

GENERAL RFP SPECIFICATIONS

RFP # 2023-10

Request for Proposal – Downtown Branding, Wayfinding and Signage

Contact Information: Tina Bartlett-Bearup, Purchasing Manager
City of Watertown
245 Washington Street, Suite 206
Watertown, NY 13601
Phone: (315) 785-7749
Email: tbartlettbearup@watertown-ny.gov

The following outlines the planned schedule of major activities related to this RFP solicitation. The City of Watertown reserves the right to amend the schedule as necessary.

Important Dates:

Release of Request for Proposal:	Thursday, May 18, 2023
Proposals due date:	Thursday, June 15, 2023, at 2:00 p.m.
Interviews, if conducted:	Week of July 3, 2023
Approval of Contract:	On or about July 17, 2023

Section I

Notice to Proposers

Pursuant to the provisions of Section 103 and 104b of the General Municipal Law, State of New York, sealed proposals will be received by the City of Watertown Purchasing Department for the following:

DOWNTOWN BRANDING, WAYFINDING AND SIGNAGE PROJECT

Sealed proposals will be received until **2:00 p.m. on Thursday, June 15, 2023**, at the City of Watertown, Council Chambers at which time and place they will be publicly opened and read.

The City of Watertown (hereinafter referred to as the “City”) is requesting proposals from qualified firms with expertise in wayfinding and community branding to create a recognizable brand for Downtown Watertown to be used on signage to direct people to Public Square and other Downtown amenities.

The award of this contract is subject to appropriation of funds necessary by the City of Watertown. The City reserves the right to reject any or all proposals deemed not to be in the best interest of the City, at the sole discretion of the City of Watertown.

Further information is available from the City of Watertown, Purchasing Department. Please direct any questions or requests for information to Tina Bartlett-Bearup at (315) 785-7749 or via email at: tbartlettbearup@watertown-ny.gov

All proposals must be submitted in a sealed envelope plainly marked, “RFP #2023-10: DOWNTOWN BRANDING, WAYFINDING AND SIGNAGE PROJECT”

Attached please find the appropriate proposal forms and specifications. All proposals must be submitted in three complete sets. **Late proposals will not be accepted.**

Tina Bartlett-Bearup, Purchasing Manager
City of Watertown
245 Washington Street, Suite 206
Watertown, NY 13601
Email: tbartlettbearup@watertown-ny.gov

Section II

Instructions to Proposers & RFP Specifications

General Information:

The City of Watertown, with a population of 24,685 (2020 Census), is the principal city of the Watertown-Fort Drum, NY Metropolitan Statistical Area, and the urban core of Jefferson County (population 116,721; 2020 Census). Comprising 9.4 square miles, the City is located on the banks of the Black River in New York State's North Country region, near the Canadian border.

The City of Watertown, in recent years, has established real momentum in its downtown and waterfront revitalization efforts. Substantial public and private sector investments have been made in the Public Square area and the City has continuously invested in the creation of trails and parks along the river.

Watertown is the prime shopping location for Jefferson County and nearby Fort Drum. With an unusually low median age of 31, there is great potential to engage the residents in the wayfinding and branding process. The results of the project will help to bring more residents and visitors Downtown and assist with finding important destinations, whether walking, biking, or driving, making Downtown Watertown a regional tourist destination.

Project Description:

The City of Watertown seeks to create a recognizable brand to be used on signage to attract visitors and direct people to Public Square and the greater Downtown area. Effective wayfinding systems will move visitors to Downtown Watertown, from their vehicles into parking locations and ultimately to become patrons of the businesses located within Downtown Watertown.

This project will be paid for using funds that the City received through a grant from the New York State Department of State as part of the New York State Downtown Revitalization Initiative (DRI). A portion of the grant funding will be used to develop the branding and wayfinding plan while the remainder will be utilized to fabricate and install the signs.

This project proposes developing a branded, coordinated wayfinding network of gateway signs, parking signs, interpretive signs, information kiosks and vehicular and pedestrian directional signs. In addition, creating branded wayfinding signs connected to the City's website will enhance the public experience in locating and learning more about the Public Square area. The perception now is that parking and businesses are hard to find, but the addition of easily recognizable wayfinding signs will alleviate that issue. In the end, this program will contribute to a sense of well-being, safety, and security within Downtown Watertown.

Though this scope of work is specifically focused on Public Square and Downtown because of the grant funding, the City is requesting branding and signage designed with flexibility so that the wayfinding program can be expanded for city-wide use. This will allow for a unified wayfinding and branding system for the entire city.

Detailed Scope of Work:

The consultant shall develop a draft wayfinding signage master plan to include branding designs, designs for a series of wayfinding elements such as pedestrian and vehicular directional signs, gateway signs, interpretive signs, and information kiosks. The City has an existing network of vehicular wayfinding signs that are located throughout the City. The consultant shall use the current network of wayfinding signage as a baseline for signage placement, with changes made where appropriate. The consultant shall also develop a maintenance plan for the implemented systems.

As part of the branding and preliminary design process, the consultant shall conduct an online survey and hold at least one public information session to solicit public input on the draft branding and schematic designs to assist in selecting a preferred alternative. The consultant shall prepare a written summary of the public input obtained and provide said summary to the City.

After review by the City, Department of State and the public, the consultant shall address and incorporate comments in subsequent revisions and shall complete the final designs of the wayfinding signage master plan to include branding designs, designs for a series of wayfinding elements such as pedestrian and vehicular directional signs, gateway signs, interpretive signs, and information kiosks.

Based upon the approved designs, the consultant shall also develop detailed construction drawings and specifications for the fabrication and installation of wayfinding signage such as directional signs, gateway signs, interpretive signs, and information kiosks. The consultant shall also provide an estimate of costs for the fabrication, construction, and installation of the signs, which shall be completed through a separate construction contract, with assistance provided by the consultant.

The branding and wayfinding and signage plan shall focus on the following sections:

The Branding Plan shall:

1. Focus on the City's amenities, strengths, and goals to form a cohesive, positive image in both graphics and message.
2. Create a distinct, unique, and recognizable identity for Downtown Watertown apart from surrounding communities and establish a strong Sense of Place using a new brand concept and logo.
3. Establish historic downtown as a "destination."
4. Embrace the City's heritage and charm while promoting potential for growth and inspiring new thoughts about business development.
5. Be replicable for other neighborhoods outside of Downtown in the future.

The Wayfinding and Signage Plan shall:

1. Be developed to distinguish areas of the City apart from one another, with a main focus on the historic downtown.
2. Recommend signage and design for gateway points to welcome and guide travelers from major entrance points into the City toward downtown.
3. Recommend wayfinding destinations and points of interest in Watertown to be included on wayfinding signage such as cultural attractions, historic buildings and spaces, parks and open spaces, municipal buildings, parking, and other notable areas.
4. Establish standards for citywide wayfinding signage that is reflective of the City's character and identity, using the new concept and logo.
5. Design standards for policy, design criteria, and graphics to provide guidance to the City as they implement signage and site location plan for multi-modal and multi-destination wayfinding systems.
6. Establish policies and develop criteria that serve as hierarchies for destinations, routes, and modes.

The consultant shall also be responsible for preparing the necessary applications and obtaining the required permits or approvals from the appropriate federal, state, and local agencies for the wayfinding and signage plan.

General Scope of Work:

The consultant shall plan and participate in an in-person project kick-off meeting with City staff. The consultant shall also meet with City Staff virtually every two weeks to keep the City apprised of the progress on the project. Additional in-person meetings on a quarterly basis shall also be held. Such in-person meetings may be conducted on the same day as the public informational session and work session presentation to the City Council for maximum efficiency.

The consultant shall submit an M/WBE Utilization Plan that identifies the M/WBE firm(s), scope(s) of work and contract amount(s) for this project, to meet the State required goals of 15% minority-owned and 15% to women-owned businesses participation.

Identify and explain additional or alternative work that the consultant strongly recommends is needed, if any, to achieve the goals and scope of this program effectively and efficiently.

Approximate Project Timeline:

The City anticipates making a consultant selection by mid-July, having contracts in place and issuing a Notice to Proceed in August 2023. The desired completion date of the project is 8-10 months after the Notice to Proceed is issued. This timeline will allow for the bidding phase of the sign fabrication and installation to occur in Spring 2024, with a construction start date in the Summer of 2024. The consultant should indicate in their proposal whether or not this timeframe can be met, if the project can be completed sooner or if additional time will be needed to effectively complete the project.

Proposal Requirements:

Interested firms shall submit their qualifications which should include the following:

1. A full description of how the Scope of Work will be completed along with a schedule detailing when the items will be completed. Narrative explaining the firm's qualifications for the project.
2. Summary of firm's recent experience in similar projects.
3. A description of each staff member or sub-consultant who will be involved with this project and a description of his or her role in the project.
4. Ability to integrate this project into the firm's present workload.
5. References: names and contact information of previous clients with a detailed description of the type of project completed. At least three references are required.
6. A budget, including the cost for each task and a lump sum cost for the entire project. In addition, a timeline for the completion of the project by task should be included.
7. A statement of the respondent's effort to comply with the State's Minority and Women Owned Business Enterprise (M/WBE) goals of 15% Minority-owned Business Enterprise ("MBE") participation and 15% Women-owned Business ("WBE") participation (based on the current availability of MBEs and WBEs).
8. The successful firm will be required to provide proof of General Liability Insurance in the amount of not less than \$1,000,000 for each occurrence and in an amount not less than \$2,000,000 General Aggregate. The City of Watertown must be listed as additional insured and waiver of subrogation. Proof of Workers' Compensation, as required by NYS Statute (waiver of subrogation) must also be provided. If any on-site work is performed on City properties, additional insurance may be required.

Project Deliverables:

The consultant shall submit the following deliverables if awarded a contract:

- Community branding designs and plans for Downtown Watertown.
- A wayfinding signage master plan to include branding designs, designs for a series of wayfinding elements such as directional signs, gateway signs, interpretive signs, and information kiosks.
- A maintenance plan for implemented systems.
- Cost estimates and contract and construction specifications for fabrication and installation of the wayfinding signages such as directional signs, interpretive signs, and information kiosks.
- Applications and required permits or approvals from the appropriate federal, state, and local agencies for the wayfinding and signage plan.

All materials printed, constructed, and/or produced must acknowledge the contributions of the Department of State to the project. The materials must include the Department of State logo and the following acknowledgment:

"This (document, report, map, etc.) was prepared with funding provided by the New York State Department of State under Title 11 of the Environmental Protection Fund."

All required products must be clearly labeled with the NYS Comptroller's Contract # as indicated on the Face Page of the contract.

The contributions of the Department of State must also be acknowledged in community press releases and other notices issued for the project, including web site postings and other forms of digital distribution. Project press releases and other notices shall be submitted to the Department for review and approval prior to release, to ensure appropriate attribution.

Staff and Local Resources:

The City of Watertown Planning Staff will be available to assist with meetings needed to accomplish this project, compiling past information and previous plans, provide and assist with other any other needs if possible.

Submittal Process and Requirements:

Respondents should submit three (3) paper copies of the proposal (in a sealed envelope with RFP #2023-10 written on the outside of the envelope) along with an electronic copy of the entire submission in a PDF file on a thumb drive **by Thursday, June 15, 2023, at 2:00 p.m.** Sealed proposals must be received by this deadline, or it will not be considered.

Please submit hard copies of the proposal to:

Tina Bartlett-Bearup, Purchasing Manager
City of Watertown Purchasing Department
245 Washington Street, Suite 206, Watertown, NY 13601
Phone: 315-785-7748

All information submitted becomes property of the City upon submission. The City reserves the right to issue supplemental information or guidelines relating to the RFP as well as make modifications to the RFP or withdraw the RFP. Once submitted, the consultant team (including specific staff assigned to the project) may not be changed without written notice to and consent of the City. The cost of preparing, submitting, and presenting a proposal is the sole expense of the consultant.

The City reserves the right to reject all proposals received as a result of this solicitation, to negotiate with any qualified source, to waive any informality or irregularities or to cancel the RFP in part or in its entirety if it is in the best interest of the City. This solicitation of proposals in no way obligates the City to award a contract.

Evaluation Criteria:

- Quality and completeness of the response: The City will evaluate proposals based on their quality, clarity, and demonstrated understanding of the project objectives. The proposal must include a plan outlining how each item in the Scope of Work will be addressed. *(20 points)*
- Implementation Schedule: The City will also evaluate proposals based on their ability to complete the project within the proposed timeframe. The proposal must include an implementation schedule that lists all milestones for the development and implementation of project deliverables. *(20 points)*
- Cost-effectiveness of the proposal: A Cost proposal outline must accompany the submission. It should break down each task in the Scope of Work and show the ability to complete all project tasks within the allotted budget. *(20 points)*
- Qualifications and relevant experience with respect to the tasks to be performed: The proposer must provide a list of all persons who will be assigned work pursuant to this RFP (including subcontractors), as well as their resumes showing qualifications, educational background, training, and experience. *(20 points)*

- Reputation among previous clients and previous experience: The proposer must submit three references from projects of similar scope and nature. The City encourages the submission of sample reports or products from previous projects. Each reference should include a contact person and phone number along with a statement describing the project. *(10 points)*
- Ability to satisfy MWBE requirements. *(10 points)*

Proposal Selection:

Proposals will be reviewed by a selection committee comprised of representatives from the City. A short list of consultants may be selected for interviews.

Presentation by Respondents:

The City may require qualified finalists to give presentations. If held, the City will notify finalists of the time, date and location.

The presentation format will be at the discretion of the proposers. Presentations will be limited to a one-hour period per respondent, which includes questions. All key managerial personnel, as well as key personnel working on the project, must attend the proposal presentation.

Notification of Award:

The City will notify the successful respondent by phone, followed by written confirmation. Each respondent whose proposal is not accepted will receive notification by email.

The City of Watertown will authorize the award of a contract to the successful respondent. In the event that a contract cannot be finalized within thirty (30) days of the award, the City reserves the right to enter into negotiations with another respondent.

Proposed Schedule:

Release of Request for Proposal:	Thursday, May 18, 2023
Proposals due date:	Thursday, June 15, 2023, at 2:00 p.m.
Interviews, if conducted:	Week of July 3, 2023
Approval of Contract:	On or about July 17, 2023
Notice to Proceed:	On or about August 1, 2023.
Project Completion:	On or about April 1, 2024

Appendix A: Mandatory Documentation

PROPOSAL CERTIFICATIONS

EXCEPTIONS OR LIMITATIONS TO SPECIFICATIONS AND CONDITIONS

This page must be completed and signed by the vendor for your proposal to be considered by the City of Watertown.

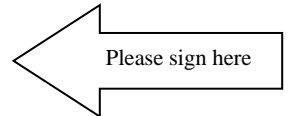
A. If any exceptions or limitations to the requirements are part of your proposal, you must check box 1 (below) and indicate the limitation on this page.

B. If no exceptions or limitations are part of your proposal, you must check box 2 (below).

1. The following limitations or qualifications are included in this bid:

- a. Delivery:
- b. Freight or Delivery Charges:
- c. Pricing:
- d. Other (please specify):

2. No Limitations or Exceptions Apply

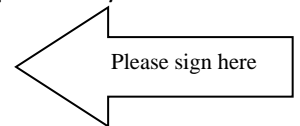


Authorized Signature _____ Title _____

ACKNOWLEDGEMENT OF TERMS AND CONDITIONS

The City of Watertown reserves the right to award contracts by total (aggregate), group (subcategory) or individual (line-by-line), whichever is in the best interest of City of Watertown. The City of Watertown guarantees no minimum or maximum award by acceptance of the awarded proposal.

By signing below and submitting this proposal for consideration by the City of Watertown, the contractor acknowledges that he/she has read, understood and agreed to all aspects of the Requirements, Instructions and Conditions, all appendices and the Bidder Response Form as presented without reservation or alteration. The Contractor, Contractor affiliates and any other agency that intercedes on the Contractor's behalf also agrees to hold the City of Watertown harmless and not responsible for any hardship that can or potentially could be caused and subsequently impacts the bidder as a result of this bid.



Authorized Signature: _____ Title _____
Printed Name: _____ Company Name _____
Address: _____
Phone Number: _____ Fax Number _____
E-mail address: _____ Website: _____

Compliance to Law Requirements

In accordance with the provisions of Section 103-A of the General Municipal Law, it is understood and agreed that upon refusal of a person called upon before a Grand Jury to testify concerning any transactions or contracts had with the State, or an political subdivision thereof, a public authority or any public department, agency or officer of the State or of any political subdivision thereof or of a public authority, to sign a waiver of immunity against any subsequent criminal, prosecution or to answer any relative question concerning such transaction or contract:

- (a) Such person, and any firm, partnership, or corporation of which he is a member, partner, director, or officer shall be disqualified from thereafter selling to or submitting bids or receiving awards from or entering into any contract with any municipal corporation or fire district, or any public department, agency or official thereof, for goods, work or services for a period of five (5) years after such refusal, and to provide that:
- (b) Any and all contracts made with any municipal corporation or any public department, agency or official thereof on or after the first day of July, 1959 or with any fire district or any agency or official thereof, on or after the first day of September, 1960, by such person, any by any firm, partnership, or corporation of which he is a member, partner, director or officer may be cancelled or terminated by the municipal corporation or fire district without incurring any penalty or damage on account of such cancellation or termination but any monies owing by the municipal corporation or fire district for goods, delivered or work done prior to the cancellation or termination shall be paid.

Section 103-d Statement of non-collusion in bids and proposals to political subdivision of the state:

- (a) By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid each party thereto certifies as to its own organization, under penalty of perjury, that to the best of knowledge and belief:
 - (1) The prices in this bid have been arrived at independently without collusion, consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other bidder or with any competitor
 - (2) Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to opening, directly or indirectly, to any other bidder or to any competitor; and
 - (3) No attempt has been made or will be made by the bidder to induce any other person, partnership, or corporation to submit or not to submit a bid for the purpose of restricting competition.

The person signing this bid or proposal certifies that he had fully informed himself regarding the accuracy of the statement contained in the certification, and under the penalties of perjury, affirms the truth thereof, such penalties being applicable to the bidder as well as to the person signing in its behalf. That attached hereto (if a corporate bidder) is a certified copy of the resolution authorizing the execution of this certificate by the signatory of this bid or proposal on behalf of the corporate bidder.

NON-COLLUSION CERTIFICATE

EACH BID OR PROPOSAL MUST HAVE ATTACHED TO IT A NON-COLLUSION CERTIFICATE PURSUANT TO 103-D OF THE GENERAL MUNICIPAL LAW FULLY COMPLETED AND SIGNED. THE CERTIFICATE BELOW MUST BE COMPLETED AND RETURNED WITH THIS BID.

Resolved that _____ be authorized to sign and submit the bid or proposal of this corporation for the following project:

and to include in such bid or proposal the certificate as to non-collusion required by section one hundred three D of the General Municipal Law as the act and deed of such corporation and for any inaccuracies or misstatements in such certificate this corporation bidder shall be liable under the penalties of perjury.

The foregoing is true and correct copy of the resolution adopted by:

Corporation

At the meeting of its Board of Directors held on _____ day of _____ 20_____

(Seal of Corporation)

CERTIFICATION OF COMPLIANCE WITH THE IRAN DIVESTMENT ACT

As a result of the Iran Divestment Act of 2012 (the "Act"), Chapter 1 of the 2012 Laws of New York, a new provision has been added to State Finance Law (SFL) § 165-a and New York General Municipal Law § 103-g, both effective April 12, 2012. Under the Act, the Commissioner of the Office of General Services (OGS) will be developing a list of "persons" who are engaged in "investment activities in Iran" (both are defined terms in the law) (the "Prohibited Entities List"). Pursuant to SFL § 165-a(3)(b), the initial list is expected to be issued no later than 120 days after the Act's effective date at which time it will be posted on the OGS website.

By submitting a bid in response to this solicitation or by assuming the responsibility of a Contract awarded hereunder, each Bidder/Contractor, any person signing on behalf of any Bidder/Contractor and any assignee or subcontractor and, in the case of a joint bid, each party thereto, certifies, under penalty of perjury, that once the Prohibited Entities List is posted on the OGS website, to the best of its knowledge and belief, each Bidder/Contractor and any subcontractor or assignee is not identified on the Prohibited Entities List created pursuant to SFL § 165-a(3)(b).

Additionally, Bidder/Contractor is advised that once the Prohibited Entities List is posted on the OGS Website, any Bidder/Contractor seeking to renew or extend a Contract or assume the responsibility of a Contract awarded in response to this solicitation must certify at the time the Contract is renewed, extended, or assigned that it is not included on the Prohibited Entities List.

During the term of the Contract, should the City receive information that a Bidder/Contractor is in violation of the above-referenced certification, the City will offer the person or entity an opportunity to respond. If the person or entity fails to demonstrate that he/she/it has ceased engagement in the investment which is in violation of the Act within 90 days after the determination of such violation, then the City shall take such action as may be appropriate including, but not limited to, imposing sanctions, seeking compliance, recovering damages, or declaring the Bidder/Contractor in default.

The City reserves the right to reject any bid or request for assignment for a Bidder/Contractor that appears on the Prohibited Entities List prior to the award of a contract and to pursue a responsibility review with respect to any Bidder/Contractor that is awarded a contract and subsequently appears on the Prohibited Entities List.

I, _____, being duly sworn, deposes and says that he/she is the _____ of the _____ Corporation and that neither the Bidder/Contractor nor any proposed subcontractor is identified on the Prohibited Entities List.

SIGNED

SWORN to before me this _____ day of _____ 20__

Notary Public: _____

**CERTIFICATION OF SEXUAL HARASSMENT PREVENTION IN THE WORKPLACE
POLICY AND ANNUAL SEXUAL HARASSMENT PREVENTION TRAINING OF ALL
EMPLOYEES**

Pursuant to NYS Finance Law 3139-1

By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid each party thereto certifies as to its own organization, under penalty of perjury, that the bidder has and has implemented a written policy addressing sexual harassment prevention in the workplace and provides annual sexual harassment prevention training to all of its employees. Such policy shall, at a minimum, meet the requirements of Section Two Hundred One-g of the Labor Law (NY Labor Law §201-g).

A bid shall not be considered for award nor shall any award be made to a bidder who has not complied with the certification requirement of NYS Finance Law §139-1(1); provided, however, that if the bidder cannot make the foregoing certification, such bidder shall so state and shall furnish with the bid a signed statement which sets forth in detail the reasons therefore.

Any bid hereafter made by a corporate bidder for work or services performed or to be performed or goods sold or to be sold, where such bid contains the statement required by NYS Finance Law §139-1(1), shall be deemed to have been authorized by the board of directors of such bidder, and such authorization shall be deemed to include the signing and submission of such bid and the inclusion therein of such statement as the act and deed of the corporation

Certified under penalty of perjury:

Signature: _____

Print Name: _____

Title: _____

NON-BIDDER'S RESPONSE FORM

For purposes of maintaining an accurate bidder's list and facilitating your firm's response to our invitation for bid, the City of Watertown is interested in ascertaining reasons for prospective bidders' failure to respond to invitations for bids. If your firm is not responding to this bid, please indicate the reason(s) by checking any appropriate item(s) below and returning this form to, City of Watertown Purchasing Department, 245 Washington Street, Suite 302, Watertown, New York, 13601. Failure to either submit a bid proposal or return this form will result in removal of your firm's name from our bidder's lists. Thank you for your cooperation.

We are not responding to this invitation for bid for the following reason(s):

- Items or materials requested not manufactured by us or not available to our company.
- Our items or materials do not meet specifications.
- Specifications not clearly understood or applicable (too vague, too rigid, etc.).
- Quantities too small.
- Insufficient time allowed for preparation of bid.
- Incorrect address used. Correct mailing address is:

- Our branch/division handles this type of bid.
Correct name and mailing address is:

- We are unable to bid at this time but would like to continue to receive invitations for bids.
- We are unable to bid and wish to be removed from the bidder's lists.

Authorized Signature: _____ Title _____
Printed Name: _____ Company Name _____
Address: _____
Phone Number: _____ Fax Number _____
E-mail address: _____ Website: _____