an overall rebrand that we expect to use on all new signage throughout the city.

From a residential standpoint, Dunn has been inundated with new development request that span to nearly every corner of the city making wayfinding and directional assistance that much more important.

The I95 widening project officially began in the summer of 2021 which will widen the interstate to 8 lanes and will be replace all bridges and ramps that are corridors into the city. The project will also include new rehab work in and around all the intersections of the exits within the city that will have round-a-bouts, sidewalks, updated connecting roads among many other things.

1.3 PROFESSIONAL SERVICES AGREEMENT:

City of Dunn shall require the team selected to execute a Professional Services Agreement upon award of a contract.

1.4 PROJECT TIMING:

The City anticipates the award of this project in Q1, 2022.

2.0 PROPOSAL REQUIREMENTS

2.1 FORMAT OF PROPOSAL:

Proposals should be organized as shown below with tab dividers between sections and should include all the information indicated. Limit entire length of response to sixty (40) pages or less. Three (3) printed copies shall be submitted and one (1) digital copy shall be included by the Proposals Due deadline shown on page 1.

SECTION A. INTRODUCTORY STATEMENT

SECTION B. QUALIFICATIONS AND APPROPRIATENESS OF PROPOSED STAFF

1. Project team. Proposers are to demonstrate significant municipal experience in wayfinding master plan development.
2. Provide names and resumes of key personnel proposed for this project.

SECTION C. APPROPRIATENESS AND QUALITY OF PROPOSER'S EXPERIENCE

Include experience on projects of similar scope to this RFP and how long proposer has been providing wayfinding master plans to clients.

SECTION D. PROPOSED APPROACH

Based on the project description and scope of services, the firm should discuss how it would approach and manage the project including recommendations on phasing of the project.

SECTION E. TIMELINE

Include proposed timeline for the Master Plan Development

SECTION F. REFERENCES AND WORK SAMPLES

Any additional information relevant to the firm's qualifications for this project may be included, including prior designs and pictures after installation.

SECTION G. PRICE FOR SERVICES

Cost proposal for consultation, planning, account management and design

SECTION H. SIGNED COPY OF THIS RFP AND MANDATORY FORMS

3.0 CRITERIA OF EVALUATION

3.1 PROPOSAL EVALUATION:

The City of Dunn will evaluate proposals based on the factors outlined within this RFP, which shall be applied to all eligible - responsive proposals in selecting the successful team. The City reserves the right to disqualify any proposal it deems as non-responsive and/or non-responsible. The City reserves the right to make such investigations of the qualifications of the proposer as it deems appropriate.

Award of any proposal may be made without discussion with respondents after responses are received. The City reserves the right to cease contract negotiations if it is determined that the respondent cannot perform services specified in their response or within the City's budget. Evaluation criteria will be grouped into percentage factors as follows:

Criteria	Weight
Professional qualifications; experience with similar projects	25%
Understanding of the work; quality of the proposal	25%
Proposed approach and timeline for completing the work	20%
References and work samples	20%
Cost	10%
Total	100%

It is the intent and desire of the City of Dunn to identify, through this RFP process, the team and proposal that provides the best value to the City for this project. The teams submitting sealed RFPs responses will be evaluated and ranked based on the criteria enumerated above.

If so desired or deemed necessary by the committee, the top ranked teams **may** be asked to come in for an interview. Once the top ranked team is identified, the City will move forward with the terms of the agreement. If negotiations should stall, then negotiations shall begin with the second highest team and so on until an agreement can be made.

Once terms are agreed upon with a team, it shall be presented to the City Manager, followed by the City Commission for approval.

3.2 FALSE INFORMATION:

Respondents who provide false or misleading information, whether intentional or not, in any documents presented to the City for consideration in the selection process shall be excluded.

3.3 CONFIDENTIAL INFORMATION:

All responses shall be held confidential from other parties by the City to the extent allowable by law until after the selection process is completed. Respondents should be aware that at the completion of the selection process, the contents of their proposals are subject to the provisions of the North Carolina Public

Information Act and may be made public. Confidential and/or Sensitive information should not be included in the proposal.

3.4 RIGHTS OF THE CITY:

The City reserves the right to accept or reject any and all proposals and to award the contract to the proposer who offers the best value to the City of Dunn.

There is not expressed or implied obligation for the City to reimburse responding team for any expense incurred in preparing submittals in response to this request. Proposals submitted to the City shall become property of the City and will not be returned to respondent.

3.5 MANDATORY FORMS:

Complete all forms in Attachment 2: Proposer Guarantee, Proposer Warranty, and Conflict of Interest Questionnaire.

TYPE OR PRINT:

TEAM NAME

AUTHORIZED REPRESENTATIVE & TITLE

STREET ADDRESS and/or P.O. BOX NO.

PHONE:()
TELEPHONE NUMBER

CITY/STATE/ZIP CODE

FAX:()
FAX NUMBER

FIRM'S TAX IDENTIFICATION NUMBER

E-MAIL ADDRESS

SIGNATURE

DATE

A. PROPOSER GUARANTEES

Printed Name: _____, is an authorized signer for this proposal.

- (1) He/She is the (owner, partner, officer, representative or agent) of _____
_____, the proposer that has submitted the attached
proposal;
- (2) He/She is fully informed respecting the preparation and contents of the attached proposal
and all the pertinent circumstances respecting such proposal;
- (3) Such proposal is genuine and is not a collusive or sham proposal; The proposal will remain
subject to acceptance for 60 days after the proposal's due date to the City.
- (4) This Bid is genuine and not made in the interest of or on behalf of any undisclosed person,
firm, or corporation, and is not submitted in conformity with any Agreement or rules of
any group, association, organization, or corporation; PROPOSER has not directly or
indirectly induced or solicited any other PROPOSER to submit a false or sham Bid;
PROPOSER has not solicited or induced any person, firm, or corporation to refrain from
bidding; and PROPOSER has not sought by collusion to obtain for itself any advantage over
any other PROPOSER or over OWNER.
- (5) All responsible parties will comply with Chapter 176 Local Government Code and complete
the Conflict of Interest Questionnaire (CIQ).

AUTHORIZED SIGNATURE

B. PROPOSER WARRANTIES

A. Proposer warrants that it is willing and able to comply with State of North Carolina laws with respect to foreign (non-state of North Carolina) corporations.

B. Proposer warrants that it is willing and able to obtain an errors and omissions insurance policy providing a prudent amount of coverage for the willful or negligent acts, or omissions of any officers, employees or agents thereof.

C. Proposer warrants that it will not delegate or subcontract its responsibilities under an agreement without the prior written permission of the City of Dunn.

D. Proposer warrants that all information provided by it in connection with this proposal is true and accurate.

Signature of Official: _____

Name (typed): _____

Title: _____

Firm: _____

Date: _____

