Request for Proposals
(RFP)

Consultant Services: Wayfinding Signage Master Plan

INTENT

The Village of Mamaroneck, New York (the “Village”) is issuing a Request for Proposal (RFP) from qualified vendors to develop a master Wayfinding signage program that:

1. Guides travelers from the area’s major highways to the Village’s key destinations (including parks, governmental buildings, tourist attractions, points of historical interest, etc.);

2. Guides travelers from the area’s major highways to Village’s municipal parking facilities;

3. Provide a unified theme for the Central Business District and Guide pedestrian travel within Village Mamaroneck and the Central Business District to various tourism, entertainment, shopping and dining destinations.

GENERAL INFORMATION

The Village desires to retain a vendor to create a Wayfinding signage plan design that will provide the Village with a document of directional signs that make up the suburban landscape in public areas of the Village of Mamaroneck, New York. The Wayfinding plan will be comprised of vehicular and pedestrian directional signage, parking signage, and map kiosk. The completed product will provide the Village with a document that details sign messaging, terminology; and, installation locations, materials, size/scale, colors, finishes, copy/text and schedule of signs (e.g. number of each sign type, approximate location).

This information shall be suitable for the Village of Mamaroneck, New York to solicit proposals from qualified sign fabricators to prepare complete engineered shop drawings, and to manufacture and install all signage elements. The boundaries for the project include the areas within the limits of the Village of Mamaroneck, New York.

For any charrettes and workshops, the Village shall provide a place where the design team can conduct its work and interface with Village staff and the public, as
needed. The Village shall be responsible for advertising any public input opportunities, and for inviting stakeholders as needed. The Village shall select a steering committee to provide feedback during the design process.

The Village Central Business District is generally located on Mamaroneck Avenue between the I-95 overpass and Boston Post Road (US Route 1), however, for the purposes of this study, the area to be analyzed will also include Boston Post Road (US Route 1), Mount Pleasant Avenue, Phillips Park Road, Prospect Avenue (between Mamaroneck Avenue Mount Pleasant Avenue), Palmer Avenue and Fenimore Road (and nearby TOD area in Washingtonville)

The Village has established a budget of $50,000 for this work. Respondents should base their submission on this proposed budget.

SUBMISSION & DEADLINE

All proposals must be received and stamped by the Village of Mamaroneck by 2:00 P.M. EST, October 30, 2014. Five (5) copies of the proposal and One (1) electronic copy (PDF) shall be submitted to the attention of Daniel J. Sarnoff, Assistant Village Manager at:

Village of Mamaroneck
Village Hall at the Regatta
123 Mamaroneck Avenue
Mamaroneck, NY 10543

Packages containing proposals shall be sealed, bearing on the outside the respondent’s name and address and plainly marked “RFP: Wayfinding Signage Master Plan”

In addition, general questions about this RFP, submission requirements, technical questions regarding the Scope of Services, work product requirements and requests for any documents cited in this RFP must be in writing and directed to Mr. Sarnoff (dsarnoff@vomny.org). All responses from Mr. Sarnoff will be in writing.

Respondents are required to limit their contact with the Village regarding this RFP to the persons named herein.

SCOPE OF SERVICES

The Village desires to create a wayfinding and signage plan that will provide the Village with a document of directional signs than make up the suburban landscape in
public areas of the Village of Mamaroneck. The Wayfinding plan should be comprised of vehicular and pedestrian directional signage, parking signage, and two map kiosks. The selected vendor would be retained to develop a Wayfinding Signage Master Plan with the following overall work tasks:

**Task 1: Assess Existing Conditions and Needs**

1.1 Conduct a brief assessment of current wayfinding signage including:
   - Signage along Mamaroneck Avenue, Post Road (US Route 1), Palmer Avenue, Halstead Avenue and Fenimore Road.
   - Pedestrian and vehicular Wayfinding signage within Downtown Mamaroneck
   - Sign inventory and removal plan of existing signs

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

**Task 2: Develop Recommendation on Signage Types and Placement**

2.1 Recommend Wayfinding signage types that should be added, replaced, revised using existing poles or consolidated (e.g., direction markers, street signs, parking signage, public facility identification signage, HIGHWAY signage, gateway monuments, orientation kiosks, and boundary markers designating the “Central Business District”);

2.2 Using aerial imagery and/or GIS resources, create a map of recommended 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 primary and secondary destinations (e.g., landmarks, public facilities); 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. Give one amount using all new poles, and another amount using existing poles.

**Task 3: Design Signage Elements**
3.1 Recommend universal and cohesive design standards for Wayfinding elements that are reflective of the Village’s identity and are consistent in color, font, materials, architectural elements and graphics. In addition, the recommendations should take into account street-level visibility, safety, maintenance and replacement costs.

3.2 Present for review by the Village, 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; and

3.3 Conceptual Plans

Provide unified theme and multiple examples or samples of sign concepts or styles derived from the input at the community or staff meetings.

These drawings shall be of sufficient detail to provide a clear direction in concept as to allow narrowing of style or design, generation of comments and final conceptual selection by a committee or staff.

Upon final selection by the Village submit one (1) set of final design concept drawings.

**Deliverables**

The final deliverable shall be a permitable Wayfinding Signage Master Plan that contains the written analysis, recommendations, unified thematic brand and designs developed in Tasks 1 through 3. In addition, the Consultant shall deliver a presentation on the Master Plan to the Village Board of Trustees.

**TIMEFRAME**

The Village of Mamaroneck anticipates selecting the successful respondent by November 13, 2014. The successful respondent will be awarded a contract for this work as detailed in the Scope of Services above and subject to the terms of this RFP.

**CONTRACT MANAGEMENT**

The managing authority for this contract shall be the Village Manager or his/her designee.

**EVALUATION & AWARD**
A. Selection Criteria

The Village of Mamaroneck will evaluate the proposals based on the following factors:

- Understanding of the scope of work to be performed;
- Consultant’s proposed methods and procedures;
- Qualifications of the firm and experience with past projects;
- References;
- Budget Proposal to include the following; necessary revisions, supplies, travel, food, lodging, meetings, printing/photocopies, shipping/courier, mileage. As noted, the Village has established a budget of $50,000 for this work.
- Village shall own documents; shall be supplied with at a minimum pdf and auto cad files of the completed project. The Village may use these files/documents as needed.

Selection Procedure

The Village Manager reserves the right to reject any or all proposals or parts thereof for any reason, to negotiate changes to proposal terms and to waive minor inconsistencies with the RFP. The Village Manager reserves the right to make a selection and recommendation to the Village Board on the basis of qualifications, experience of the respondent in providing similar services elsewhere and the respondent’s responsiveness to the requirements of the RFP.

A Selection Committee may assist the Village Manager in preparing his/her recommendation to the Village board for contract approval. It is anticipated that the Selection Committee will make the initial screening and invite at last three (3) respondents that best respond to the RFP for an interview prior to final recommendation for contract award. The interview date is expected to be early-August, 2013.

The Village of Mamaroneck intends to negotiate and enter into a contract with the most responsible respondent that submits a cost competitive, comprehensive and cogent proposal that is determined to best meet its qualifications and be in the overall best interest of the Village.

PROPOSALS

The Village shall not be liable for costs incurred in the preparation of a response to this RFP or in connection with any presentation before the Selection Committee. Proposals submitted must be typed, bound, paginated, indexed and numbered consecutively. All materials developed under this RFP will be the property of the Village. Unless authorized by the Village, the consultant may not release, or use for its own purpose, any information developed under this RFP.
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 and cost estimate for the total project. Also include the name, address, phone number, facsimile number and e-mail address of the firm and the primary personnel who will be involved in the execution of the scope of services.

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. The resumes should clearly demonstrate each individual’s qualifications and professional experience in the area of Central Business District and Village Wayfinding plans and programs.

3. Experience with Similar Projects: Include a brief description of at least three (3) previous projects performed that were similar in scope and complexity to this project.

4. The information should include a description of the firm’s or individual’s contributions to the project, including images or schematics of previous Wayfinding design work.

5. References: For each project noted in item d. above, include a contact name, address, current telephone number and e-mail address for the Village’s use in verifying the firm’s past performance.

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.

7. Budget Proposal: Provide itemized costs for the elements listed in the Scope of Work. Please also include a fee schedule for supplemental charges that may be charged for unforeseen work tasks.

8. Project Schedule: Provide an explanation of how your firm would meet the project schedule and deliverables.

**ALTERNATIVES & EXCEPTIONS**
The Village of Mamaroneck may accept proposals which take exception to any requirements in this RFP, or which offer any alternative to a requirement herein. Any exception or alternative must be clearly delineated and cannot materially affect the substance of this RFP.

ADDITIONAL INFORMATION & REVISIONS TO PROPOSALS

Additional information may be provided to potential respondents for the purpose of clarification to assure full understanding of, and responsiveness to RFP requirements. Prospective respondents shall be afforded fair and equal treatment with respect to access to additional information and revision of proposals.