



# REQUEST FOR PROPOSALS

## Wayfinding Sign Program Design

**INQUIRIES AND PROPOSALS SHOULD BE DIRECTED TO:**

**Sarah Moyer-Cale, Village Manager**  
**Village of Paw Paw, MI**  
**111 E. Michigan Ave**  
**P.O. Box 179**  
**Paw Paw, MI 49079**

**269-657-3148 Phone**

**269-657-7544 Fax**

**[s.moyer-cale@pawpaw.net](mailto:s.moyer-cale@pawpaw.net)**

**Proposals Due: 4:00pm on Friday, October 9, 2020**

The Village of Paw Paw is requesting proposals from qualified firms to create a wayfinding sign program for the Village.

## **I. GENERAL INFORMATION**

The Village of Paw Paw is requesting proposals from qualified persons or firms with the appropriate expertise to develop a wayfinding signage plan and to prepare detailed designs for wayfinding signs. This project will create a system of signs that provide navigational assistance to drivers, bicyclists, pedestrians about desirable destinations. This plan will establish cohesive design standards for wayfinding and locational signage reflective of the Village's identity.

The Village's wayfinding program should provide consistent and attractive information to assist the non-motorized traveling public to navigate efficiently to key destinations within the area. To achieve this, the plan should:

1. Connect Places — Facilitate travel between destinations and provide guidance to new destinations.
2. Keep Information Simple — Present information simply, using clear fonts and simple designs, so that it can be understood quickly.
3. Maintain Motion — Be legible and visible for people moving so that they can read the signage without stopping.

### **Instructions on Submission**

Proposals may be mailed or hand delivered to the Village of Paw Paw, Village Manager. Proposals must be submitted no later than **4:00PM** on **Friday, October 9, 2020** to:

**Sarah Moyer-Cale, Village Manager**  
**Village of Paw Paw, MI**  
**111 E. Michigan Ave**  
**P.O. Box 179**  
**Paw Paw, MI 49079**

**Or by email to [s.moyer-cale@pawpaw.net](mailto:s.moyer-cale@pawpaw.net)**

It is important that one (1) copy of the Offeror's proposal be submitted via email or in a sealed envelope clearly marked with the following information: **Proposal for Wayfinding Design Services**

Failure to do so may result in premature disclosure of your qualifications. It is the responsibility of the Offeror to ensure that the response is received by the Village of Paw Paw by the date and time specified above. Late proposals may not be considered.

***The Village of Paw Paw reserves the right to reject any and all proposals received in response to this RFP and/or negotiate terms with firms who submit proposals.***

All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the Offeror and will not be reimbursed by the Village of Paw Paw.

## **II. DESCRIPTION OF THE VILLAGE**

The Village of Paw Paw was founded in 1859 and has a population of 3,448 residents. The Village is located off I-94 and is the seat of Van Buren County. Its major thoroughfares are Michigan Avenue (East-West) and M-40/Kalamazoo Street (North-South). The Village has approximately 20 miles of road,

although it is expected the most, if not all, wayfinding signs will be located on either Michigan Avenue or M-40/Kalamazoo St. Michigan Avenue is a commuter bike route to the Kalamazoo Area.

### III. SCOPE OF SERVICES

The following items are expected at the completion of this project.

1. Identify and recommend a list of wayfinding destinations that include but may not be limited to landmarks, transportation routes, public parking areas, amenities, popular destinations, municipal and public spaces.
2. Development of recommended route plan for primary access to all major destinations to determine optimal placement of signs.
3. Identification of the types of signage that will best serve the Village's needs.
4. Prepare a cost estimate for material types, reflectivity, fabrication, installation, and maintenance of the system including the number of various sign types and locations.
5. Development of criteria for destination inclusion and signage grouping and hierarchy
6. Design all signage to be readily visible and informative, while tasteful and restrained.
7. Design the Wayfinding Signage Program with product longevity and ease of maintenance in mind.
8. Identify areas that may have barriers, in either installation or some other condition;
9. Work with MDOT to allow for the successful use of MDOT rights-of-way for the new signage.

The following deliverables are expected:

- A Wayfinding Signage Plan that contains recommendations, proposed sign locations with specific destinations, and detailed fabrication drawings developed. It shall also include a palette of colors, design strategy, suggested material options, and installation details. Cost Estimate for implementation of the program including production and installation should be included.
- 20 full color copies of the plan as well as electronic submittal of the document.

### IV. CONTENTS. *Proposals that fail to provide all information requested may be rejected at the sole discretion of the Village of Paw Paw.*

The Offeror, in its proposal, shall, as a minimum, include the following;

#### A. Overview of Firm

- Describe the organization and size of the firm
- Company history
- A short narrative of the vendor's unique approach to these projects

#### B. Qualifications of the Firm

- A description of the experience of persons who will be principally working on this project.
- A description of the firm's relevant experience and capabilities, with description and images of comparable projects.

#### C. Approach to the Scope of Work

- Submit a clear description of how the consultant will complete the scope of services, including project milestones, meetings, and deliverables.
- Please provide a project schedule that corresponds to the scope of services.

#### D. Fee Structure and Price

- Fee details should be broken down by phase and by task and include hourly rates, estimated hours by person
- Include if any additional cost for travel, per diem, and all other out-of-pocket expenses.

#### E. References

- Please provide three references, including contact information, from clients with similar projects

#### F. Additional Information

- Please provide any other information that you think will assist the Village in making its decision.

### **V. EVALUATION**

The Village Manager will review qualifications and make a recommendation to the DDA Board for final approval. The Village may request an in person or telephone meeting with some qualified Offerors prior to final selection. Qualifications will be reviewed in accordance with the following criteria:

1. Qualifications and level of experience of the firm identified including adequacy of staffing.
2. The Offeror's experience with similar clients
3. Response from references
4. Fee structure
5. Proposed approach to scope of work

It is expected that a decision selecting the successful firm will be made within four (4) weeks of the closing date for the receipt of proposals. Upon conclusion of the selection process, offerors submitting proposals in response to this RFP will be informed of the resulting decision in writing.

The Village shall retain the right to refuse any and all proposals for any or no reason and to waive any irregularities in the bidding procedures unless otherwise required by law.

The Village of Paw Paw is an Equal Opportunity Employer.