



REQUEST FOR PROPOSALS

City of Stevens Point, WI

CITY ENTRANCE, NEIGHBORHOOD, AND WAYFINDING SIGNAGE DESIGN PROJECT



STEVENS
POINT AREA



DATE ISSUED: JUNE 23, 2021

PROPOSALS DUE BY: AUGUST 20, 2021, BY 4:00 PM CST

Project Contact

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DISCLAIMER

- A. The City of Stevens Point, as an Equal Opportunity Employer, requires all firms to affirm that they do not discriminate against individuals or firms because of their race, color, marital status, age, sex, national origin, disability, creed, or sexual orientation.
- B. All proposals submitted will become public information and may be reviewed by anyone requesting to do so at that time.
- C. All proposals received by the City of Stevens Point in response to this RFP shall remain valid for one hundred twenty (120) days from the date of submittal.
- D. The City reserves the right to cancel or reissue the RFP, or to revise the timeline at any time. The City reserves the right to reject any and all proposals and to waive minor irregularities in the proposal process. The City may accept any proposal if such action is believed to be in the best interest of the City.
- E. The City is not liable for any cost incurred by the proposer prior to the execution of an agreement.
- F. The agreement between the successful proposer and the City of Stevens Point shall include all documents mutually entered into specifically, including the RFP, and the response to the RFP. The agreement must include, and be consistent with, the provisions stated within the RFP.
- G. The project team shall be approved by the City of Stevens Point. The City must approve any changes to the project plan or team.

INTRODUCTION

The City of Stevens Point in partnership with the Stevens Point Area Convention and Visitor Bureau is seeking responses to this Request for Proposals (RFP) from qualified firms and/or individuals for the development of a comprehensive City entrance, neighborhood, and wayfinding signage program. Such program will include design elements that are consistent throughout the Community, taking into consideration the City's geographic location, community and/or cultural assets and community stakeholder input into the design. Additionally, a successful outcome from this program will also include:

- Identifying strategic locations for signage along public roadways, pedestrian ways, and the 27-mile award-winning Green Circle Trail.
- Provide a phased approach to installation of signage over the next few years to reduce the financial impact on the City's budget.
- Expected budgeting required to fully implement the program.
- No impact or alteration to the City's 'crest' logo.

ABOUT THE CITY OF STEVENS POINT, WISC.

With a population of nearly 27,000, Stevens Point, WI is a thriving and economically diverse community located along the shores of the Wisconsin River in the central part of Wisconsin. Stevens Point is the home to the University of Wisconsin-Stevens Point, Mid-State Technical College, and the Stevens Point Area School District. The community also serves as the economic engine and County Seat of Portage County (pop 70,000). The City's downtown area, park attractions, local businesses, and options for education bring life to the community. Five major roadways pass through Stevens Point, as well as Canadian National Railway's mainline. Notably, the award-winning Green Circle Trail is a 27-mile scenic hiking and biking trail that loops through the Stevens Point area and connects with



Figure 1: Existing City Entrance Signage

over 45 miles of additional trails; it winds through forests and parks, over wetlands, and along rivers, recalling the days of huge pineries, pioneer settlements, and the lore of the Wisconsin and Plover Rivers. Stevens Point's employment falls within five categories: insurance, retail, manufacturing, government, and health care. Governed by a full-time Mayor and 11 elected alders, the City has seen an incredible resurgence of economic activity since 2010. Several of the City's most recent urban planning efforts have identified wayfinding and other downtown signage as part of the City's overall mission and goals by celebrating local history and heritage, prioritizing bike and pedestrian access and circulation, strategically create a destination feel.

PROJECT OVERVIEW & SCOPE

The City of Stevens Point is seeking the services of a qualified firm to provide professional services for the design and strategic placement of City signage. These signs include, but are not limited to, the following: pedestrian and vehicular wayfinding signs, downtown entry signs, entry signs into the City, kiosks, public parking signage, signage for community sites and features (e.g., parks, historic buildings, etc.), signage for bike routes and trails and signage for municipal buildings, among others. The City's intention is for signage submitted to have varying degrees of design complexity, but consistent themes and designs throughout. The selected firm and/or individuals will work closely with the Director of Community Development, Director of Public Works, Director of Parks, Recreation, & Forestry, and the Executive Director of the Stevens Point Area Convention & Visitor's Bureau throughout the project.

Drawings, designs, CAD files, and all other elements to the signage will become property of the City of Stevens Point upon conclusion of this project. The selected



firm and/or individuals are expected to work with City staff to ensure all requested and/or required materials are provided within a reasonable time to ensure full adherence to the planned timeline for implementation.

Chosen firm and/or individuals will begin the project in 2022 as part of the City's next budget cycle.

PROJECT GOALS

- **Enhance** resident and tourist experience by providing **clear and consistent** wayfinding signage to community and cultural assets in the downtown area and throughout the community.
- Provide a **sense of place** through thoughtful **design** that promotes our community and neighborhoods to be desirable places to live.
- **Review and implement existing documentation** to ensure consistent urban planning throughout the community.
- **Simple implementation** over the next few years as funding becomes available through the City's standard budget cycle.
- **Community buy-in** from key stakeholders to ensure a successful program implementation.

SUCCESSFUL PROPOSALS

Each proposal should contain the following information and be organized in a manner that allows for complete review of each project element. Note: One page is one side of an 8½ "x 11 " paper.

1. Letter of Interest

- a. No more than two pages in length, must include contact information and signature.

2. Summary of Qualifications, Experience and Availability

- a. No more than eight pages in length.
- b. Summarize qualifications, relevant experience, and availability to participate in the RFP process, including interviews, and provide services to the City.
- c. Identify key personnel assigned to the project, responsibility of each member, and expertise and related experience of the team.

3. Proposed Approach to the Process

- a. No more than five pages.
- b. Summarize method and approach to providing consulting services to the City. This should include a proposed schedule and description of proposed public involvement methods. Please review the City's

preliminary process identified above, and be sure to indicate major differences between it and the consultant's proposed approach.

4. Proposed Budget

- a. No more than two pages.
- b. Include detailed project costs by task and estimated hours. This should include a preliminary 'not to exceed' cost. Actual compensation is subject to contract negotiation.

5. List of Professional References

- a. No more than one page listing most recent relevant professional references and their contact information.

6. Relevant Written Work

- a. A minimum of three examples, with at least one of which that represents work related to a program similar that was prepared on behalf of a City or comparable entity.

7. Insurance Requirement

- a. Provide proof of ability to meet the City's insurance requirement for the minimum amounts of insurance. Commercial general liability insurance and professional (errors and omissions) insurance in amounts not less than \$1 million for the duration of the project.

Successful responses to this RFP will be submitted no later than 4:00 PM CST on XX.

SELECTION, REVIEW, AND TIMELINE FOR PROPOSALS

The following will be considered in evaluating each proposal:

- Completeness of response to the RFP requirements
- Experience with similar projects
- Creativity of approach
- Experience in effective public involvement and incorporating citizen input.
- Demonstrated facilitation skills in successfully working with city councils, boards and commissions, elected officials, city staff, community organizations, businesses, and citizens.
- Demonstrated knowledge/experience with actual development of signage programs and implementation of said program.
- References.
- Cost.
- Other such criteria as deemed necessary.

After reviewing all proposals, the top consultants will be invited for an interview by the selection committee to further investigate each proposal. Once the selection committee has decided, City staff will begin negotiations for a contract between the City and the selected party.

Below is a tentative timeline for implementation. Please note that this timeline can be adjusted as staff and the selection committee sees fit.

June 23, 2021	City Publishes RFP
August 20, 2021	Proposal Submission Deadline (4:00 PM CDT)
September/October 2021	Interviews / Proposal Meetings
October/November 2021	Selection of Consultant
November/December 2021	Proposal Approval / Agreement
January 2022	Consultant begins working on Signage Plan
Spring 2022	Final Deliverable

All questions related to this RFP shall be submitted in writing to:

Ryan Kernosky

Director of Community Development / Redevelopment Authority
City of Stevens Point
1515 Strongs Avenue
Stevens Point, WI 54481
rkernosky@stevenspoint.com