



Request for Proposals (RFP)

Name of RFP: Gilbert, AZ Downtown Heritage District Wayfinding and Placemarketing RFP # 323000190

WORK SUMMARY: The goal of this project is to implement a functional and integrated system which markets the Town of Gilbert's Downtown Heritage District and communicates that the District is unique, friendly and organized through helping visitors easily find their way to intended and discovered locations. A high priority will be placed on designing a sustainable and successful system that meets all the project goals while remaining within budget.

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|-------------------------------|---|
| AWARD TERMS | The initial Agreement term will commence upon execution of the Agreement and continue through December 31, 2023. |
| ISSUE DATE | November 16, 2022 |
| DUE DATE | December 29, 2022; 2PM AZ Time |
| DEADLINE FOR INQUIRIES | The deadline for inquiries is November 22, 2022 at 2PM, Local Arizona Time. Questions and/or inquiries must be emailed to Terry Kelley at terry.kelley@gilbertaz.gov . Questions submitted after this date and time will not receive a response. The Town of Gilbert reserves the right to issue RFP amendments after the question and answer period. It is each Proposer's responsibility to check the website www.gilbertaz.gov/rfp for -addenda to this RFP. This Request for Proposals may only be modified by a written Addendum. |
| Pre-Submittal Meeting | November 29, 2022; 10:30 (AZ Time). Microsoft Teams meeting Click here to join the meeting Meeting ID: 287 227 759 955 Passcode: NS5xfn |
| SUBMITTAL PROCESS | Proposals will be emailed to Terry Kelley on or before 2:00pm (AZ TIME) December 29, 2022. The proposal shall be in pdf format and all required information must be included. Once your proposal is received you will receive email confirmation from Terry Kelley and the "As Read List" will be posted on the Town's website. |
| DOCUMENTS AVAILABILITY | The Proposal Documents consist of parts: I. The Opportunity, II. Scope of Work, III. Proposal Content and Submittal, IV. Evaluation and Award and V. Solicitation Terms and Conditions. Documents can be downloaded at www.gilbertaz.gov/rfp . |
| CONTACT | Terry Kelley, terry.kelley@gilbertaz.gov |
| EQUAL OPPORTUNITY | Gilbert is an equal opportunity employer. Minority and women's business enterprises are encouraged to submit proposals on this solicitation. |

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1. The Opportunity

In response to the Heritage District growth, the Town is seeking opportunities to improve upon the experience of navigating in and around the District.

1.1. Background

Community Overview

Located in the southeast valley of the Phoenix metropolitan area, Gilbert is one of the fastest growing communities in the United States and the 5th largest city in Arizona. Encompassing a 72.06 square mile planning area, Gilbert has transformed from an agricultural community to a thriving and economically diverse suburban community. Incorporated in 1920, Gilbert has seen tremendous growth, doubling its population every five years from 1980-2000. With a current population of over 275,000, Gilbert has been recognized as the #1 Place to Live in Arizona and the Most Prosperous Large City in the Country. Gilbert's population has a median age of 34.3, boasts one of the highest median household incomes in Arizona at \$107,376, and 46.2 percent of residents age 25+ hold a bachelor's degree or higher. Park University and The University of Arizona College of Nursing now offer undergraduate and graduate degrees in Gilbert, and Arizona State University's Polytechnic campus and Chandler-Gilbert Community College are located along Gilbert's eastern and western borders respectively. Additionally, Gilbert has a nationally A-ranked public K-12 school system and many prestigious private, magnet and charter school options. Students attending Gilbert schools have a graduation rate of over 90 percent, higher than the Arizona average. As a community of excellence, Gilbert homes have retained their value within the Greater Phoenix area. With the highest percentage of "family households" in the state, Gilbert has an array of homes from urban condos and apartments to starter homes to executive housing on large lots. Gilbert's friendly atmosphere and unique amenities are a draw for regional and national visitors alike. Gilbert is home to seven golf courses, six major parks, four community pools, four community recreation centers, an outdoor amphitheater, a performing arts center, a privately-owned theatre, an indoor ice arena, TopGolf, and the Cactus Yards Sports Complex. Throughout the year, Gilbert is host to numerous festivals, youth and amateur sporting events, academic conferences, sports tournaments and a weekly farmers market.

1.2 Business Environment

Downtown Heritage District

Gilbert's Downtown Heritage District covers approximately 0.3 square miles and includes the original town site, the commercial areas on both sides of Gilbert Road, and the residential neighborhoods east and west of Gilbert Road between the Western Canal and Elliot Road. The

Heritage District is now a collection over 30 restaurants in a fun and vibrant space. But it offers much more than dining.

Expect an eclectic retail experience filled with a diverse shops and stores that feature all types of products and services. There are one-of-a-kind, chic boutiques and specialty purveyors that sell furniture, locally-crafted art, antiques, seasonal gifts and unique merchandise you can't find anywhere else.

Mural clad brick walls, glowing benches, a solo gopher, waterways art, and a color changing water tower are a few creations found in the District. Not to mention, an established theater, historical museum, and gallery to feed your cultural side.

In addition, the Heritage District is home to two universities (Park University and the University of Arizona) operating out of one state-of-the-art facility. Students are offered a high-quality education with the easygoing and fun-loving downtown Gilbert vibe.

1.3 Business Challenge/Problem

The Heritage District has experienced enormous growth since the Redevelopment Area designation in 1989, transforming from a humble townsite to a bustling downtown and entertainment district. Between 2016 and 2021, the Heritage District increased from 100 to 145 businesses, grew from 300k commercial square feet to 409k commercial square feet, and saw a 71% increase in sales tax revenues. Recently in 2021, the Heritage District was recognized by the Arizona Chapter of the American Planning Association as the winner of the 2021 Great Public Place award and was recognized by the Phoenix New Times as the best Neon-Light Drive. The Town has committed to a vision of the Heritage District through several guiding documents include the Heritage District Redevelopment Plan, Heritage District Design Guidelines, and the General Plan. These documents outline long-term goals and strategies for the District to achieve the ultimate vision of the area. Two of the items that are outlined as strategic goals for the District in the 2018 Redevelopment Plan include: establishing an authentic brand that highlights the Heritage District's unique character and developing a friendly wayfinding system for the benefit of both Gilbert residents and out-of-town visitors.

Although the Heritage District is recognized and celebrated as a unique and distinctive area of Gilbert, unlike most downtowns, the District has never had distinctive wayfinding that complements the District's character. Through a place marketing package, the District would gain a visual representation of its own unique identity that can be used both locally and nationally. This type of tool is paramount for the marketing of the District, placemaking, tourism, and business attraction and retention. A primary goal of this item is to ensure a collaborative process with key stakeholders to create place marketing materials that truly embody the District. The project budget is intended to cover selection of typography, color, imagery, form, technology, and content that articulates the character of the Heritage District as identified through public outreach in the 2018 Redevelopment Plan and the 2021 Heritage District Design Guidelines.

A second element of this request is for a wayfinding plan for the District. Signage and wayfinding systems are a hallmark of great places and can make a positive impact on community interaction while greatly enhancing the urban landscape and encouraging travel and exploration throughout the District. Presently, there are no uniform wayfinding signs within the District to guide visitors to items such as parking, entertainment destinations and public amenities. The signage becomes a vital tool for connectivity within the Heritage District, as it communicates and celebrates the strengths of District amenities and contributes to its overall economic health of the Town by helping to attract businesses, residents, and tourists while creating a positive experience. Strong wayfinding strategies, design and implementation will affect the overall appeal of the District through a palette of structures, graphics and communications well positioned to ease the flow of increased traffic within the District. The Council Adopted 2018 Redevelopment Plan identified Wayfinding as a Requirement to be accomplished within the ten-year redevelopment timeframe.

1.4 Goals and Objectives

The goal of this project is to implement a functional and integrated system which markets the Town of Gilbert's Downtown Heritage District and communicates that the District is unique, friendly and organized through helping visitors easily find their way to intended and discovered locations. A high priority will be placed on designing a sustainable and successful system that meets all the project goals while remaining within budget. This project will ultimately:

- Establish a character that visually communicates the Heritage District
- Improve navigation for all modes of travel
- Create consistent signage and wayfinding systems across a range of mediums
- Guide individuals to landmarks, facilities and amenities
- Promote walking and bicycling within the District
- Establish a maintenance plan for the implemented system
- Increase visitation and dwell times in the Downtown Heritage District

Placemarketing Effort:

Consultant will work with the Town and identified stakeholders to select typography, color, imagery, form, technology, and content that articulates the character of the Heritage District as identified through public outreach in the 2018 Redevelopment Plan and the 2021 Heritage District Design Guidelines. This effort should include the presentation of at least 3 themes that communicate the Heritage District character.

Wayfinding Effort:

Consultant will work with Town sign staff to provide a set of templates including dimensions, color palette(s), font families, symbols, and layout to allow the system to expand successfully over time. These items will directly align with the items identified within the placemarketing effort.

Specifications will be brought to a level of detail that can be given directly to a manufacturer for physical fabrication and installation.

Consultant will develop a statement of probable cost for fabrication and installation and work closely with Town staff to finalize sign locations, routing, messaging, materials, sizes, inclusion and count by type and function, in compliance federal and state guidelines where applicable. Consultant will make scheduling or phasing recommendations for fabrication and installation of new signs in coordination with removal of older signs, as necessary, and in coordination with the Public Works Department.

Consultant will establish maintenance specifications for cleaning, replacing and repairing signage.

The design approach will include the following components:

- Presentation of at least 3 design options for the wayfinding system; reflecting the levels of wayfinding signage indicated in the report: vehicular directional signage, gateway signage, and bike and pedestrian signage.
- Design primary arrival gateway signs and secondary gateway signs.
- Design a downtown District Parking Directional and Identification Signage Program.
- Update Vehicular Wayfinding and signage program consistent federal, state and local regulations, as applicable.
- Add bicycle signage layer to signage program prioritizing Water Tower Way and the Powerline Trail Canal System.
- Provide analysis and recommendations an interactive downtown kiosk program including print and digital kiosk platforms and design considerations.
- Design a Pedestrian Signage Program to navigate within and between key sections of the district and the associated amenities. Program should promote walkability ranges and highlight points of interests within a walkable range.

In addition to the above, Gilbert is interested in understanding how smart technologies can be integrated into a wayfinding program. Consultant will provide recommendations for digital and potential future technologies and infrastructure needed to support them.

Award Terms

Only one (1) contractor will be selected for this RFP.

2. Scope of Work

This project requires two critical efforts. The first is a placemarketing effort. This effort will include selection of typography, color, imagery, form, technology, and content that articulates the character of the Heritage District as identified through public outreach completed for the 2018 Redevelopment Plan and the 2021 Heritage District Design Guidelines. The wayfinding effort includes design of a comprehensive wayfinding system that is sensitive to issues of clutter, maintenance, budget and change over time. This system should reflect various levels of wayfinding (e.g. gateway, vehicular, bicycle and pedestrian, public transit, and art and special events) and proposed locations within the Heritage District for each sign type.

The contract amount for the proposed work detailed herein will not exceed \$150,000 for project completion, including all expenses (permitting, installation, materials, production, etc.). Completion of each task deliverable will serve as the basis for payment. The consultant must submit a brief progress report with each invoice describing the progress made on each task.

2.1. Description of Services

The products, reports, and plans to be delivered to the Town will include:

Implement a functional and integrated system which markets the Town of Gilbert's Downtown Heritage District and communicates that the District is unique, friendly and organized through helping visitors easily find their way to intended and discovered locations. A high priority will be placed on designing a sustainable and successful system that meets all the project goals while remaining within budget.

2.2 Requirements

The Proposal shall contain all of the following:

Task #1: Review and Confirm Project Goals, Management, and Concepts/Schedule.

- Identify and review goals, schedule, scope of work, and expected deliverables.
- Determine scope and frequency of coordinating conference calls between consultant, Town, and the project staff to discuss project progress.
- Determine scope and frequency of progress reports and invoices to be prepared by the consultant to keep the project on schedule.
- Task #1 Deliverables include:
 - Report detailing frequency and method of project progress reports, coordination of conference calls, and invoices.
 - Detailed timeline of project progress to be delivered to the Town, indicating dates of significant milestones including all public engagement.

Task #2: Review Existing Documentation

- Review the Town of Gilbert General Plan, Heritage District Redevelopment Plan, Heritage District Design Guidelines, and other Heritage District specific studies and plans to better explain how signage and wayfinding mechanisms will complement and enhance other Heritage District Projects.
- Task #2 Deliverables include:
 - Summary of existing documents and studies reviewed.
 - Description of how they will be incorporated into placemarketing and wayfinding signage strategy.

Task #3 Themes

- Consultant will present at least three (3) themes (including typography, color, imagery, form, technology, and content) that articulate the character of the Heritage District as identified through public outreach in the 2018 Redevelopment Plan and the 2021 Heritage District Design Guidelines.
- Consultant will present the themes to designated departments and stakeholders for feedback.
- Task 3 deliverables:
 - Description of the received feedback and how it will be incorporated into the refinement of the placemarketing component.
 - Final refinement of placemarketing component with associated imagery, use guidelines, etc.

Task #4: Wayfinding Strategy

- Consultant will conduct a site audit of the project area to document existing conditions including, but not limited to boundaries, connections, travel paths, decision points, existing signage, and wayfinding challenges.
- Based on site analysis, existing documents (i.e. past studies and renderings), best practices, and input from the public and Town of Gilbert, the consultant will identify sites, signage types, and signage locations that best meet the Downtown's needs and convey its identity. The Wayfinding Strategy should be a comprehensive placemarketing and signage system and should address the following areas:
 - Define the wayfinding system's goal and mission.
 - Identify gateways, districts (business, historic, waterfront, etc.), primary routes, major areas, points of interest, and destinations in and-around the Downtown.
 - Identify the types of signage that will best serve the Downtown's needs to include interactive map and event/seasonal banners.
- Consultant will analyze how digital technologies shall be incorporated into the overall wayfinding strategy (e.g. digital kiosks, digital signage...etc.).
- Task #4 Deliverables include:
 - Consultant will present findings of public input sessions and craft wayfinding mission based on site visit and public input.
 - Consultant will establish key focal points in the Downtown Heritage District and present a wayfinding plan that maximizes connectivity among places of interest.

- Present design reflecting all information gathered. Identified in “Task 5”.
- Consultant will provide recommendations for digital and potential future technologies to be incorporated into the wayfinding strategy and will identify infrastructure needed to support them.

Task #5: Preliminary Design

- The consultant shall produce preliminary designs for each of the signage types identified in the Wayfinding Strategy. Design information shall include graphic layout, message, fonts, size, suggested materials, and placement/location within the Downtown.
- Prepare preliminary cost estimates based on design, materials, fabrication, and installation.
- Task #5 Deliverables include:
 - Consultant will present a comprehensive plan for placement of wayfinding.
 - Consultant will demonstrate connectivity of points of interest in the placement of signage, but and continuity of tourism efforts.
 - Consultant will present design that incorporates the District’s focal points.

Task #6: Engagement

- The consultant will gather input and identify concerns regarding the preliminary signage and wayfinding mechanisms designed.
 - The consultant must outline the method and scope of public engagement to achieve the above goal.
- The consultant will wait to receive confirmation of consensus on design from Town and project staff before proceeding to the next task.
- Task #6 Deliverables include:
 - Consultant will take additional information gathered will identify what final edits will be made to the plan prior to delivering the final project to the Town for approval (Identified in “Task 7”).

Task #7: Final Design

- Prepare a wayfinding plan that clearly outlines the locations for each sign type. Locations shall be in compliance with the standards in the Land Development Code.
- Prepare final design specifications for each sign type, including various options for materials and fabrication.
- Final cost estimates for each sign type based on materials and fabrication.
- Maintenance specifications and guidelines for cleaning, replacing, and repairing signage.
- Task #7 Deliverables:
 - Consultant will develop plan for signage location, production, implementation & timeline and installation and propose budget for wayfinding signage project.
 - Consultant will develop plan for maintenance and need for update in future years (i.e. new points of interest, businesses).

Task #8: Obtain Necessary Permits

- The consultant shall identify, prepare, and obtain the necessary applications, municipal agreements, or permits/approvals from the appropriate federal, state, and local agencies for the installation of signage, as necessary.
- Task #8 Deliverables:
 - Finalized applications, agreements, or permits/approvals for installation of signage.

Task #9: Fabrication and Installation of Signage

- Based on Town and State approved final designs, the consultant shall fabricate and install all wayfinding signage, historical and art installations, as well as gateway signage identified in Wayfinding Strategy.
- Consultant shall fabricate seasonal and event-specific banners.
- Task #9 Deliverables:
 - Photos of all installed wayfinding signage, historical and arts installations, and gateway signage.
 - Photos of fabricated seasonal and event-specific banners.

Consultants will be required to complete the scope of work outlined in this RFP. If, based on their knowledge and experience, the consultant believes the required scope of work should be changed in any way; the suggested changes should be outlined in their response.

3. Proposal Content and Submittal

3.1. Submittal Checklist

As part of the RFP process, all Proposers are to review, complete, and submit the following proposal components and compliance documents **IN ORDER FOR THE PROPOSAL TO BE RESPONSIVE. FAILURE TO DO SO MAY RESULT IN THE PROPOSAL BEING DECLARED NON-RESPONSIVE AND REJECTED.**

Previous compliance document submittals and/or waivers do not apply. New forms must be completed and processed. Purchasing Department reserves the right to request additional information and/or clarification regarding submitted compliance documents during the evaluation process. Proposals **MUST** include the following components and compliance documents listed in the checklist.

1. **COVER LETTER** Include a one-page cover letter that contains a general statement of the purpose for submission, and the following detailed company information:
 - a. **BUSINESS ORGANIZATION** State the full name and address of your organization, and if applicable, any branch office or other subordinate element that will perform or assist in performing the work. Indicate whether you operate as an individual, partnership or corporation; if a corporation, indicate the state in which you are incorporated. Include email addresses and phone numbers for all key personnel.
 - b. **AUTHORIZED NEGOTIATIONS** Include the names, email addresses and phone numbers of personnel of your organization authorized to negotiate the proposed contract with the Issuing Office.

2. **PROPOSAL NARRATIVE** Include responses to all questions and components outlined below in a proposal narrative. Proposers shall complete the fillable “**RESPONSE WORKBOOK**” attachment and submit as their proposal. The response workbook is an attachment to the RFP. Please supplement your WORKBOOK responses with designs and work samples in a separate attachment. Total RFP submission shall be limited to 50 pages.
3. **COST PROPOSAL:** Complete the cost and staffing proposal found in the fillable “**RESPONSE WORKBOOK.**”
4. **REQUIRED COMPLIANCE DOCUMENTS:** Complete the required compliance forms and documents listed in the checklist below and found in the fillable “**RESPONSE WORKBOOK.**”

All of the Proposal Documents apply to and become a part of the terms and conditions of the proposal.

| PROPOSAL CHECKLIST | |
|--|-------------------|
| Follow this sequence in presenting a proposal, with the checklist as the Table of Contents. Proposals must be ordered as indicated on this form. All of the Proposal Documents apply to and become a part of the terms and conditions of the proposal. | |
| Page # | |
| PROPOSAL SUBMITTAL | |
| The proposal prices offered have been reviewed. | |
| Proposal Package/Envelope has been identified with proposal number and title. | |
| The Agreement Time and/or schedules have been included. | |
| The proposal is submitted by the time specified above | |
| Any addendums have been included/noted in Offer Section. | |
| PROPOSAL DOCUMENTS | |
| One-page Cover Letter (on company letterhead) | Response workbook |
| Table of Contents/Proposal Checklist | Response workbook |
| Proposal Narrative- FIRM OVERVIEW | Response workbook |
| Proposal Narrative- FIRM EXPERIENCE | Response workbook |
| Proposal Narrative- PROJECT TEAM | Response workbook |
| Proposal Narrative- PROJECT APPROACH | Response workbook |
| Proposal Narrative- PRICE: | Response workbook |
| REQUIRED RFP COMPLIANCE DOCUMENTS | |
| Addendum Acknowledgement | Response workbook |
| Authorized Signature Form | Response workbook |
| Proposal Form (Proposals not signed in this section will not be considered) | Response workbook |

3.2.Submittal Instructions

3.2.1 Format.

Proposers shall email their proposal to Terry on or before 2:00pm (AZ TIME) December 29, 2022.

Any bid received after the time specified will be returned rejected. It is the bidder's responsibility to assure proposal are received via email by Terry Kelley (terry.kelley@GilbertAZ.gov) on or before the specified time. The email must be clearly marked with the bidder's name and the title "Gilbert, AZ Downtown Heritage District Wayfinding and Placemarketing"

3.2.2 *No Modifications.*

Modifications shall not be permitted after proposals have been opened except as otherwise provided under applicable law.

3.3. Requirements for Proposers

3.3.1. *Town's Right to Reject Proposals:* The Town of Gilbert reserves the right to reject any and all proposals and to waive technicalities.

3.3.2. *Late Proposals:* Late submittals will not be considered under any circumstances. It is the sole responsibility of the Proposer to see that his/her proposal is emailed and received by the proper time and at the proper place.

3.3.3. *Proposal Amendment or Withdrawal:* A proposal may be withdrawn any time before the proposal due date and time. A Proposal may not be amended or withdrawn after the proposal due date and time except as otherwise provided by applicable law.

3.3.4. *Public Record:* All proposals submitted in response to this solicitation and all evaluation related records shall become property of Gilbert and shall become a matter of public record for review, subsequent to proposal opening. Request for nondisclosure of data such as trade secrets and other proprietary data, must be made known in writing to Gilbert in proposals submitted, and the information sought to be protected clearly marked as proprietary. Gilbert will not ensure confidentiality of any portion of the proposal that is submitted in the event that a public record request is made. Gilbert will provide 48 hours notice before releasing materials identified by the Proposal as confidential or proprietary in order for the Proposer to apply for a court order blocking the release of the information.

3.3.5. *Solicitation Transparency Policy:* Beginning on the date this Solicitation is issued and continuing until either the date a contract is awarded or this Solicitation is withdrawn by Gilbert, all persons or entities who respond or intend to respond to this Solicitation, including without limitation their employees, agents, representatives, partners, subcontractors, consultants, joint venturers, members, lobbyists, or attorneys (collectively, "Proposers"), shall only discuss matters associated with this Solicitation with the Procurement Officer designated in this Solicitation and shall not have any direct or indirect contact about this Solicitation with any other Town staff or Town official, including, without limitation, members of the evaluation panel, the Town Manager, Deputy Town Managers, the Mayor, or any member of the Gilbert Town Council. As long as the subject matter of the Solicitation is not discussed, Proposers may continue to conduct business with Gilbert.

- 3.3.6. *Persons with Disabilities:* Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting the Town of Gilbert Purchasing Division, Terry Kelley. Requests shall be made as early as possible to allow time to arrange the accommodation.
- 3.3.7. *Proposal Acceptance Period:* All proposals shall remain open for 180 days after the day of the opening of proposals, but Gilbert may, at its sole discretion, release any proposal and return the proposal security (as applicable) prior to that date. No Proposer may withdraw his proposal during this period without written permission from Gilbert. Should any Proposer refuse to enter into an Agreement, under the terms and conditions of the procurement, Gilbert may retain the security (as applicable), not as a penalty, but as liquidated damages.
- 3.3.8. *Clarifications.* Gilbert reserves the right to obtain Proposer clarifications where necessary to arrive at full and complete understanding of Proposer's product, service, and/or solicitation response. Clarification means a communication with a Proposer for the sole purpose of eliminating ambiguities in the proposal and does not give Proposer an opportunity to revise or modify its proposal.
- 3.3.9. *Waiver and Rejection Rights.* The Town of Gilbert reserves the right to reject any or all proposals or to cancel the solicitation altogether, to waive any informality or irregularity in any proposal received, and to be the sole judge of the merits of the respective proposals received.
- 3.3.10. *Solicitation Addendum Acknowledgement.* Each Solicitation Addendum shall be acknowledged in the Proposal Section, which shall be submitted together with the proposal on the proposal due date and time. Failure to note a Solicitation Addendum may result in rejection of the proposal.
- 3.3.11. *Evidence of Intent to be Bound.* The proposal form within the Solicitation shall be submitted with the proposal and shall include a signature by a person authorized to sign the proposal. The signature shall signify the Proposer's intent to be bound by its proposal and the terms of the Solicitation and that the information provided is true, accurate and complete. Failure to submit verifiable evidence of intent to be bound, such as an original signature, shall result in rejection of the proposal.
- 3.3.12. *Non-Collusion and Non-Discrimination.* By signing and submitting the proposal, the Proposer certifies that: the Proposer did not engage in collusion or other anti-competitive practices in connection with the preparation or submittal of its proposal; and the Proposer certifies that it does not discriminate against any employee or applicant for employment based on race, color, age, sex, religious or political affiliation, sexual orientation, gender identity, family status, marital status, national or ethnic origin, or mental or physical disability, and that it complies with all applicable Federal, state and local laws and executive orders regarding employment.

3.3.13. *Inquiries*

3.3.13.1. *Duty to Examine.* It is the responsibility of each Proposer to examine the entire Solicitation, seek clarification (inquiries), and examine its proposal for accuracy before submitting the proposal. Lack of care in preparing a proposal shall not be grounds for modifying or withdrawing the proposal after the proposal due date and time, nor shall it give rise to any Contractor claim.

3.3.13.2. *No Right to Rely on Verbal Responses.* A proposer shall not rely on verbal responses to inquiries. A verbal reply to an inquiry does not constitute a modification of the Solicitation.

4. Evaluation and Award

4.1. Evaluation Criteria

General Evaluation Standards

Gilbert seeks to obtain the services described in the Scope of Work. Gilbert will evaluate proposals on the selection criteria set forth below. Gilbert will be the sole judge of whether the services offered are acceptable. Proposals from individuals who have provided inadequate services to municipalities in the past, or proposals offering services proven unsatisfactory in Town's sole judgment may be rejected and not considered.

Gilbert reserves the right to reject any or all proposals or any part thereof, or to accept any proposal, or any part thereof, or to withhold the award and to waive or decline to waive irregularities in any proposal when it determines that it is in its best interest to do so.

A Proposer (including each of its principals) who is lawfully prohibited from any public procurement activity may have its proposal rejected.

RFP Evaluation Criteria

FIRM OVERVIEW (5%)

- Office location
- Length of time in business
- Total number of employees and number of local employees
- Names of principals, their disciplines, and Arizona registration.
- Services provided by the firm
- Experience in providing similar services within the last three (3) years
- Three (3) references
- Email and Phone Contract information for persons(s) submitting the Proposal (preferably the designated project manager who will serve as the firms' primary contact person for the Proposal)

FIRM EXPERIENCE (25%)

Provide a minimum of three (3) relevant examples of other wayfinding, and/or placemarketing projects your team has completed.

Include brief description of services provided by the project team that directly relate to this contract.

- Project Name
- Location
- Client Name and Phone Number
- Budget
- Completion Date
- Indicate whether the project was completed on schedule and within budget
- Indicate any challenges encountered and subsequent solutions

PROJECT TEAM (30%)

List those individuals who will complete the work for this project. Provide the following information for each team member:

- Team assignment
- General qualifications
- Any project experience directly relevant to this Contract while with this firm
- Indicate workload and certify that no team members will be substituted without prior approval from the Town of Gilbert.

List any firms that will act as subcontractors to your firm. Provide information regarding prior projects on which the proposed subcontractors have worked with your firm.

PROJECT APPROACH (35%)

The Town recognizes that there are different approaches that can lead to the desired outcomes that have been noted in this RFP. Respondents shall demonstrate the understanding of the Services and the steps they will undertake to accomplish the scope of work. (Note, during contract negotiation, the Town reserves the right to modify the above-mentioned scope of services and tasks/task order based on project approaches that may be recommended by respondents).

Discuss the firm's unique ability, if any, to professionally deliver wayfinding, character development (in the form of typography, color and imagery creation) or placemarketing services.

In your approach, outline:

- Any modifications you would suggest to the tasks and/or their suggested order

- Your approach to performing the tasks and include the timeline for each task to be completed
- How you tackle a comprehensive wayfinding strategy that includes both digital and static signage
- Your approach to the placemarketing efforts and how/when/plan to engage the community
- Your approach to gaining staff, stakeholder and public consensus on placemarketing and wayfinding signage design
- Methods your firm proposes to use to manage the project and communicate with Town staff, Heritage District stakeholders and the public
- Methods your firm proposes to gather input and conduct public meetings
- Data the consultant expects the Town of Gilbert to provide
- Any risks and strategies to mitigate them

PRICE (5%)

- Please include a price proposal for this project.
- Identify if your price proposal includes design (Tasks #1-8) and fabrication of signage (Task #9) or design only (Tasks #1-8).

4.2. Selection Process, Award and Protest Procedures

4.2.1. Award

Contractor awards shall be made to the offers deemed most advantageous to the Town, based upon the evaluation criteria listed above, and that meets the minimum requirements and criteria set forth in this RFP solicitation.

4.2.2. Evaluation of Competitive Sealed Offers

The Town will use its discretion in applying the following processes to this solicitation. Any ties in scoring will be resolved with a best and final price request and the lowest price will prevail.

Best and Final Offer (BAFO):

A BAFO is an option available for negotiations. Each Proposer in the Competitive Range, which is determined in the Town's sole discretion, may be afforded the opportunity to amend its Offer and make one BAFO.

If a Proposer's BAFO modifies its initial Offer, the modifications must be identified in the BAFO. The Town will evaluate BAFOs based on the same requirements and criteria applicable to initial Offers. The Town will adjust appropriately the initial scores for criteria that have been affected by Offer modifications made by a BAFO. Based on the criteria defined in the solicitation as weighted, the Town will then perform final scoring and prepare final rankings.

The Evaluation Panel will recommend the Offer that is the best value and most advantageous to the Town based on the evaluation criteria.

The Town reserves the right to make an award to a Proposer whose Offer is the highest rated, best value, and most advantageous to the Town based on the evaluation criteria, without conducting written or oral discussions with any Proposer, without negotiations, and without soliciting BAFOs.

Detailed Evaluation of offers and determination of competitive range:

During deliberations, the Evaluation Panel will reach a consensus score for each evaluation criterion except price. The Procurement Officer will score the price, which will be added to the overall consensus score. The overall consensus scores will determine the Proposers' rankings and which Offers are within the Competitive Range, when appropriate.

4.2.3. Offers Not Within Competitive Range

The Town may notify Proposers of Offers that the Town determined are not in the Competitive Range.

Discussions with Proposers in the Competitive Range:

1. The Town will notify each Proposer whose Offer is in the Competitive Range or made the 'short list' and provide in writing any questions or requests for clarification to the Proposer. Each Proposer so notified may be interviewed by the Town and asked to discuss answers to written or oral questions or provide clarifications to any facet of its Offer. The Proposers in the competitive range may be required to provide a demonstration of their product.
2. Demonstrations - Proposers in the competitive range may be invited to construct a hands-on sample or presentation of their solution at the Town of Gilbert. In addition, each finalist may prepare and deliver a presentation of their proposed solution based on the script developed by the evaluation panel. The Town may also require a hands-on lab demonstration designed specifically for the evaluation panel. The results of the surveys will be tabulated and delivered to the evaluation team for the final review and solution selection session(s).
3. If an Offer in the Competitive Range contains conditions, exceptions, reservations or understandings to or about any Contract or Solicitation requirement, the Town may discuss or negotiate the conditions, exceptions, reservations or understandings during these meetings. But the Town in its sole discretion may reject any and all conditions, exceptions, reservations and understandings, and the Town may instruct any Proposer to remove the conditions, exceptions, reservations or understandings. If the Proposer fails to do so, the Town may determine the Offer is nonresponsive, and the Town may revoke its determination that the Offer is in the Competitive Range.
4. To the fullest extent permitted by law, the Town will not provide any information, financial or otherwise, to any Proposer about other Offers received in response to this solicitation. During discussions with Proposers in the Competitive Range, the Town will not give Proposers specific prices or specific financial requirements that Proposers must meet to qualify for further consideration. The Town may state that proposed prices are too high with respect to the marketplace or otherwise unacceptable. Proposers will not be told of their relative rankings before Contract award.

4.2.4. Disqualification

If the firm, business or person submitting this proposal has been debarred, suspended or otherwise lawfully precluded from participating in any public procurement activity, including being disapproved as a subcontractor with any federal, state or local government, or if any such preclusion from participation from any public procurement activity is currently pending, the Proposer shall fully explain the circumstances relating to the preclusion or proposed preclusion in the proposal. The Proposer shall include a letter with its proposal setting forth the name and address of the governmental entity, the effective date of this suspension or debarment, the duration of the suspension or debarment, and the relevant circumstances relating to the suspension or debarment. If suspension or debarment is currently pending, a detailed description of all relevant circumstances including the details enumerated above shall be provided.

Any or all proposals will be rejected if there is any reason for believing that collusion exists among the Proposers, and participants in such collusion will not be considered in future proposals for the same work.

5. Solicitation Terms and Conditions

GENERAL CONDITIONS

If funds for this Agreement are not appropriated or budgeted by December 31, 2023, Gilbert may terminate this Agreement by giving written notice to Contractor. Otherwise, The Agreement commences upon execution of the Agreement. Services shall not commence until issuance of a Notice to Proceed or Purchase Order by Gilbert. All services shall be completed by January 1, 2023. Any intermediate deadlines or milestones are set forth in Exhibit C.

Cooperative Use of Agreement: In addition to the Town of Gilbert and with the approval of the Contractor, this Agreement may be extended for use by other municipalities, school districts, and government agencies of the State. A current listing of eligible entities may be found at www.mesaaz.gov/business/purchasing/save. Any such usage by other entities must be in accordance with the ordinance, charter and /or procurement rules and regulations of the respective political entity.

Protests: Pursuant to the Municipal Code Section 2-368, an interested party may protest a solicitation by filing a protest in writing to the purchasing officer not fewer than five days before the closing date and time of the solicitation. An unsuccessful Proposer or Bidder may protest a determination of nonresponsiveness or nonresponsibility by the Town by filing a protest in writing with the purchasing office not more than five days after issuance of notice of such determination by the Town. An unsuccessful Proposer or Bidder may protest a contract award by filing a protest in writing with the purchasing office not more than five days after issuance of a notice of apparent low responsive and responsible Bidder, or a notice of intent to award. The protest shall include the following information: (1) The name, address and telephone number of the protester; (2) Identification of the contracting activity and the number of the solicitation; (3) The signature of the protester or its authorized representative; (4) A detailed statement of the legal and factual grounds of the protest, including copies of relevant documents; and (5) The specific relief requested.

Notwithstanding the foregoing, Proposers may discuss this Solicitation with the Mayor or a member of the Gilbert Town Council, provided such meetings are scheduled through the Procurement Officer listed on this Solicitation, conducted in person at 50 E. Civic Center Drive, Gilbert, Arizona 85296, and are posted as open meetings by the Town Clerk at least twenty-four (24) hours prior to the scheduled meetings. The posted notice shall identify the participants and the subject matter, as well as invite the public to participate.

This policy is intended to create a level playing field for all Proposers, assure that contracts are awarded in public, and protect the integrity of the selection process. **Proposers who violate this policy shall be disqualified from participating in this Solicitation.**