



Wayfinding Gateway Sign Project 1

INVITATION

The City of Ritzville, Washington welcomes the services of a qualified designer and fabricator consultant team with expertise in graphic design, fabrication, and installation to help us finish our goal of creating a beautiful gateway into our city.

COMMUNITY BACKGROUND

The City of Ritzville, Washington is in Adams County roughly one hour from Spokane, Moses Lake, and the Tri-Cities area. The City is served by three highway systems: I-90, US 395, and State Route 261 leading to Palouse Falls. Interstate 90 is Washington's major east west highway connecting eastern and western Washington and serves 21,000 average daily trips at Ritzville, amounting to quite a lot of eyeballs on this project. The majority of motorists that travel I-90 are unaware that the City of 1,800+ exists past the off-ramps. We would like to welcome them to town in style. As our branding statement says,

"We are movement

From here we send crops all over the world. We move people on freeways that link our nation and state. Yet we are not a place to simply move through. We advance as a community not content to simply be. We do this with an eye toward our history, attuned to the families that make this place home, with resourcefulness and spirit. Our town may be small but we provide abundance to our people.

We are Ritzville Washington, Harvest the Legacy"

PROJECT BACKGROUND

The City of Ritzville started our wayfinding efforts several years ago with a successful community branding project. Once branding was in place, the City solicited a wayfinding plan that was delivered in 2018. The adopted wayfinding plan identified wayfinding sign design and placements for implementation by the City over the next few years. The City has completed several projects in accordance with the wayfinding plan and is now undertaking a major gateway sign project to greet visitors and residents with an attractive, welcoming sign that makes a lasting first impression.

SCOPE OF WORK

The proposed scope of work is intended to be a general outline of the work we anticipate be included in the process. It is not an all-inclusive description of the elements to be included in the plan or associated activities.

1. Information Gathering

- Review of existing plans for the City including but not limited to:
 - o 2015-2035 Comprehensive Plan
 - o Branding Plan
 - o Wayfinding Plan
 - o Wayfinding Committee Gateway Site Review Footprint
 - o Weber and Division Landscape Plan

2. Develop Gateway Signage Design Concepts

- The City of Ritzville is looking for gateway sign designs to mark at least one primary entry point into the City. A second site can be considered if it affords us a cost savings overall.
- The selected consultant will create and present a minimum of three schematic design concepts from which the final design concept will be selected.

3. Bid Specifications

- Coordinate with the Council's Wayfinding Committee and Public Works Director to develop bid specifications for the approved plans and designs.
- Bid specifications should include specific placement information and clear instruction for installation.
- Should include specific color information (paint, Pantone, or other color systems, as applicable), brand elements, materials, etc.
- Should include finishes of outdoor quality and be eastern Washington seasonally appropriate (wind and sun specifically).
- Signs must withstand abuse, theft, vandalism, and adult physical force. At minimum the equivalent of no less than resisting simple hand implements and tools (screwdrivers, knives, coins, keys and similar items). All hardware and fasteners must be vandal resistant.
- Must conform to all local, state, and federal laws and regulations.
- Create a cost estimate for plan implementation.

4. Deliverables

- An electronic copy of the final sign plan which includes specifics of sign design including detailed specifications for fabrication, dimensions, materials, colors, and installation requirements ready for bid.
- A detailed location map that includes position and dimensions as well as locations for all site utilities.

5. Bid Assistance

- Perform pre-bid meeting.
- Provide answers to RFIs.
- Review bids to provide recommendation of award.

6. Construction Administration

- Conduct a project kick-off.
- Review shop drawings and samples.
- It shall be the responsibility of the fabricator to perform the complete structural design of the signs and to incorporate all the safety features necessary to adequately support the sign for its intended use.
- Respond to RFIs.
- Perform reviews at fabricators shop for quality assurance.
- Prepare post-installation punch list.

SUBMITTAL REQUIREMENTS

Proposals must be provided electronically. Proposals must be clear, succinct, and not exceed 20 pages, excluding any addendum attachments. Only complete submittals will be considered for evaluation. All proposals and attachments will become part of the public record. Proposal content must include the following:

- Cover letter
- Team description. Describe your team's areas of expertise, types of organizations, length of time in business, number of employees, and other information that would be helpful in characterizing your team.



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- Project team. The names and qualifications of personnel in the team who have worked on similar projects and would be made available to work on this project. Identify the Project Manager who will be responsible for the day-to-day management of project tasks and who will be the key point of contact with the City. Identify and sub-consultants (if proposed) and describe their role in the project.
- Scope of work. Provide a succinct, but detailed description of the process and products that would be delivered based on the Scope of Work section of this RFP.
- Project schedule and budget. Submit a schedule, itemized task, for completing the scope of work. Include the following cost categories in tabular format.
 - o Labor costs at prevailing wage rates by:
 - i. Individual (name)
 - ii. Estimated hours by task
 - iii. Hourly rate and total cost
 - o Overhead. Show as a percentage of labor cost.
 - o Other direct costs. Itemization that may include but are not limited to:
 - i. Transportation
 - ii. Lodging and meal per diem
 - iii. Printing
 - iv. Communication
 - o General administrative costs. Indicate base used and basis therefore, percentage and total.
 - o Total project budget.
- Work samples. Provide digital copies of two example work products that most closely match the product desired in this RFP (weblinks are preferred).
- References. Include three references for similar projects, including current contact information.

Proposals must be submitted electronically by **5:00pm on March 15, 2023**, to be considered. No amendments to proposals will be accepted after this time. The City of Ritzville reserves the right to accept or reject any or all proposals. The City of Ritzville is not responsible for the time in which the proposal arrives in the inbox of Julie Flyckt.

Submit electronic proposal to: Julie Flyckt, Clerk Treasurer
 City of Ritzville julie.flyckt@ritzville-wa.us

All costs incurred by the consultants in the preparation of the response to this RFP, including presentations and/or participation in an interview, shall be borne solely by the respondent.

PROJECT SCHEDULE

All responses to this solicitation will be reviewed by the City’s Wayfinding Committee. The Wayfinding Committee will select two firms/individuals for interviews, and from those firms/individuals interviewed, will select the designer(s) for this project. The estimated project schedule is as follows:

February 15, 2023	Solicitation Letters Submitted
March 15, 2023	Deadline for Submitting Responses
March 20-March 23, 2023	Interview and potential selection of firm
March 24, 2023	Final selection of firm
March 30-April 7, 2023	Innovia Foundation Review for Funding Approval
April 18, 2023	City Council Approval of Professional Services Contract
April 19, 2023	Project start



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CONSULTANT SELECTION AND EVALUATION PROCESS

Proposals will be accepted from individuals, organizations (profit or non-profit), or other collaborative arrangements that:

- Are qualified to conduct business in the State of Washington and the City of Ritzville.
- Have experience in the design of signage from conceptual design to fabrication and installation.

The City reserves the right to:

- Qualify, accept, or reject any or all proposals as deemed to be in the best interest of the City.
- Accept or reject any or all proposals and to waive irregularities or technicalities in any proposals when in the best interest of the City.
- Accept or reject any exception taken by a proponent to the terms and conditions of the RFP.
- To request additional information to clarify the content of a proposal.
- To verify the information received in a proposal. If the proponent knowingly and willfully submits false information or data, the City reserves that right to reject the proposal. If it is determined that an agreement was awarded based on false statements or data submitted in response to this RFP, the City reserves the right to terminate the agreement.
- Withdraw the RFP at any time without prior notice. The City makes no representation that any contract will be awarded to any respondent to the RFP.

Interviews may be held to determine the final successful consultant. Any costs associated with interviews shall be the responsibility of the respondent. If an insufficient number of proposals are received or the proposals received are inadequate or do not meet the terms of the RFP or are not cost effective, the City may, at its sole discretion, reissue the RFP or enter into a contract with a consultant of its choice.

EVALUATION MATRIX

Criteria	Points
Responsiveness and completeness of RFP	5
Team and subconsultant qualifications, credentials, and experience	25
Ability to translate specific directives into a creative design result	25
Plan budget and value to the City	20
Team schedule and availability	10
Use of local professionals	10

The City will conduct a preliminary evaluation of all proposals to determine compliance with requirements and mandatory document submissions.

The City encourages:

- The use of local professionals in each project to retain maximum economic benefits tied to the community.
- Successful firms to plan and budget for minimum required travel costs as part of the project to make the best possible use of the City's funding.

Minority and women-owned firms and veteran-owned firms are afforded the maximum practicable opportunity to compete for and obtain public contracts for services.



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BUDGET

The budget for this project is \$50,000.

INQUIRIES

Direct questions regarding the RFP to:

Julie Flyckt, Clerk-Treasurer

City of Ritzville

216 East Main Street

Ritzville, WA 99169

(509) 659-1930

julie.flyckt@ritzville-wa.us

SOLICITATION RESPONSE

Organization Name:

Contact Name & Title:

Phone Number:

Physical Address:

Mailing Address:

If different from physical address

Email:

Website:

SUBMISSION REQUIREMENTS

Interested parties should submit all required information and supplemental documents via e-mail in electronic PDF format (in one document) and must be received by the City no later than **5:00pm on March 15, 2023**.

All submissions must be sent to:

Julie Flyckt, Clerk-Treasurer

julie.flyckt@ritzville-wa.us

SUBJECT LINE: Wayfinding Gateway Sign Solicitation Submittal

Thank you!