



Request for Proposal/Qualifications

**Wayfinding & Signage
Program 2022**

*City of St. Joseph
700 Broad Street
St. Joseph, MI 49085*

I. Purpose

This Request for Proposal (“RFP”) is to provide interested firms with sufficient information to submit proposals for consideration by the City of St. Joseph (“City”) in connection with its needs for **Wayfinding and Signage Program for Downtown St. Joseph**.

Favorable pricing will be one element of the selection process, but the experience of the firm, qualifications, direct experience and ability of assigned staff, completeness of the level of service proposed and timeliness of service proposed by the bidder will be significant factors in the award of this contract. The final decision on the selection of the bidder for this project will be determined by the City Commission. The City reserves the right to reject any proposals or parts of proposals. The City also reserves the right to waive any irregularities, inconsistencies, or take whatever action is appropriate as determined by the City to be in the best interest of the City.

A complete Request for Proposal may be viewed or downloaded at www.sjcity.com, or mailed by contacting the City Clerk at 269-983-6325 or clerk@sjcity.com.

REQUEST FOR PROPOSAL: Wayfinding & Signage Program

CLOSING DATE AND TIME: 1/3/2023

II. About the City of St. Joseph

The City of St. Joseph, with a population of approximately 8,000, is located on the west coast of Michigan. We are part of a “small town” chain stretching from the state line along the beautiful shoreline of Lake Michigan. St. Joseph’s location along the beaches of Lake Michigan and the St. Joseph River, as well as its close proximity to major metropolitan areas such as Chicago, Milwaukee, Indianapolis, and Detroit, makes it a premier tourist destination for visitors throughout the Midwest. St. Joseph’s small-town charm, high quality of life, excellent schools, and site as the headquarters for major employers, i.e., Whirlpool Corporation, make it a wonderful place to live year-round.

III. Project Summary

The City is soliciting a consultant with the desire, experience, and talent to develop a superior, customer-centered plan for its wayfinding and signage. The City’s goal is to implement cohesive wayfinding and signage throughout Downtown St. Joseph in order to support an economically vibrant downtown, welcome and guide visitors, and improve awareness of the downtown area and its key points of interest and destinations. In particular, signage should be used to:

- Visually delineate and welcome visitors to the Downtown area.
- Direct visitors to key Downtown destinations while improving circulation for vehicles and pedestrians.

- Mitigate vehicular traffic by adding directional signage and reducing search time for parking and other destinations.
- Ensure signage allows for easy deciphering of attractions, destinations, and directions while maintaining a design standard reflective of the City's identity.

IV. Scope of Work & Specifications

The City of St. Joseph seeks a highly qualified consultant with experience developing plans for vehicular and pedestrian wayfinding and integrated signage to work in conjunction with the City, the Downtown Development Authority, and other relevant stakeholders such as the Department of Public Works and the Parks and Recreation Advisory Board, to develop a wayfinding and signage plan, including analysis, system design, implementation planning and implementation oversight for various forms of signage while prioritizing safety.

The work will begin upon award of the contract and is expected to proceed in phases. Bidders should lay out a timeframe that aligns with the phases identified below, noting that the City would like to have phases 1 through 3 completed with sufficient time to have a small amount of new signage fabricated and installed before Memorial Day, 2023, if at all possible.

General requirements include signage that will:

- Incorporate an inclusive, universal, and accessible design so that it can be used by a wide range of users.
- Create a modular, phased plan that can be built upon through the implementation of the [Downtown Vision Master Plan](#).
- Ensure all wayfinding / directional signage can be easily updated /replaced to keep content relevant and up-to-date, and the signs in good condition.
- Contribute to beautifying Downtown street spaces while limiting sidewalk obstructions.
- Where applicable, designs must be in compliance with the Manual on Uniform Traffic Control Devices (MUTCD) and other relevant federal or state guidelines.
- Focus on general items, not specific businesses – (kiosks with maps can identify local businesses).
- Balance the importance of details (such as parking time limits) with visual clarity (not too busy or distracting).

Other requirements include consideration of the following:

- Over-the-road entrance and exit gateway signage.
- Electronic, changeable signage.
- Guidance for bicyclists or other audiences if separate or additional signage is advisable.
- Coordination with other regional signage or wayfinding, along with the possibility of extending this branding to other city signage outside of the downtown area at a later point in time.

- Innovative solutions and approaches to save cost and time throughout the project.

Project Phases: The scope of work is expected to develop in phases, generally described below:

Phase 1: Analysis

- Conduct an extensive on-site analysis of the downtown area, the travel routes leading to it, downtown traffic, destinations, parking, etc. noting existing signage.
- Evaluate existing signage and whether it can be linked with new wayfinding program/signage.
- Issue a report identifying recommendations for handling existing signage and an approach for making new and existing signage safe and effective for sharing wayfinding, regulatory information, parking information, etc. This work should build upon the work already conducted in the [Downtown Vision Master Plan](#).

Phase 2: System Design

- Develop a cohesive look and feel for all signage that will incorporate the City of St. Joseph brand; safely, easily, and clearly convey information to visitors; and create a positive visitor experience.
 - The consultant should provide three design and material options for each type of signage, along with estimated costs for fabrication, installation, operation, and maintenance.
 - The consultant must work closely with staff and stakeholders to finalize the look and feel for all signage.
 - Signage should be easy to remove and reinstall for repair or replacement and for content changes or updates.
- Develop signage design standards for the City to use going forward. This will include templates for materials, dimensions, color palettes, fonts, font sizes, mounting platform standards, etc.
- Upon approval of design standards, the consultant will provide specifications to the level of detail that can be directly given to a manufacturer for physical fabrication and installation.

Phase 3: Implementation Planning

- Using approved designs, develop a detailed wayfinding and signage plan.
 - Include the location (See Addendum A), mounting height, and dimensions of each sign along with the content (See Addendum B) and design for each sign/location.
 - Include vehicular, parking, and pedestrian signage, gateways, and wayfinding.
 - Identify key locations for placing signage, highlight key points of interest, as listed below.

- This plan should meet the objectives and requirements listed above.
- The plan must include how the design, location and content will impact the flow of vehicles and pedestrians, potential obstacles and other considerations.
- Develop phasing recommendations for implementation based on considerations including priority, impact and cost, along with the timing for removal of old signage.
- The consultant will work closely with staff and stakeholders to finalize locations, size, messaging and prioritization.
- Recommend and define roles and responsibilities for managing signage, content and information.
- Refine cost estimates.
 - Prepare a bid package including designs and specifications, for manufacturers to fabricate and install signage.
 - Share content and graphics that can be used to update the City's website and visitor information to align with wayfinding and signage content and design.

Phase 4: Implementation Oversight

- Assist with the bid process and vendor selection for the fabrication and installation of signage.
- Oversee the fabrication and installation of signage.

V. Project Area

The St. Joseph Wayfinding and Signage Program project will focus on the [DDA](#) as well as the Functional Downtown Subareas as identified below and in the [Downtown Vision Master Plan](#).



Functional Downtown Subareas

- | | |
|--|--|
| State Street Downtown Core | Beach Front Subarea |
| East Main Campus Subarea | South Main Street Approach |
| Residential Transition Subarea | Broad Street Approach |

VI. Submittal Requirements

Proposals should demonstrate the qualifications, experience, service level, cost of services, competence, and capacity to satisfactorily implement the Scope of Work outlined in this RFP.

Proposals must include the following information:

1. Cover letter. The letter should include a Project Statement, describing the proposer's understanding of the goals and objectives, as well as the approach and philosophy regarding the project.
2. Firm Background. Full name and address of the firm with a short description of the firm, including the following information:
 - a. Business organization
 - b. Year established
 - c. EIN
 - d. Michigan tax ID number, if applicable
 - e. The firm's legal formation (e.g. corporation, sole proprietor, etc.)
 - f. State of incorporation, if applicable
 - g. List of the firm's officers (up to three)
3. Work Plan. A proposed approach / work plan and timeline for the project.
4. Proposed Project Team Members. Include a description of the organization, an organizational chart, and the primary role and responsibility of each team member. Clearly designate the team leader and primary contact for this project.
5. Individual Experience. Include information on the background of key members and detail their specific contributions to past projects, as related to this project.
6. Specific Project Experience. Provide examples of similar successfully executed government projects.
7. Affirmative statement regarding ability to start immediately upon award of the contract.
8. Additional suggested and/or proposed steps, actions or deliverables which members of the firm deem advisable, along with associated costs, if applicable.
9. References. Include a minimum of three (3) references for similar projects completed within the past five (5) years. Include the name, telephone number and email address for the primary contact, as well as the year the project was completed. List services provided to each client.

10. Compensation/Fees: Provide a complete, detailed breakdown of costs to complete the work as described for each phase, as outlined in this Request for Proposal. Include all staffing necessary to complete the project as outlined above and any additional recommendations submitted in your proposal. All reimbursable expenses should be included.

VII. Issuing Officer (Point of Contact)

Questions regarding the scope of work to be accomplished may be directed to Emily Hackworth, Assistant City Manager at (269) 983-0443 ext. 349 or by email at ehackworth@sjcity.com by **4:00 pm Tuesday, November 29, 2022**.

VIII. Registration and Addenda

In the event it becomes necessary to modify any part of this Request for Proposal, addenda will be issued to all parties who received the original RFP.

Interested parties are encouraged to send an email to ehackworth@sjcity.com to register their intent to respond to this RFP. All firms expressing interest will be added to the email distribution list and will be notified if additional information related to the RFP is issued.

IX. Instructions to Proposers

Sealed proposals are due at the St. Joseph City Clerk's Office no later than **3:00 pm Tuesday, January 3, 2023**.

Proposals may be mailed or delivered to the City of St. Joseph City Clerk, 700 Broad Street, St. Joseph, Michigan 49085. Sealed envelopes should be plainly marked:

Attention: City Clerk
Re: Wayfinding & Signage Program
700 Broad Street
St. Joseph, MI 49085

It is the sole responsibility of the Proposer to see that its proposal is received within the required time period. The City is not responsible for any errors or irregularities with the delivery method utilized for submittal of the Proposal. Any proposals received after the closing date and time will be returned unopened.

X. Incurring Costs

The City is not liable for any costs related to respondents' preparation of their proposal.

XI. Withdrawal of Proposal

Any Bidder may withdraw its proposal in person, by facsimile or by letter any time prior to the scheduled closing time for receipt of proposals. Each proposal shall be considered binding and in effect for a period of Sixty (60) days after the closing date.

XII. Opening of Proposals

Proposals will be opened publicly at **3:15 pm Tuesday, January 3, 2023** in the City Hall Commission Chambers, 700 Broad Street, St. Joseph, Michigan.

The city intends to interview at least three bidders **the weeks of January, 9th and January 16th, 2023**. Bidders should ensure availability during this timeframe.

XIII. Evaluation of Proposals

It is the intent of the City to evaluate all proposals quickly and be prepared to recommend an award at the January 23, 2023 City Commission meeting.

The following proposal evaluation criteria will be used in consideration of proposals:

- Previous relevant experience 10%
- Project understanding and approach – 25%
- Project schedule – 25%
- Strength of team – 15%
- Cost – 25%

XIV. Negotiations

The City reserves the right to reject any and all proposals and negotiate with any source, in any manner necessary, deemed to be in its best interest.

XV. Award of Contract / Acceptance of Proposal (Terms and Conditions)

The contents of this RFP and the bidder's proposal, as submitted and/or modified, shall become contractual obligations to be executed by the authorized contracting agents of both parties.

The successful bidder must procure and maintain the following insurance with carriers acceptable to the City and admitted to do business in the State of Michigan, and provide proof of the same to the City:

- **Worker's Compensation Insurance**, including employers' Liability coverage, in accordance with Michigan law.

- **Commercial General Liability** Insurance on an “Occurrence Basis” with limits of liability not less than \$1,000,000 per occurrence and aggregate. Coverage shall include the following extensions: A). contractual liability, B) Broad form general liability extensions or equivalent.

- **Motor Vehicle Liability** Insurance, including Michigan No-Fault coverage, with limits not less than \$1,000,000 per occurrence combined single limit for bodily injury and property damage. Coverage shall include all owned vehicles, non-owned vehicles, and hired vehicles.

The Commercial General Liability Insurances shall include an endorsement naming as an additional insured the City of St. Joseph, all elected and appointed officials, employees, volunteers, boards, commissions, and/or authorities and boards, including members, employees and volunteers thereof. Bidder’s insurance shall be primary and any other insurance City may have in effect shall be considered secondary and/or excess. Coverage shall be maintained throughout the term of the agreement. The stated insurance requirements shall not be interpreted to limit the successful bidder’s liability.

All insurance shall include an endorsement that contains a thirty (30) day advance written notice of cancellation to the City Manager, City of St. Joseph, Michigan, 700 Broad Street, St. Joseph, Michigan 49085.

XVI. Nondiscrimination

The successful bidder shall not discriminate in its provision of accommodations or services, nor against an employee or applicant for employment with respect to hire, tenure, terms, conditions, or privileges of employment, or a matter directly or indirectly related to employment, because of race, color, religion, national origin, age, sex, sexual orientation, gender identity, height, weight, marital status, or because of a disability that is unrelated to the individual's ability to perform the duties of a particular job or position. Breach of this covenant may be regarded as a material breach of the agreement.

XVII. Payment Terms

The City shall make payments to the successful bidder for actual services rendered within thirty (30) days following receipt of an acceptable invoice; or as otherwise mutually agreed.

Proposal Form for Wayfinding & Signage Program

Please attach the following cover page to your proposal.

Business Name: _____

Contact: _____ Email: _____

Address: _____

Telephone Number: _____ Fax: _____

Total Not-to-Exceed Cost: \$ _____

Proposal Deadline: 3:00 pm Tuesday, January 3, 2023

Proposals shall be delivered or mailed to:

City of St. Joseph

Attention: City Clerk

Re: Wayfinding & Signage Program

700 Broad Street, St. Joseph, MI 49085

Signature: _____

Title: _____

Date: _____

Addendum A: Gateway and Signage Locations

Based upon existing traffic patterns and destinations, the following locations have been suggested for gateway features or wayfinding signage. While the City seeks the guidance of the selected bidder on final locations, the following list should be considered:

- Main Street* north of Port Street as drivers enter off the Main Street bridge
- Main Street* where Niles Avenue and Main Street converge
- Wayne Street where Port Street and Wayne Street converge as drivers enter from the Wayne Street Bridge
- Broad Street and Marsh Street, coming up the hill
- Main Street* and Market Street
- Main Street* and Broad Street
- Lake Boulevard and Park Street
- Lake Boulevard and Main Street*
- Lake Boulevard and Ship Street
- Broad Street and Wayne Street
- Langley Avenue and Napier Avenue
- Niles Avenue and Napier Avenue
- At the top of the stairs near Lake Boulevard and Broad Street. This gateway would announce Downtown's location from the beach and attract beachgoers to the Downtown Core
- Parking Lots
- In front of community destinations, such as those listed below, and along State Street
- In front of points of interest, such as historic destinations
- To delineate the social district

***Note that Main Street, a primary artery through downtown, is managed by MDOT**

Addendum B: Wayfinding Signage

The City's wayfinding system should direct pedestrians and vehicles to community destinations. While the City seeks the guidance of the selected bidder on final locations, the following list should be considered:

- Krasl Art Center
- Curious Kids' Museum
- Curious Kid's Discovery Zone
- John E.N. Howard Bandshell
- Whirlpool Compass Fountain
- Silver Beach Carousel
- Berrien County Courthouse and Sheriff's Office
- Beaches: Including Silver Beach and Lions Park Beach
- Medical Center / Hospital
- Lake Bluff Park
- Maud Preston Palenske Memorial Library
- City Hall and Public Safety Department
- Berrien County Administrative Offices
- Heritage Museum and Cultural Center
- Box Factory for the Arts
- Parking: Hourly, All day, Free, etc.
- St. Joseph Today Office
- Amtrak Station
- Public Restrooms