



**Solicitation Information  
10/11/12**

**RFP # 7458085**

**TITLE: Exterior Signage Master Plan at RIC.**

**OPENING DATE AND TIME: November 9th, 2012 @ 11:30 AM (EDT)**

**PRE-BID/ PROPOSAL CONFERENCE: Yes – 10/19/12 @ 10:00 AM (EDT)**  
**MANDORY: Yes**

Questions concerning this solicitation may be e-mailed to the Division of Purchases at [gary.mosca@purchasing.ri.gov](mailto:gary.mosca@purchasing.ri.gov) no later than 10/24/12 @ 12:00 noon (Eastern Time). Please reference the RFP # on all correspondence and send questions in a *Microsoft Word format*. Questions received, if any, will be answered and posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information.

**SURETY REQUIRED: No**  
**BOND REQUIRED: No**

**Gary P. Mosca**  
**Buyer**

**Vendors must register on-line at the State Purchasing Website at [www.purchasing.state.ri.us](http://www.purchasing.state.ri.us).**

**NOTE TO VENDORS:**

**Offers received without the entire completed RIVIP Generated Bidder Certification Form attached may result in disqualification.**

**THIS PAGE IS NOT A BIDDER CERTIFICATION FORM**

## **SECTION 1 – INTRODUCTION**

The Rhode Island Department of Administration /Division Office of Purchases, on behalf of Rhode Island College is soliciting proposals from qualified firms to develop a Exterior Signage Master Plan & Design Documents in accordance with the terms of this Request for Proposal and the State's General Conditions of Purchase, which may be obtained at the Rhode island division of Purchases Home Page by Internet at <http://www.purchasing.ri.gov>.

This is a Request for Proposals, not an Invitation for Bid: responses will be evaluated on the basis of the relative merits of the proposal, in addition to price; there will be no public opening and reading of responses received by the Office of Purchases pursuant to this request, other than those offerors who have submitted proposals.

### **SECTION 1 – INSTRUCTIONS AND NOTIFICATIONS TO OFFERERS:**

- Potential offerors are advised to review all sections of this Request carefully and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.
- Alternative approaches and/or methodologies to accomplish the desired or intended results of this procurement are solicited. However, proposals which depart from or materially alter the terms, requirements, or scope of work defined by this Request will be rejected as being non-responsive.
- All costs associated with developing or submitting a proposal in response to this Request, or to provide oral or written clarification of its content shall be borne by the offeror. The State assumes no responsibility for these costs.
- Proposals are considered to be irrevocable for a period of not less than sixty (60) days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent.
- All pricing submitted is to be considered firm and fixed, unless otherwise indicated herein.
- The College reserves the right to award to one or more offeror. The College also reserves the right to award this project based on pricing alone.
- Proposals misdirected to other State locations or which are otherwise not present in the Division of Purchases at time of opening for any cause will be determined to be late and may not be considered. The "Official" time clock is in the reception area of the Division of Purchases.
- In accordance with Title 7, Chapter 1.1 of the General Laws of Rhode Island, no foreign corporation shall have the right to transact business in the state until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State (401-222-3040). *This is a requirement only of the selected vendor(s).*
- Offerors are advised that all materials submitted to the State of Rhode Island for consideration in response to this Request for Proposals will be considered to be public

## **Request for Proposals - Exterior Signage Master Plan & Design Documents at Rhode Island College**

- records, as defined in Title 38 Chapter 2 of the Rhode Island General Laws, without exception, and will be released for inspection immediately upon request, once an award has been made.
- Submitters should be aware of the State's MBE requirements, which addresses the State's goal of ten per cent (10%) participation by MBE's in all State procurements. For further information, contact the State MBE Administrator at (401) 574-8253 or visit the website <http://www.mbe.ri.gov> or contact [cnewton@gw.doa.state.ri.us](mailto:cnewton@gw.doa.state.ri.us)
- Interested parties are instructed to peruse the Division of Purchases website on a regular basis, as additional information relating to this solicitation may be released in the form of an addendum to this RFP/LOI.
- **Equal Employment Opportunity (RIGL 28-5.1)**  
**§ 28-5.1-1 Declaration of policy.** – (a) Equal opportunity and affirmative action toward its achievement is the policy of all units of Rhode Island state government, including all public and quasi-public agencies, commissions, boards and authorities, and in the classified, unclassified, and non-classified services of state employment. This policy applies in all areas where the state dollar is spent, in employment, public service, grants and financial assistance, and in state licensing and regulation. For further information, contact the Rhode Island Equal Employment Opportunity Office, at 222-3090 or via email [raymond1@gw.doa.state.ri.us](mailto:raymond1@gw.doa.state.ri.us)
- It is intended that an award pursuant to this request will be made to a prime contractor, who will assume responsibility for all aspects of the work. Joint venture and cooperative proposals will not be considered, but subcontractors are permitted, provided that their use is clearly indicated in the offeror's proposal, and that the subcontractor(s) proposed to be used are identified in the proposal.

## **Request for Proposals - Exterior Signage Master Plan & Design Documents at Rhode Island College**

**INTRODUCTION** - Rhode Island College is issuing a Request for Qualifications and Proposal (RFP) from qualified firms to develop a master wayfinding signage program that:

1. Guides emergency responders and travelers from the Mt. Pleasant Avenue entrance to campus-wide facilities ;
2. Guides emergency responders and travelers from the Fruit Hill Avenue entrance to campus-wide facilities;
3. Guides pedestrian travel within campus to campus-wide facilities; and
4. Establishes universal design standards for Rhode Island College wayfinding signage that is reflective of the College's identity.

Once the master plan is reviewed and accepted by Rhode Island College, the consultant will develop a biddable design package (plans and specifications) for the supply and installation of signage. The consultant will also provide construction administration services.

**A pre-proposal meeting will be held at Rhode Island College, 600 Mt. Pleasant Ave, Providence RI 02908. Please report to Physical Plant on October 19<sup>th</sup>, 2012 @ 10:00 AM. Attendance by the firm submitting proposal is mandatory.**

### **A.BACKGROUND**

Rhode Island College is located on a 180-acre campus in the Mount Pleasant section of Providence. There are forty eight (43) buildings on campus with a total of approximately 1.5 million square feet. The buildings include classrooms, offices, dormitories, dining, performance spaces, a library, and recreational facilities. The original campus buildings were constructed in the mid to late 1950s. In 1992, RIC took possession of ten existing buildings formerly belonging to the Department of Youth, Children, and Families. These buildings largely make up the East Campus.

The College now serves approximately 9,000 students in courses and programs both on and off campus. Approximately 1,200 students live in the dormitories.

### **B.SCOPE OF WORK**

The selected qualified firm would be retained to develop a Wayfinding Signage Master Plan, design documents, and construction administration services with the following overall work tasks:

Kickoff Meeting - Meet with RIC staff to discuss project and approach at project outset.

Task 1: Assess Existing Conditions and Needs

1.1 Conduct an assessment of current wayfinding signage to College facilities from within the following areas:

- a) Mt. Pleasant Avenue Entrance to campus;
- b) Fruit Hill Avenue entrance to campus;
- c) College roadways, including College Road, Library Road, Circle Lane, Cole Road, and all interior roads;
- d) Quadrangle (Campus Mall);
- e) Main campus;
- f) East Campus ;
- g) Residence Hall area;
- h) Pedestrian signage within the campus; and
- i) Off campus trailblazer signs leading to campus

1.2 Identify user groups, their specific needs, and potential wayfinding difficulties, particularly as they affect the disabled, senior citizens, emergency responders, and new visitors to the area.

Task 2: Develop Recommendation on Signage Types and Placement

- a) Recommend wayfinding signage types that should be added, replaced or consolidated (e.g., direction markers, street signs, parking signage, building identification signage (both in front of and mounted to the buildings), traffic and parking regulatory signs, and orientation kiosks;
- b) Using RIC mapping (provided in AutoCAD), create a map of recommended wayfinding signage locations;
- c) Identify other opportunities for temporary or changeable special event/marketing signage;
- d) Signage shall be easily maintainable and also be changeable (i.e. damage, building name change, etc.);
- e) Electronic signage shall be considered for specific signs (i.e. entrances, events);
- f) Current trends – Signage shall incorporate current trends such as QR (Quick Response) codes. Consideration shall also be made to the fact that many people use GPS to arrive at RIC.

- g) Laws and Codes – New designs shall incorporate all applicable laws and codes, including ADA regulations.
- h) Develop a list of recommended terminology and/or design icons for primary and secondary destinations (e.g., landmarks, buildings, recreation facilities); and
- i) Prepare a Statement of Probable Cost for the fabrication, installation, and maintenance of the system, including number of various sign types and locations.

#### Task 3: Design Signage Elements (Wayfinding Master Plan & Design Documents)

- a) Recommend universal design standards for wayfinding elements that are reflective of the College's identity and consistent in color, font, materials, architectural elements and graphics;
- b) Present three (3) schematic design concepts of signs, parking signage, and/or other wayfinding elements that could be constructed and installed as part of a separate capital project with cost estimates for each; and upon RIC selection of schematic design
- c) Submit final design drawings, including: exact dimensions, letter heights, materials, mounting details, color specifications and material performance standards, with written statements regarding rationale for design choices. Include updated cost estimate for final design.

#### Task 4: Construction Administration Services

- a) Attend pre-bid meeting. Answer any questions regarding design. Prepare and distribute any design addendums.
- b) Attend pre-award and pre-construction meetings with contractor.
- c) Review and approve shop drawing submittals.
- d) Review and Respond to contractor RFIs.
- e) Attend four (4) construction progress meetings.
- f) Site Visits – Review installations to ensure they are installed in accordance with the design. Visit RIC campus weekly while construction is underway. Complete intermediate field reports. Complete final punch list. Assume an eight (8) week construction period.

#### Task 5: Additional Services

It is anticipated that some additional services may be required during design. This includes the services of a landscape architect, professional engineer, and campus map development. These services will be included as allowances on the fee form. **Firms shall submit hourly rates for each of these service categories.**

Landscape Architect – Services may be required for development of some standard landscaping details and/or specifications, as well as some specialized design at key signs.

Professional Engineer – A professional engineer’s stamp may be required on certain drawings. The Rhode Island Building Code Commissioner’s office will require for signs requiring electricity and for large signs/kiosks where there may be concern regarding wind.

Campus Map Development – Depending on the suitability of the college’s existing map, we may need to develop a new map for use at the informational kiosks.

**Deliverables & Schedule** - The final deliverable shall be a Wayfinding Signage Master Plan that contains the written analysis, recommendations and designs developed in Tasks 1 through 3. The deliverables shall be in a format that can be included in a bid package for supply and installation of the recommended signage. In addition, the Consultant shall deliver a presentation on the Master Plan to the College.

1. Draft Wayfinding Signage Master Plan – 90 calendar days from issuance of purchase order.
2. Final Wayfinding Signage Master Plan w/cost estimate – 120 calendar days from issuance of purchase order.
3. Presentation of Wayfinding Signage Master Plan to College
4. Design Documents (Plans & Specifications) for campus wide signage w/ updated cost estimate – 150 calendar days from issuance of purchase order.

**Meetings** - Allow for a minimum of twelve (12) meetings with the College (kickoff (1), three (3) meetings during project design, final presentation (1), pre-bid (1), pre-award (1), pre-construction (1), and construction progress (4)).

#### **D. QUALIFICATIONS**

1. Firm must have at least ten (10) years in signage study and design.
2. Firms shall have completed at least three (3) wayfinding signage master plans.
3. Experience developing wayfinding signage master plans at colleges or universities is required.
4. Firms (or teams) shall have expertise in architecture, graphic design, engineering, and landscape architecture.

#### **E. RESPONSE FORMAT**

All submittals shall provide the following information for consideration and state the period it shall remain in effect:

1. Introductory Letter: Please include a cover letter summarizing your firm's background, resources, relevant experience cost estimate for the total project.
2. Descriptions of Firm, Management, and Team Members: Include descriptions of your organization and team. This should identify the project manager and the day-to-day

contact person for the job. Please also include a resume for each of the key team members.

3. **Description of Subcontractors:** Identify any portion of the scope of work that will be subcontracted. Include firm qualifications (brief) and key personnel, telephone number, and contact person for all subcontractors.
4. **Experience with Similar Projects:** Provide a description of at least three (3) similar projects, including images or schematics of previous wayfinding design work.
5. **References:** Provide at least three (3) client references with contacts and telephoned numbers for projects relevant to this type of project.
6. **Project Approach:** Provide a written description of your firm's intended approach to the project that demonstrates an understanding of the issues and tasks at hand, and the firm's ability to fulfill them. Elaborate on the scope of work provided herein as appropriate.
7. **Budget Proposal:** Provide itemized costs for the elements listed in the Scope of Work. Please also include a fee schedule for supplemental changes that may be charged for unforeseen work tasks, such as public meetings and additional design concepts.
8. **Project Schedule:** Provide an explanation of how your firm would meet the project schedule and deliverables.

## **F. SELECTION CRITERIA**

Rhode Island College will evaluate the proposals based on the following factors:

1. Understanding of the scope of work to be performed;
2. Consultant's proposed methods and procedures;
3. Qualifications of the firm and experience with past projects;
4. References;
5. Budget Proposal; and
6. Responsiveness of Proposal

During the evaluation process, the College may request additional information or clarifications from the proposers.

In order to select the Vendor that will be awarded this RFP, the RFP responses will be evaluated in the following manner. The College will convene a Selection Committee that will score each response. The response will be scored in the following categories, in which each category is given a

weight factor expressed in a percentage of the total. The evaluation categories and available points are:

- **Qualifications & Experience in performing design of exterior signage for educational facilities (Maximum of 45 points)**  
The offerors will be evaluated on their demonstrated experience in designing similar facilities. Offerors shall have at least 10 years of experience in the design of exterior signage on campuses and the development of signage master plans and standards. It is required that Offerors have experience working for institutions of higher education and This experience should include at least three (3) similar projects. Demonstrated satisfactory work as verified by references.
- **Project Approach & Understanding of Scope (Maximum of 25 Technical points)**  
The consultants shall demonstrate in the proposal an understanding of the project and provide a description as to how the project will be managed and completed. Include the names and resumes of all key personnel who would work on project.
- **Fees (Maximum of 20 Cost points)**  
The fee will be evaluated along with the above items as a factor in selection. This project is structured as a lump sum fee plus reimbursable expenses. Fee should be supported by a summary of project personnel, reimbursable expenses, sub-consultants, and any other information required to assess the fee. Only reimbursable expenses identified in the proposal will be reimbursed. **The fee form shall be submitted in a separate sealed envelope. In addition to the fee form, provide a summary of hourly rates as they relate to the additional services allowances.**
- **Responsiveness of Proposal (Maximum of 10 points)**  
Proposers shall include all of the requested information in the required format.

The college selection committee will first score firms on all categories (except fee). Firms must score a minimum of 55 points in order to proceed further in the evaluation process and have their fees considered. Firms that receive less than 55 points will not be considered further. Fee points will be awarded on a relative basis. The firm with the lowest fee will be awarded 20 points and other firms will receive points based on their fee relative to the low fee.

The college may elect to interview one or more firms of those that score highest based on the above criteria. The interview will be the basis for final selection. If no interviews are held, the scoring will be the basis of the final selection.

Notwithstanding the above, the State reserves the right not to award this contract or to award on the basis of cost alone, to accept or reject any or all responses, and to award in its best interest.

## RESPONSE CONTENTS

Responses should include the following:

- A completed and signed three-page RIVIP generated bidder certification cover sheet (downloaded from the RI Division of Purchases Internet home page at [www.purchasing.ri.gov](http://www.purchasing.ri.gov))
- A completed and signed W-9 Form downloaded from the RI Division of Purchases Internet home page at [www.purchasing.ri.gov](http://www.purchasing.ri.gov)
- A separate, signed and sealed, Cost Proposal reflecting the fee structure proposed for this scope of service
- A *separate* Technical Proposal describing the background, qualifications, and experience with and for similar programs, as well as the work plan or approach proposed for this requirement.
- In addition to the multiple hard copies of proposals required, Respondents are requested to provide their proposal in electronic format (CDRom or Diskette). Microsoft Word / Excel OR PDF format is preferable. Only 1 electronic copy is requested.

### Pre-Submission Questions

Questions concerning this solicitation may be e-mailed to the Division of Purchases at [gary.mosca@purchasing.ri.gov](mailto:gary.mosca@purchasing.ri.gov) no later than 10/24/12 @ 12:00 NOON (EDT). Please submit questions in Microsoft Word format and reference the LOI #7458085 on all correspondence. Answers to questions received, if any, will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information. If computer technical assistance is needed, please call the Help Desk at 401 222-2142, ext 134.

### *Submissions Due*

Responses to this solicitation are due no later than November 9th, 2012 @ 11:30 AM (Eastern Time).

**An original Request for Proposal (RFP) plus five (5) copies** shall be mailed or delivered to the following address with the name and number of this LOI #7458085: "Exterior Signage Master Plan at Rhode Island College" clearly marked on each:

**By Mail or Courier:**

**RI Dept. of Administration  
Division of Purchases, 2<sup>nd</sup> floor  
One Capitol Hill  
Providence, RI 02908**

NOTE: Responses received after the above-referenced due date and time will not be considered. Responses misdirected to other State locations or which are otherwise not presented in the Division of Purchases by the scheduled due date and time will be determined to be late and will Not be considered. Proposals faxed to the Division of Purchases will not be considered.

Fee Form

Exterior Signage Master Plan	\$
Construction Bid Package (plans and specifications)	\$
Construction Administration	\$
Reimbursable Expenses	\$
<b>Total Base Fee</b>	\$
Additional Services – Allowance for having drawings stamped by Professional Engineer	\$10,000.00
Additional Services – Allowance for Landscape Architect	\$10,000.00
Additional Services – Allowance Campus Map development for information kiosks	\$5,000.00
<b>Total Fee</b>	\$

*Note: Fees should be provided in numbers (i.e. \$100.00) and writing (i.e. one hundred dollars and zero cents).*

Listing of Proposed Sub-consultants

Company	Type of Work To Be Completed (i.e. role on project)	Approximate % of Total Fee

Company: \_\_\_\_\_

Name of Representative (typed or printed):

\_\_\_\_\_

Signature of Representative

Date

\_\_\_\_\_