

Request for Qualifications

Wayfinding, Signage and Streetscape Design Initiative
City of Mobile, AL



1.0 INTRODUCTION

The City of Mobile is inviting qualified consultants to submit a statement of qualifications (SOQ) in response to this RFQ for a wayfinding signage program and streetscape design standards and/or guide.

2.0 BACKGROUND

It has been nearly two decades since the last wayfinding program (focused solely in the downtown area) was implemented. Recently, the goal of creating a city-wide integrated system of wayfinding style guide and streetscape design standards plan has become a top priority, as there are a number of transformational projects underway. These include:

- Three Mile Creek Greenway Trail
 - An effort to create a 12-mile, multi-modal pathway connecting Langan Park in West Mobile to Downtown Mobile.
- One Mobile Project (TIGER grant)
 - With a \$14.5M TIGER grant (total project investment of \$21M), the City will reconstruct Broad and Beauregard Streets in downtown Mobile to maximize mobility for all users and encourage revitalization of the corridor.
- Water Street Complete Streets Project
 - This project focuses on creating a multi-modal corridor along Water Street by removing of two lanes of traffic, adding of bike lanes, and upgrading crosswalks and traffic signals.
- Government Street Traffic Signalization Project
 - Updated signalization between Broad Street and Water Street will improve traffic flow along the corridor.

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The City recognizes that these (and future) projects will benefit from standardized wayfinding and design elements. By developing and implementing a strategy now, the City hopes to not only ensure a high level of aesthetic cohesion, but also increase project efficiencies by having an approved set of specifications and standards to provide to project partners.

3.0 ANTICIPATED TASKS AND SERVICES

The City of Mobile has a desire to develop wayfinding design standards that will provide a cohesive visual theme across the City. Work to be completed under this contract may include, but is not limited to, the following tasks and services:

- **Plan/Strategy**
 - Existing Conditions and Needs Assessment
 - Assess current conditions and messaging of existing signage
 - Identify potential sign types/locations/size and scale
 - Incorporate stakeholder engagement
 - General Program Goals
 - Improve navigation for drivers, bicyclists, and pedestrians (complete streets)
 - Provide a cohesive visually aesthetic identity across the City
 - Incorporate complementary wayfinding technology recommendations (ex. kiosks, mobile apps)
 - Align with Downtown Parking Study, Map for Mobile (City's comprehensive plan), and other relevant plans
 - Complement existing standardized hardscapes and amenities (street lights, bollards, etc.)
 - Consider existing City resources and equipment to ensure effective ongoing maintenance
 - Potential to add/build upon as future development materializes
- **Design Documentation**
 - May include design intent drawings, guidelines, pattern books, specifications, etc.
 - General Elements
 - Description and graphic rendering of each type of sign and wayfinding element recommended including materials/finishes, dimensions,

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fonts, graphics, installation details, estimated fabrication costs, and other relevant information.

- Bid Documents for the fabrication and installation of wayfinding elements.

PROJECT SCHEDULE

The anticipated project duration is between 6 and 8 months after the City selects the consultant and contract negotiations have been completed.

4.0 PROJECT BUDGET

The estimated budget is \$125,000 – \$150,000. If available, additional funding beyond this amount shall be based upon proposal requirements and is subject to approval by the Mayor and City Council.

5.0 SOQ SUBMITTAL REQUIREMENTS

The Respondent shall prepare its proposal in the form described below and shall ensure that each page of its proposal is identified with the project name, Respondent's name, and page number.

6.0 FORMAT

- Proposal shall be bound by semi-permanent binding method.
- Proposals shall be prepared on 8 1/2" x 11" paper, bound on the long side.
- Proposals shall be in a format and sequencing commensurate with the RFQ (in the order the Narrative Content elements are listed).
- Proposals shall include a table of contents.
- Proposal sections shall be tabbed.
- All text shall be clear of binding.
- The SOQ shall not exceed 15 pages of text (one-sided and double-spaced). The page limitation does not include table of contents, resumes, and general promotional data.

- **NARRATIVE CONTENT**

Submittals must address the following topics in the 15 text pages:

1. Cover Letter

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The Respondent shall prepare a cover letter, not exceeding two pages in length, which summarizes the key points in the proposal. It should include the full name of the firm or joint venture members and any proposed sub-consultants. If the Respondent is made up of more than one firm, the legal relationship between those firms must be described. The cover letter must include a statement committing the availability of the key personnel identified below to perform the work. The cover letter must be signed by a person who is also authorized to sign a Contract with the City.

If the Respondent believes any information, data, process or other material in its proposal should be considered by the City to be confidential or proprietary, the Respondent shall identify that material with specificity as to the page and paragraph and on what basis the material is believed to be proprietary or confidential.

2. Proposed Work Plan and Project Schedule

Prepare a description of the product and process that would be delivered based on an understanding of project. Include a description of the Respondent's management and organizational approach and methods for performing the services outlined in the RFQ. Include the proposed process by which the requested individuals would timely complete the work along with the methods the Respondent would use to coordinate the work with City staff.

3. Organization and Key Personnel

Provide graphic and narrative descriptions that identify the Respondent's and sub-consultants' key personnel who would perform the work. Identify project lead and key staff members and provide brief resumes (does not count toward 15 page limit). Resumes of firm principals are not requested except for those persons that are proposed as active, integral members of the team. Principals should however, be listed on the organizational diagram in relation to the team.

4. Description of Firm

Provide a general description of the firm including, but not limited to, services offered, number of employees, office locations, and years in business.

Each Respondent, or at least one firm of a joint venture team, must either (i) have an office in Mobile, Alabama, or (ii) be able to demonstrate that the Respondent has full capabilities to substantially undertake production of the work without a Mobile office. As a rule, travel related expenses to and from Mobile will not be reimbursable.

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5. Firm Project Experience

Provide a summary of past projects that most closely match the products desired in this RFQ.

For each project, include the following information:

- Project name
- Location
- Client, address, telephone number
- Key staff
- Date completed
- Client reference (name, position and phone number)
- Brief narrative description of project

6. Individual Project Experience

This section must follow the same general format as for the firm project experience, but is intended for projects for which experience was obtained while individuals were employed elsewhere.

For each qualifying project, include a brief narrative and the following information in tabular form: project name, location, client, current employees who had key management or staff roles, employer during the project, and a client reference.

7. Sub-consultants

Describe the qualifications of each sub-consultant which the Respondent plans to retain to perform work or who will provide individuals with specific expertise. Describe the type of work which will be assigned to each sub-consultant.

8. Additional Information

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The Respondent is invited to describe any particular aspects of its organization or proposal which, by way of background, experience, unique qualifications, or other basis, sets it apart from the competition in its ability to accomplish this particular Scope of Services.

A total of five (5) hard copies and 1 digital CD copy must be included in the submission. Responses must be received by **4:00pm CST on Friday, February 23, 2018**. Submissions should be delivered to 205 Government St, 2nd Floor, South Tower, Suite 224, Long-Range Planning Department, c/o Matt Jollit.

NO SUBMITTALS WILL BE ACCEPTED AFTER THE STATED DEADLINE.

7.0 SELECTION PROCESS AND SCHEDULE

The selection process is described in the following steps:

- Step 1. Statements of Qualification from firms responding to the Request for Qualifications will be reviewed and evaluated. This review will be performed by a committee of City of Mobile employees appointed by the Deputy Director of Long Range Planning.
- Step 2. At the discretion of the City, short-listed consultant candidates may be required to participate in an interview with the project selection committee or other City senior staff. If this step is used, the Respondent's representative presentation and interview must be the staff members who will be assigned to this Contract. Candidate firms will be limited to four participants in the interview and permitted to present a maximum 5-page handout to the selection committee.
- Step 3. The selected consultant will enter into negotiations with the City to develop a detailed scope of work, cost schedule, and the contract terms and conditions.

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Following is a tentative schedule for the selection process. The schedule is **subject to change**.

January 22, 2018	Request for Qualifications advertised
February 9, 2018	All questions must be submitted (see section 10.0)
February 23, 2018	Statements of Qualification submitted by candidate firms
Week of March 5, 2018	Interviews conducted (if required)
March 9, 2018	Selection
March 27, 2018	Target date for contract approval by City Council

8.0 USE OF SUB-CONSULTANTS

It is expected that the prime consultant may assemble a team of sub-consultants that provide an adequate range of resources to undertake the variety of tasks and services described in this RFQ. The resources and capabilities of each member of the sub-consultant team must be described in the SOQ. The proposed team of sub-consultants will be reviewed by the City during the selection process.

ONCE A CONSULTANT TEAM HAS BEEN SELECTED TO BEGIN CONTRACT NEGOTIATIONS, THE PRIME CONSULTANT WILL BE REQUIRED TO OBTAIN WRITTEN APPROVAL FROM THE CITY FOR EACH OF THE SUB-CONSULTANTS ON THE TEAM BEFORE NEGOTIATIONS CAN BE COMPLETED. NO FUNDS WILL BE COMMITTED NOR ANY SERVICES RENDERED UNTIL THE CITY APPROVES THE SUB-CONSULTANTS. THE CITY RESERVES THE RIGHT TO REJECT ANY PROPOSED SUB-CONSULTANT AND TO REQUEST THAT THE SELECTED PRIME CONSULTANT REVIEW OTHER CANDIDATE FIRMS FOR A PARTICULAR AREA OF RESPONSIBILITY.

9.0 MISCELLANEOUS

1. RFQ is not to be construed as a contract or a commitment of any kind, nor does it commit the City of Mobile to pay for any costs incurred in the preparation of a submission or of any costs incurred prior to the execution of a formal contract.
2. In the event that a mutually agreeable contract cannot be negotiated between the consultant and the City, the City reserves the right to select an alternate consultant.

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3. The City of Mobile reserves the sole right to (1) evaluate submittals; (2) waive any irregularities therein; (3) select candidates for selection interviews; (4) request supplemental or additional information as deemed necessary; (5) contact others to verify information provided in the submittal; or (6) reject any and all submittal(s), should it be deemed in the best interest of the City of Mobile.
4. No debriefings by City staff to unsuccessful submitters will occur until after the award of a contract by City Council to the recommended team.
5. The successful firm will have to complete an Affidavit of Ownership or Control prior to completion of contract negotiations. The affidavit certifies that the firm is not delinquent in any debt owed to the City of Mobile (taxes, fines, fees, etc.)

10.0 QUESTIONS AND CONTACT

Any questions on the RFQ should be submitted in writing via email to the City of Mobile Urban Designer at matt.jollit@cityofmobile.org including a return email address. All questions must be submitted by February 9, 2018. Copies of questions and answers will be shared with all Respondents who request to be copied and provide a return email address to the Urban Designer, Long Range Planning.

11.0 LINKS

- [City of Mobile GIS Data](#)
- [Map for Mobile](#)