

LOGO

REQUEST FOR PROPOSAL NO:

[RFP NUMBER]

REQUEST FOR PROPOSAL TITLE:

[RFP TITLE]

Design, Fabrication, and Installation of Interior and Exterior Signage

ISSUE DATE:

[DAY, DATE]

SUBMISSION DUE DATE:

[DAY, DATE]

By [TIME, TIME ZONE]

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- 1 Administrative Overview**
Provides general information on the objectives of this Request For Proposal (RFP), procurement schedule and procurement overview.
- 2 Scope of Work and Services**
Provides a description of the project and list of design elements, services and products requested that, while not comprehensive or complete in nature, will provide [ENTITY] with proposals that can be easily compared.
- 3 Evaluation Criteria and Contents**
Describes how the proposal will be evaluated and the required content for the submission.
- 4 Proposal Instructions**
Describes the submittal instructions and communications

Appendices

- I Contract Review Statement**
- II Proposal Certification**
- III RFP Time Table and Project Time Table**

Attachment

- I Bid Sheet**

Section 1

Administrative Overview

1.1 INTRODUCTION

This is a Request for Proposals (RFP) issued by [ENTITY] (hereinafter referred to as "[ENTITY]") seeking proposals from experienced and qualified Signage Contractors to provide design, fabrication and installation services to [ENTITY].

1.2 AUTHORITY

RFPs must be submitted by persons authorized to commit the responding Signage Contractor to a procurement contract or agreement.

1.3 COSTS FOR PROPOSAL PREPARATION

Any costs incurred in preparing or submitting a proposal shall be the Signage Contractor's sole responsibility.

1.4 DISQUALIFICATION OF PROPOSALS

[ENTITY] reserves the right to consider as acceptable only those proposals submitted in accordance with all requirements set forth in this RFP and which demonstrate an understanding of the scope of the work. Any proposal offering any other set of terms and conditions contradictory to those included in this RFP may be disqualified without further notice.

A Signage Contractor shall be disqualified and the proposal automatically rejected for any one of the following reasons:

1. The proposal shows any noncompliance with applicable law.
2. The proposal is conditional, incomplete, or irregular in such a way as to make the proposal indefinite or ambiguous.
3. The proposal has any provision reserving the right to accept or reject award, reserving the right to enter into a contract pursuant to an award, or contrary to those required in the solicitation.
4. The Signage Contractor is debarred or suspended.

1.5 ADDENDA TO THIS RFP

[ENTITY] may need to issue one or more addendum related to this RFP. Such addenda shall be added to the original RFP document and posted at [WEBSITE LINK]. It shall be the responsibility of prospective Signage Contractors and other interested parties to familiarize themselves with the website and visit it regularly during the RFP process for updated information or addenda related to this RFP.

1.6 RIGHT TO WITHHOLD AWARDING OF CONTRACT

[ENTITY] reserves the right not to make award of this contract.

1.7 FINAL CONTRACT

[ENTITY] shall not be responsible for work done, even in good faith, prior to [ENTITY]'s execution of a final contract.

1.8 INSPECTION OF PROPOSALS and CONFIDENTIAL INFORMATION

Proposals may be available for public inspection upon notice of award and shall be available for public inspection after the contract is signed by all parties. [ENTITY] treats proposals as confidential until after the award is issued. At that time they become subject to disclosure under the Freedom of Information Act. Information marked as "Confidential" in any proposal shall be honored as such, to the extent allowable under the Freedom of Information Act. If a respondent wishes to supply any information, which it believes is exempt from disclosure under the Act that respondent should summarize such information in a separate envelope and each page submitted should clearly state "Confidential," but otherwise be presented in the same manner as the proposal. However, any such information is provided entirely at the respondent's own risk and [ENTITY] assumes no liability for any loss or damage which may result from [ENTITY]'s disclosure at any time of any information provided by the respondent in connection with its proposal.

1.9 CONTRACT INVALIDATION

If any provision of this contract is found to be invalid, such invalidation will not be construed to invalidate the entire contract.

1.10 FEE STRUCTURE

The fee structure shall be as submitted on the Bid Sheet Form (see attached Excel Bid Sheet).

1.11 ADVERTISING

Upon specific, written, case by case, authorization by an authorized representative of [ENTITY], the Signage Contractor, in submitting a

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proposal, shall have the right to use the name of [ENTITY], its officials, or employees a) in any advertising, publicity, or promotion; or b) to express or imply any endorsement of agency's services; or c) to use the name of the [COMPANY, HOSPITAL, UNIVERSITY, or...], its officials or employees or the [COMPANY, HOSPITAL, UNIVERSITY, or...] [seal or logo] in any manner (whether or not similar to uses prohibited by subparagraphs (a) and (b) above).

1.12 IMMUNITY FROM LIABILITY

Every person who is a party to this agreement is hereby notified and agrees that [ENTITY] is immune from liability and suit for or from Signage Contractor's activities involving third parties and arising from any contract resulting from this RFP.

1.13 PREVAILING LAW

The terms and provisions of this RFP, and any ensuing contract, shall be governed by and construed in accordance with the laws of the State of [STATE].

1.14 CONTRACT TERMINATION FOR CAUSE

[ENTITY] may terminate any resulting contract for cause by providing a Notice to Cure to the appropriate Signage Contractor citing the instances of noncompliance with the contract.

1. The Signage Contractor shall have ten (10) days to reply to the Notice to Cure and indicate why the contract should not be terminated and recommend remedies to be taken.
2. If the Signage Contractor and [ENTITY] reach an agreed upon solution, the Signage Contractor shall then have thirty (30) days after such agreement is reached to cure the noncompliance cited in the Notice to Cure.
3. If a mutually agreed upon solution cannot be reached within ten (10) days after receipt of Notice to Cure by Signage Contractor, [ENTITY] reserves the right to terminate the agreement.

Section 2

Scope of Work and Services

2.1 BACKGROUND

[Give background information on all aspects of the project, including important dates and descriptions of the area if applicable. List main point of contact on project. Also list current uses of the facility if this is an addition or renovation.]

2.2 OBJECTIVES

[ENTITY] is seeking a qualified Signage Contractor to design, fabricate and install interior signs (room identification signs, informational signs, regulatory signs and directional wayfinding signs) and exterior signs (building identification signs, regulatory signs and directional wayfinding signs).

See attached Bid Sheet with product quantities. Quantities noted on Bid Sheet are just to provide [ENTITY] with the ability to compare bids. The quantities may change on the actual project.

2.3 DESIGN REQUIREMENTS

[ENTITY] is interested in establishing a contract with a Signage Contractor who will meet, at a minimum, the following design requirements:

1. The signs shall be attractive and exhibit a professional quality of workmanship, which will reflect positively on [ENTITY].
2. Signage should incorporate [ENTITY]'s branding standards, as appropriate.
3. Signage should leverage the spatial organization of the facility and utilize architectural design features, destinations zones, landmarks, shape, color, lighting, etc.
4. Signage should be easy to recognize, consistent, clear, distinctive, and easy to read.
5. Signage shall be compliant with 2010 ADA Standards for Accessible Design.
6. The Signage Contractor should have a primary goal of ensuring that signage works in unity with the work of other consultants in order to generate a well-coordinated facility.
7. Signage should be updateable by [ENTITY] and utilize the [ENTITY]'s internal resources whenever possible.

2.4 CONSIDERATIONS - SERVICES AND PRODUCTS

[ENTITY] is interested in establishing a contract with a Signage Contractor who will provide, at a minimum, the following:

1. Develop an understanding of appropriate national and local building codes, ordinances and other requirements, as they relate to signage for the [PROJECT]. Successful bidder will be responsible for properly permitting and engineering all appropriate signs.
2. Perform a site review to verify locations, determine available areas for signage, confirm dimensions and identify potential conflicts with architecture or landscape designs.
3. Periodically update budget estimates and prepare and adjust planning level schedule based on priorities and available funding.
4. Coordinate all procurement activities with responsible [ENTITY]'s contracting and purchasing personnel.
5. Develop wayfinding and circulation solutions.
6. Develop sign location plans and messages schedules. These location plans and message schedules will be updated through the process. They shall be submitted to [ENTITY]'s facility management at the end of the project reflecting accurate placement and messages.
7. Prepare conceptual designs in sketch form to determine design direction and review, with the design team, considerations for materials, finishes, color, typography, lighting and scale. The Signage Contractor shall develop a menu of recommended signage types for programming review.
8. Finalize all elements of the sign system design including materials, fabrication specifications, graphic design and installation details.
9. Prepare sign layouts based on actual sign messages to determine sign and letter sizes and to determine the need for variations to the wayfinding/signage program.
10. Provide final fabrication submittals based on approved design.
11. Be responsible for fabricating the interior and exterior wayfinding/signage program in accordance with the approved design.
12. Develop an installation schedule to assure timely, accurate and code compliant installation.
13. Be responsible for the installation of the interior and exterior wayfinding/signage program in accordance with the design intent of the approved program.

Section 3

Evaluation Criteria and Proposal Content

3.1 BID EVALUATION CRITERIA

The evaluation shall be based on the numerical rating set forth below. Factors not specified in the Request for Proposal shall not be considered, although the below criteria may have subcomponents used in rating not identified in this document.

The evaluation committee may select a Signage Contractor from these submissions, or conduct a second tier in-person interview with selected Signage Contractors from the initial offerings. In the event of a second stage, the selection committee will notify the selected Signage Contractor of interview dates and times. This notification shall include the interview evaluation criteria.

3.2 PROPOSAL CONTENT ORGANIZATION

Respondents shall organize their submissions in such a way as to follow the general evaluation criteria listed below.

- A. **Cover Letter** – Include company’s name, contact information and a brief introduction to your company as it relates to the requested services.
- B. **Table of Contents**
- C. **Qualifications Criteria**
 - 1. **Overall Technical Capability and Specialized Competence (30 points)**
 - a. Provide a brief history of your company (and all consultants), including number of years in business
 - b. Provide an organization chart of your company
 - c. Provide project team background (resumes can be included in attachments and will not be included in page count).
 - d. Provide a project list containing [3 to 5] projects completed by your company that best represents a similar scope.
For each project include the following:
 - Project name, location, time frame and completion date
 - Reference name and contact information
 - Projects overall scope
 - Discuss issues or aspects that would demonstrate your ability to problem solve and deliver creative solutions
 - Final cost of project
 - Cost effective measures or value-engineering suggested
 - 2. **Capacity of Employees and Signage Contractor to Perform the Work Within the Specified Time Period (35 points)**
 - a. Provide an estimated project schedule indicating critical dates based on information provided by [ENTITY] and demonstrate applicant’s capacity to complete project by the projected deadline. Such schedule should detail number of man hours needed to complete a task and the proposed team member(s) responsible for completing that task.
 - 3. **Proximity and Familiarity With the Project Area (5 points)**
 - a. Provide locations of prime installation team and consultant offices, proximity to the site and the design/installation team’s familiarity with the site, site conditions, restrictions and special project considerations based on site.
 - 4. **Fee Proposal (30 points)**
 - a. Provide a Bid Sheet (See Bid Sheet attachment) based on the scope of service outlined in this Request for Proposal
 - b. [ENTITY] encourages bidder to give three price options based on the following criteria:
 - Bid Option 1:** Signage Contractor’s standard product line for all interior and exterior signage
 - Bid Option 2:** Signage Contractor’s standard product line for interior room signs only and custom signage for interior wayfinding and exterior wayfinding signage.
 - Bid Option 3:** Signage Contractor’s custom sign design for all interior and exterior signs.
- D. **Appendices**
 - Appendix I - Contract Review Statement
 - Appendix II - Proposal Certification

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Section 4.0

Proposal Instruction

4.1 PRE-PROPOSAL CONFERENCE

A non-mandatory, pre-proposal conference will be held at [0:00 PM, TIME ZONE] on [DAY, DATE] in the [OFFICE, ROOM NUMBER, BUILDING, ADDRESS].

4.2 DEADLINE FOR WRITTEN QUESTIONS RELATING TO THE RFP

The deadline for written questions is [0:00 PM, TIME ZONE] on [DAY, DATE]. Send questions to [NAME, TITLE] by email at [EMAIL]. [NAME] is the only person authorized to provide a formal response to any questions. No other [ENTITY] employee is authorized to make any statement that would bind the [ENTITY] with regard to this RFP.

4.3 SUBMITTAL INSTRUCTIONS

This RFP may not exceed 25 single-sided pages (maximum 8½" x 11") with a minimum of 10 pt. type. Submissions exceeding the page limit will be considered non-responsive and will be returned to the applicant without further evaluation. The following information is not included in the page limit:

- Cover letter on Signage Company letterhead, maximum of 1 page
- Résumés for each key team member, maximum of 2 pages each
- Bid Sheet
- Appendix 1
- Appendix 2

Signage Contractors shall submit a clearly marked original plus three (3) copies of the proposal. Proposals shall be received by [ENTITY] no later than [0:00 PM., TIME ZONE], on [DATE]. The proposals shall be mailed and will be date stamped upon receipt by [ENTITY]. After the deadline and upon request, a representative of [ENTITY] will have available the names of those Signage Contractors submitting proposals. No other public disclosure will be made until after the award of the contract. Any proposal received after this date and time shall be rejected. Signage Contractor may withdraw its proposals at any time prior to the time and date set for opening.

Proposals shall be mailed or delivered to:

[ENTITY]
ATTN: [NAME, TITLE]
[STREET ADDRESS]
[CITY, STATE, ZIP]
REF: [RFP NO]

Proposals should be in a sealed envelope marked:

Signage Contractor Name, Address, and Phone Number
[RFP NO]
[RFP TITLE]
RFP Due Date: [0:00 PM, TIME ZONE] on [DAY, DATE].

Proposals should be bound with a cover sheet marked:

Signage Contractor Name, Address, and Phone Number
[RFP NO]
[RFP TITLE]
RFP Due Date: [0:00 PM, TIME ZONE] on [DAY, DATE].

4.4 Example of Work

Signage Contractor is allowed to submit four (4) copies of an entire bound Sign Project Book from a previous similar project (no page limit).

Appendix I

Contract Review Statement

As a respondent to [ENTITY] for [PROJECT], design, fabricate and install of interior and exterior signage and wayfinding services contract [CONTRACT NUMBER], I hereby certify that I have reviewed [ENTITY]'s Standard Contract and have listed any objections to them below. The response shall clearly identify if the attached contract is acceptable in all respects including bonding, warranty, insurance, and document ownership and retention requirements. If the contract is not acceptable, the response shall identify the unacceptable clauses and shall provide suggested alternate language. General or vague statements or invitations to discuss further are not adequate answers. I am aware that any objections to the Standard Contract will be considered and included in the [ENTITY]'s evaluation of my firm's qualifications. I am also aware that if I fail to list any objections to the [ENTITY]'s Standard Contract, I will not be allowed to raise any objections later if selected as the most qualified Applicant.

Signature of Applicant

Date

Specific Objections:

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Appendix II Proposal Certification

The undersigned applicant, in response to [ENTITY] Request for Proposal for Design, Sign Fabrication and Installation Services RFP [RFP NO], having carefully examined the bid documents and being familiar with the conditions surrounding the proposed project, hereby proposes to provide such services meeting the requirements outlined in this Request for Proposal, in accordance with the proposal attached hereto.

Respondent hereby certifies: (a) that this bid is genuine and is not made in the interest of or on behalf of any undisclosed person, firm, or corporation; (b) that the respondent has not directly or indirectly induced or solicited any other bidder to put in a false or sham bid; (c) that the respondent has not solicited or induced any person, firm, or corporation to refrain from bidding; and (d) that the respondent has not sought by collusion to obtain any advantage over any other bidder or over [ENTITY].

Respondent agrees that the response to this RFP is a legal and binding offer and the authority to make the offer is vested in the signer. Minor differences and informalities will be resolved by negotiation prior to acceptance of the offer.

Signage Contractor

Phone

Address

Fax

Federal I.D. or SSN

Signature

Date

Appendix III

RFP Time Table and Project Timeline

RFP TIME TABLE	
Proposal advertised and available for pick-up	[DATE]
Deadline for receipt of questions	[DATE]
Deadline for receipt of proposals	[DATE]
Evaluation Committee meeting	[DATE]
Oral presentations to Evaluation Committee (as desired)	[DATE]
[ENTITY] review and approval	[DATE]
Contract Awarded	[DATE]

PROPOSED PROJECT TIMELINE	
Construction Completion Date	[DATE]
Building Inspection Date	[DATE]
Move In Date	[DATE]