



REQUEST FOR QUALIFICATIONS
RFQ 2015-010
CITY OF CHESTER MASTER WAYFINDING SIGNAGE PROGRAM

The City of Chester, South Carolina is issuing a Request for Qualifications (RFQ) from qualified firms to develop a master wayfinding signage program (MWSP) that:

1. Welcomes and guides travelers from major entrance points into the city and within the city to citywide community facilities (parks, community centers, downtown, points of historical interest, etc.);
2. Establishes design standards for citywide wayfinding signage that is reflective of Chester's identity.

It should be noted that the City is currently going through a process to update our “brand”, create a new logo, and reinforce a fresh identity. The final product of this work shall be integrated, where appropriate, into the wayfinding signage program.

PRELIMINARY SCOPE OF WORK (subject to change prior to requesting full proposals):

- Review and make recommendations regarding the existing downtown wayfinding signage;
- Identify appropriate locations for “permanent” entry signage into Chester
- Identify other points of interest in the city that should be highlighted with wayfinding signage; and
- Establish design standards and specifications that take into account street-level visibility, safety, maintenance and replacement costs for all wayfinding signage.

The selected qualified firm would be retained to work with a task force consisting of city staff and community members to develop a MWSP with the following overall work tasks:

1. Assess Existing Conditions and Needs
 - 1.1. Conduct an assessment of current wayfinding signage.
 - 1.2. Conduct an assessment of the current entry and “Picture Perfect” signage.
 - 1.3. Identify user groups, their specific needs, and potential wayfinding difficulties, including schools, parks and recreation, neighborhood commercial districts and community institutions.
 - 1.4. Describe the process by which you would engage City Staff and the larger community in the defining needs and design preferences.
2. Develop Recommendation on Signage Types and Placement
 - 2.1. Recommend entry and wayfinding signage types that should be added, replaced or consolidated (e.g., direction markers, street signs, parking signage, public facility identification signage, freeway signage, gateway monuments, orientation kiosks, and boundary markers designating the City limits and the "downtown core");

- 2.2. Using city aerial imagery and/or GIS resources, create a map of recommended entry and wayfinding signage locations;
 - 2.3. Briefly identify other opportunities for temporary or changeable special event/marketing signage;
 - 2.4. Develop a list of recommended terminology and/or design icons for various destinations (e.g., parks, schools, downtown, institutions); and
 - 2.5. Prepare a Statement of Probable Cost for the fabrication, installation, and maintenance of the system, including number of various sign types and locations.
3. Design Signage Elements
 - 3.1. Recommend design standards for wayfinding elements that are reflective of the City's identity and consistent in color, font, materials, architectural elements and graphics;
 - 3.2. Present three (3) schematic design concepts of signs, and/or other wayfinding elements to be reviewed at a City Council Session and with select user groups identified in Task 1.3; and
 - 3.3. Upon selection of the preferred signage program by City Council, submit one final design drawing, including: exact dimensions, letter heights, and materials mounting details, color specifications and material performance standards, with written statements regarding rationale for design choices for both entrance and wayfinding signs.

We anticipate the final deliverable will be a MWSP that contains the written analysis, recommendations and designs developed in Tasks 1 through 3. In addition, the Finalists shall deliver a presentation on the MWSP to the City Council to present the three schematics and final presentation. Once a firm is selected, it is anticipated that this work will take no more than 90 days to complete.

This is a Request for Qualifications. Submitting firms will be considered for their experience and ability to complete this project. **A final scope of work and schedule will be offered to the short listed firms asked to submit full proposals.**

RESPONSE FORMAT

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

- a. Introductory Letter: Please include a cover letter summarizing your firm's background, resources, and relevant experience.
- b. 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.
- c. 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.
- d. Experience with Similar Projects: Provide a description of at least three (3) similar projects, including images or schematics of previous wayfinding design work.
- e. References: Provide at least three (3) client references relevant to this type of project.
- f. 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. Indicate the role you anticipate team members playing as you go through the evaluation of existing information, design, production and installation.

SELECTION CRITERIA

The City of Chester will evaluate the RFQs based on the following factors and will select smaller firms to make a full proposal on the project:

- a. Understanding of the scope of work to be performed;
- b. Consultant's proposed methods and procedures;
- c. Qualifications of the firm and experience with past projects; and
- d. References

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

RFQ REVIEW SCHEDULE *City may adjust the schedule as needed.

October 29	RFQ due, 5 PM
November 9	Review of RFQs & Select Finalists
December 4*	Full proposals due (including Full Budgets)
December 14*	Interview Selected Consultants
December 28*	Selection of Consultant

INQUIRIES

Questions regarding the RFQ should be directed to: Sandi Worthy, City Administrator via e-mail at: sworthy@chester.sc.gov.

REJECTION OF PROPOSALS

The City reserves the right to reject any and all proposals received as a result of this RFQ, to waive any irregularities/ informalities in the materials received, and to negotiate separately in any manner necessary to serve the best interest of the City. The City will not pay for any information solicited or obtained during the RFQ process.

INCURRING COSTS

The City is not liable for any costs incurred by the firm prior to issuance of a contract.

DEADLINE AND DELIVERY

Thirteen (13) hard copies and one digital version of the City of Chester MWSP RFQ shall be submitted to:

The City of Chester, Attention: Sandi Worthy, 100 West End Street, Chester, SC 29706.

The digital version of the proposal in PDF format shall be submitted either via e-mail or on flash drive.

The deadline for the submittal of the proposal in both formats is Friday, October 29, 2015 at 5:00 p.m. No information submitted by facsimile or postal mail will be accepted unless otherwise requested by the City during the proposal review process. Submittals received after 5:00 p.m. on October 29, 2015 will not be accepted.