City of Brooklyn Park City-Wide Wayfinding Request For Proposals

1.0 Scope of Project:

Goals:
- Develop a city-wide wayfinding system design plan that incorporates the City’s existing brand, is attractive, aligns with cities equity priorities, is relatively low cost to install and maintain, and includes replaceable mounts and maps.
- Focuses on the needs of both recreational users, but also residents using the system for transportation purposes.
- Coordinates with the recently completed Bottineau Corridor wayfinding and marketing and branding work.
- Compatible with adjacent communities’ wayfinding (Maple Grove, Champlin, Brooklyn Center) as well as regional partners such as Three Rivers Park District.
- Allows for technology transfer of wayfinding map information from the static sign back to the user via QR code or other viable technology.
- Up to $75,000-$100,000 is available for this work.

2.0 Deliverables:
- Comprehensive city-wide wayfinding plan that includes:
  - Sign hierarchy (Signage, map kiosks, directional poles, decision points, interpretive educational elements highlighting history of city, etc.) that applies to trails, off-street bike lanes, pedestrian pathways, key destinations, and major entrance points into the city.
    - Includes incorporation of existing city gateway monument signs, park identification signs, city-owned golf courses, and city facility identification signs.
  - A plan component that addresses our community’s diversity and how to accommodate the use of different languages.
  - Mapped locations of proposed wayfinding elements that aligns with cities goals for increasing equitable access.
  - Phasing and implementation plan.
  - Details for how the maps and text for the wayfinding elements can be easily updated.
  - Identified materials, specifications, and fabrication budget by sign type.
  - Maintenance cost budget by sign type with input by the cost estimator/fabricator.
  - Community Engagement Plan that includes broader community input on key destinations, system gaps and location of signs to be incorporated into plan.
    - Engagement to include City commissions and young people in the initial design concept and input on final design prior to council approval, including:
      - Recreation & Parks Advisory Committee (RPAC)
      - Capital Long-Range Improvement Committee (CLIC)
      - Brooklyns Youth Council

3.0 Proposal Release and Submittal Information:
- Proposal release date: Friday, February 21, 2020
- Proposal due date: Received by 5:00 p.m. CST Friday, March 27, 2020
• Late proposals will not be accepted.

4.0 Proposal Format and Organization:
4.1 The proposal should be submitted electronically as an 8-1/2” by 11” PDF document.
4.2 Name of single point of contact with binding authority to enter into contracts.
4.3 Vendor’s knowledge and understanding of and capabilities to carry out the scope of work.
4.4 Vendor’s relevant experience and capabilities. Include three (3) brief examples of previous wayfinding projects.

4.5 Service Approach.
4.5.1 Address in general terms the approach that will be taken to accomplish the requirements of Section 1.0 Scope of Project and Section 2.0 Deliverables.
4.5.2 Provide a detailed work plan that will identify the major tasks to be accomplished and timeline for completion to be used as a scheduling and managing tool as well as the basis for invoicing. Identification of any additional tasks not listed in the scope that will be required to successfully complete the project.
4.5.3 Include a description of the proposed methodology for completing the work, including proposed approach for engaging advisory commissions and the broader community on identification of key destinations, wayfinding gaps, and input on wayfinding signage designs and proposed locations.

4.6 Personnel.
4.6.1 Identify the specific employees and the amount of time they will devote toward completing the work.

4.7 References.
4.7.1 Provide three (3) references regarding relevant experience.
4.7.2 Contact name, title, address, telephone, and e-mail.

4.8 Cost Proposal
4.8.1 Provide cost proposal broken out by personnel and tasks.

5.0 Proposal Evaluation:
5.1 Service Experience. (50%)
5.1.1 Experience of vendor with similar projects. Please include project examples that were implemented.
5.1.2 Team experience, including local vendors or team members based in Brooklyn Park or with significant experience working in Brooklyn Park.
5.1.3 Experience engaging the community on wayfinding projects.
5.1.4 Similar type services.
5.1.5 Similar size services.
5.1.6 References.

5.2 Approach. (40%)
5.2.1 Understanding of the City of Brooklyn Park graphic design and fabrication specification needs based on information provided.
5.2.2 Work plan, including details on community engagement process.
5.2.3 Timeline.
5.2.4 Schedule management.
5.2.5 RFP specifications.
5.2.6 Cost estimation.

5.3 Cost. (10%)
5.3.1 Hourly rates.
5.3.2 Cost by employee.
5.3.3 Cost by task.

6.0 Pre-Bid Conference and Questions:
• Vendors are invited to attend a pre-bid conference on **Monday, March 9, 2020 at 10:00-11:30** in the Brooklyn Park City Council Chambers, 5200 85th Avenue North.
• Vendors are asked to submit questions related to the specific project requirements and contents in writing via email by **5:00 p.m. Wednesday, March 11, 2020** to:

  Jennifer Jordan
  Senior Project Manager
  City of Brooklyn Park
  Jennifer.jordan@brooklynpark.org

• Written responses to all questions received will be furnished through an addendum to all Proposers by **Friday, March 13, 2020**. Written addendum to the RFP addressing questions will be posted on the City’s website. No oral questions will be entertained prior to or after the deadline for written questions specified above.

7.0 City Information for Selected Vendor:
7.1 Maps and Lists: Once a vendor is selected, the City of Brooklyn Park will supply vendor with spreadsheet listings and maps showing locations for all existing city monument signs, park identification signs, and city facility identification signs.

7.2 Bottineau Light Rail Transit (LRT) Corridor: The City of Brooklyn Park will supply vendor with wayfinding and marketing and branding work recently completed for the Bottineau LRT corridor.

7.3 Brooklyn Park Bicycle and Pedestrian Information: The City of Brooklyn Park will supply vendor with a map of existing and planned bicycle and pedestrian infrastructure.

8.0 Miscellaneous Provisions:
8.1 Contract Provisions. Proposals submitted in response to the RFP may become a part of any subsequent contract. If for any reason the selected Vendor deviates in any way from previous proposed services, the County may reject the proposal and begin negotiations with another Vendor.

8.2 Provisions for Joint Venture. Provisions for joint venture will be considered; however, a statement of such an arrangement should be contained in the proposals with
qualifications shown for all participating Vendors.

8.3 Provisions of Sub-Contract. Vendor shall not subcontract any portion of the work to be performed under this contract nor assign this contract without the prior written approval of the authorized City agent. Vendor shall provide the identity of any subcontractor(s) it intends to contract with and the services to be performed by said subcontractor(s). Vendor shall ensure and require that any subcontractor agrees to and complies with all of the terms of this contract and meets all requirements as if they were the primary contractor. Any subcontractor of Vendor used to perform any portion of this contract shall report to and bill Vendor directly. Vendor shall be solely responsible for the breach, performance, or non-performance of any subcontractor.

8.4 Non-Discrimination. The responding Vendor must demonstrate that it has agreed not to discriminate in hiring practices on the basis of race, color, creed, religion, national origin, sex, age, marital status, public assistance status, veteran status, disability, or sexual orientation.

8.5 Funding Restrictions. The City reserves the right to reduce estimated or actual amount of services in whatever amount necessary without prejudice or liability to the City if funding is not available or if legal restrictions are placed upon the expenditure of monies for this category of service.

8.6 Lobbying. Any attempt to contact members of the various City departments involved or affected by the project, including second party contact, will result in immediate rejection of your proposal. Questions regarding this RFP must be forwarded in writing via e-mail.

8.7 Limitations. The City will not be responsible for any costs incurred by applicants in preparing proposals. The City reserves the right to reject all proposals.