



REQUEST FOR PROPOSAL

CITYWIDE WAYFINDING DESIGN

Deadline: May 7, 2021 | 4:00 PM (Eastern Time)

Submit digital PDF proposals to:
City of Hart, Economic Development
Attn: Nichole Steel
nsteel@cityofhart.org

231-301-8449

The City of Hart is requesting proposals from qualified firms to create a wayfinding sign design program for the City.

GENERAL INFORMATION

The City of Hart is requesting proposals from qualified persons or firms with the appropriate expertise to develop a wayfinding signage plan and to prepare detailed designs for wayfinding signs. This project will create a system of signs that provide navigational assistance to drivers, bicyclists, and pedestrians to Hart destinations. This plan will establish cohesive design standards for wayfinding and locational signage reflective of the City's identity.

The City's wayfinding program should provide consistent and attractive information to assist the non-motorized traveling public to navigate efficiently to key destinations within the area. To achieve this, the plan should:

- Connect Places — Facilitate travel between destinations and provide guidance to new destinations.
- Keep Information Simple — Present information simply, using clear fonts and simple designs, so that it can be understood quickly.
- Maintain Motion — Be legible and visible for people moving so that they can read the signage without stopping.

Instructions on Submission

Proposals may be mailed or hand delivered to the City of Hart, Economic and Community Development Director. Proposals must be submitted no later than **4:00PM on Friday, May 7, 2021** to:

Nichole Steel, Economic and Community Development Director
City of Hart, MI
P.O. Box 449
407 State St.
Hart, MI 49420

Or by email to nsteel@cityofhart.org

It is important that one (1) copy of the proposal be submitted via email or in a sealed envelope clearly marked with the following information: **Proposal for Wayfinding Design Services**. Failure to do so may result in premature disclosure of your qualifications. It is the responsibility of the Offeror to ensure that the response is received by the City of Hart by the date and time specified above. Late proposals will not be considered.

The City of Hart reserves the right to reject any and all proposals received in response to this RFP and/or negotiate terms with firms who submit proposals.

All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the Offeror and will not be reimbursed by the City of Hart.

DESCRIPTION OF THE CITY

The City of Hart was founded in 1848 and has a population of 2,303 residents. The City is located east off US-31 and is the seat of Oceana County. Its major thoroughfares are Polk Rd (East-West) and State Street (North-South). The City has approximately 5 miles of road, although it is expected that most, if not all, wayfinding signs will be located on Polk Road, State Street, Oceana Drive and Main St (AKA Tyler Rd).

SCOPE OF SERVICES

The following items are expected at the completion of this project.

- Identify and recommend a list of wayfinding destinations that include but may not be limited to landmarks, transportation routes, public parking areas, amenities, popular destinations, municipal

and public spaces.

- Recommend a route plan for primary access to all major destinations to determine optimal placement of signs.
- Identify the types of signage that will best serve the City's needs.
- Prepare a cost estimate for material types, reflectivity, fabrication, installation, and maintenance of the system including the number of various sign types and locations.
- Develop criteria for destination inclusion, signage grouping and prioritization
- Design all signage to be readily visible and informative, while tasteful and restrained.
- Design the Wayfinding Signage Program with product longevity and ease of maintenance in mind.
- Identify areas that may have barriers, in either installation or some other condition;
- Work with MDOT to allow for the successful use of MDOT rights-of-way for the new signage.

The following deliverables are expected:

A complete Wayfinding Signage Plan that contains recommendations, proposed sign locations with specific destinations, and detailed fabrication drawings developed. It shall also include a palette of colors, design strategy, suggested material options, and installation details. Cost estimate for implementation of the program including production and installation should be included.

CONTENTS. *Proposals that fail to provide all information requested may be rejected at the sole discretion of the City of Hart.*

The Offeror, in its proposal, shall, at a minimum, include the following;

Overview of Firm

Describe the organization and size of the firm

Company history

A short narrative of the vendor's unique approach to these projects

Qualifications of the Firm

A description of the experience of persons who will be principally working on this project.

A description of the firm's relevant experience and capabilities, with description and images of comparable projects.

Approach to the Scope of Work

Submit a clear description of how the consultant will complete the scope of services, including project milestones, meetings, and deliverables.

Please provide a project schedule that corresponds to the scope of services.

Fee Structure and Price

Fee details should be broken down by phase and by task and include hourly rates, estimated hours by person. Include if any additional cost for travel, per diem, and all other out-of-pocket expenses.

References

Please provide three references, including contact information, from clients with similar projects.

Additional Information

Please provide any other information that you think will assist the City in making its decision.

EVALUATION

The Hart Economic and Community Development Director will review qualifications and make a recommendation to the HEART Board for final approval. The City may request an in-person or telephone meeting with some qualified Offerors prior to final selection. Qualifications will be reviewed in accordance with the following criteria:

- Qualifications and level of experience of the firm identified including adequacy of staffing.
- The Offeror's experience with similar clients
- Response from references
- Fee structure
- Proposed approach to scope of work

It is expected that a decision selecting the successful firm will be made within four (4) weeks of the closing date for the receipt of proposals. Upon conclusion of the selection process, offerors submitting proposals in response to this RFP will be informed of the resulting decision in writing.

The City shall retain the right to refuse any and all proposals for any or no reason and to waive any irregularities unless otherwise required by law.

The City of Hart is an Equal Opportunity Employer.