



Request for Proposal Peninsula Metropolitan Park District Signage Master Plan

RFP No. 2023.001

Submittal Date & Time:
Submittals must be received by 2 p.m. PST on Wednesday, March 22, 2023

Contact Person:
Denis Ryan, Director of Parks Services
(253) 649-5254 – dryan@penmetparks.org

Overview:

The purpose of this Request for Proposals (RFP) is to identify and retain a qualified firm for the design and engineering of a park signage and wayfinding master plan for the District's properties and facilities. The selected firm shall provide professional services and expertise related to design and engineering of park signage and wayfinding strategies in compliance with the governing codes and applicable regulations.

PenMet Parks reserves the right to amend terms of this Request for Proposal, to circulate various addenda, or to withdraw the RFP at any time, regardless of how much time and effort consultant ha spent on their responses.

PenMet Parks:

PenMet Parks is a metropolitan park district that serves a population of over 40,000 residents in the greater Gig Harbor community in unincorporated Pierce County. PenMet Parks' mission is to enhance the quality of life by providing parks and recreation opportunities for our community. Since its inception in 2004, the District has adapted to meet the needs of the community and has seen significant program growth in recent years. Strong demand for high-quality sports and recreation programs, and access to a diverse portfolio of well-maintained parks and properties, is expected to continue.

PROJECT DESCRIPTION:

PenMet Parks seeks to develop a signage Master Plan that will include a wayfinding system for use in and around its trail corridors, properties, and amenities. This shall include a flexible and functional signage hierarchy for permanent and temporary signage, as well as creative alternatives to traditional signage types, such as engraved hardscape and vertical elements, moveable and variable signage, and other ways of imparting information and elevating the PenMet Parks brand. The scope of work shall include a review and assessment of current signage and wayfinding.

Appropriate attention should be given to the following issues:

- Ability to accommodate the District's anticipated development over the next 20 years.
- Thoughtful interface with the City of Gig Harbor and Pierce County signage and wayfinding system.
- Ability to relocate certain signage and wayfinding and information elements.
- Ability to add to or change content on certain signage and wayfinding sign types.
- Manageable costs (design, fabrication, & installation).
- Ease of manufacture and availability.
- Use of PenMet Parks logos and branding devices.
- A signage hierarchy / style guide (including fabrication specifications) that is easily implemented over a long period of time.

The following categories, at a minimum, are to be included:

- Regulatory (PenMet Parks' regulations, MUTCD, Pierce County, etc.).
- General wayfinding (within trail corridor, mile-markers, to and from the corridor, street, and neighborhood identification, trail connections, etc.).
- Trail maps and trail wayfinding signage.
- History (cultural/social, historic buildings/features).
- Art (temporary, permanent).
- Environmental (educational, marine biology, plant, tree identification).
- Donors, sponsors, adopters.
- Memorial.
- Health and exercise.
- Park entrance signage.
- Building signage.
- Room signage.

PenMet Parks will assign a Project Manager to oversee the successful Respondent's work and provide support as needed. Consultant will provide Community Engagement coordination for public meetings and surveys as outreach efforts. Additional specific requirements will be determined prior to contract execution.

PRELIMINARY PROJECT SCOPE OF WORK:

The following is a preliminary scope of work that will be refined during contract negotiations with the selected consultant. Public involvement will be an important component of this project. A six-to-eight-month effort is envisioned, but the District may be interested in an accelerated schedule. The intent of the master plan is to undergo a collective kick-off and public engagement effort to facilitate community needs, as well as a collective department and District review. It is anticipated that the master plan process will consist of three phases as described below:

- **Phase 1**
Site Investigation and Analysis (1-2 months)
Inventory and analysis of current park signage including asset inventory for regulatory, warning/caution, park rules, wayfinding, trail markers, and primary park signs:
 - Sign Type and current condition
 - Geographical information that includes GPS coordinates for each sign location
 - Shape files
 - GIS base layer map

- **Phase 2**
Board and Community Engagement (1-2 months)
Facilitate and conduct a community engagement process to ascertain public sentiment regarding needs, desires, opportunities, and constraints. Based upon the results of site analysis, PenMet Parks staff input, technical input, and initial public input, develop a preliminary park design program detailing proposed uses, design character and criteria that provide detailed description and graphic rendering of each type of sign and wayfinding element recommended including material, dimensions, fonts, graphics, installation details, opinions of probable manufacturing costs and other relevant information. For wayfinding and primary park location signs, three alternate design renditions shall be provided.

- **Phase 3**
Master Plan Development (3-4 months)
Prepare and present in-person three Master Plan alternatives to the Board of Park Commissioners based upon the approved design program with rough order of magnitude cost estimates for each alternative. Prepare a narrative that summarizes the existing conditions, design alternatives, and cost implications. Final finished product will be a Master Plan that contains standard detail specifications for materials and products identified for use.

Deliverables:

Deliverables as listed below shall be those tangible work products to be delivered to PenMet Parks such as reports, draft documents, data, interim findings, drawings, schematics, meeting presentations, final drawings, and reports. All deliverables will become the property of PenMet Parks.

Deliverables shall include, at a minimum, the Master Plan document with narrative including:

- Community engagement.
- Board of Park Commissioner presentations.
- Prioritized implementation recommendations.
- Description and graphic rendering of each type of sign and wayfinding element recommended including material, dimensions, fonts, graphics, installation details, opinions of probable manufacturing costs, and other relevant information.
- Fabrication drawings for each sign type.
- Location parameters/guidelines for each type of sign and wayfinding element.
- Asset inventory for regulatory, warning/caution, park rules, wayfinding, trail markers, and primary park signs:
 - Sign Type and current condition
 - Geographical information that includes, GPS coordinates for each sign location
 - Shape files
 - GIS base layer map

PROPOSED TIMELINE

Schedule of Events	Date	Notes
Formal Solicitation	March 3, 2023	E-mailed to MRSC Roster Advertised in the DJC Posted on PenMet Parks website
Deadline for questions	March 17, 2023 (5 p.m.)	Submit to Project Manager by e-mail
District response to questions	March 20, 2023 (5 p.m.)	Questions and responses will be posted on project website
Proposals due	March 22, 2023 (2 p.m.)	
Notify short-list firms	May 24, 2023	
Interview short-list firms	March 27, 2023	
District selects successful firm	March 29, 2023	
Complete contract negotiations	April 7, 2023	



Contract awarded by District	April 18, 2023	
Anticipated project start	April 24, 2023	

MINIMUM QUALIFICATIONS:

Minimum qualifications are required for a Consultant to be eligible to submit a response to this RFP solicitation. Responses should clearly show compliance with these minimum qualifications. Those that are not responsive to these minimum qualifications will be rejected by PenMet Parks without further consideration.

This project will require a firm/team with the following minimum qualifications and areas of expertise:

- Experience in the creation and implementation of clean and logical signage and wayfinding packages for a variety of public facilities involving the integration of public parks, trails, and facilities.
- Knowledge of Manual on Uniform Traffic Code Devices (MUTCD) codes on signage.
- Experience in the design of a signage and wayfinding specification package from conceptual design to fabrication and installation, with special consideration given to short-term care and long-term maintenance.
- Experience in leading collaborative processes with public and private stakeholders.
- Experience working and communicating remotely if firm is not local to the Seattle/Tacoma Metropolitan Area.
- A minimum of ten (10) years demonstrated experience in the design and implementation of signage and wayfinding systems.

EVALUATION CRITERIA:

Submittals will be evaluated and ranked based on the criteria listed below. Up to three ranked Consultants may be invited to interview. A more detailed scope of work will be provided at the time of invitation.

- Proposal Amount (40%).
- Relevant Project Experience (20%).
- Ability to Meet Schedules (20%).
- Technical Project Approach (20%)

The District reserves the right to terminate negotiations with any consultant should it be in the District’s best interest.

Disadvantaged, minority, and women-owned consultant firms are encouraged to respond and will be given maximum practical opportunity to participate.

QUESTIONS/INQUIRIES:

Responders may submit written questions, by e-mail only, at any time prior to the question deadline identified in the Proposed Timeline. Unauthorized contact regarding this RFP with other District employees may result in disqualification of a submittal. Any oral communications will be considered unofficial and non-binding on the District.

Any questions will be answered in writing and posted on the PenMetParks.org website. It is the responsibility of individual firms to check this website for any amendments or Q & A's related to this RFP.

SUBMITTAL INSTRUCTIONS AND REQUIREMENTS:

All interested firms are encouraged to visit the project site prior to submitting a proposal to this RFP.

It is the obligation and responsibility of the Consultant to learn of addendums, responses, or notices issued by the District relative to this RFP.

Please limit proposals to five (5) sheets of content (excluding cover and back). Pages may be printed double sided. Included in your submittal should be the following:

1. A letter of interest with your firm's background and past experience relevant to this type of project.
2. The individual team members can have a huge impact on the success of the project.
3. Resumes for the proposed project team members that list relevant project experience and references.
4. Statement of project approach with a proposed schedule for design.
5. The proposed fee, broken down by phases:

Provide four (4) bound hard copies (stapling accepted), and one (1) electronic Thumb Drive copy of the RFP response to the Director of Park Services.

All submittal response materials must be received no later than time and date listed in the Proposed Timeline. All proposals must be in a sealed envelope and clearly marked "RFP Submittal – Signage Master Plan". No faxed or e-mail proposals will be accepted.



SUBMIT PROPOSALS USING UPS, FEDEX, OR COURIER TO:

PenMet Parks

Attn: Denis Ryan, Director of Park Services

5717 Wollochet Dr NW Bldg. No. 3

Gig Harbor, WA 98335

If using USPS:

PenMet Parks

Attn: Denis Ryan, Director of Park Services

PO Box 425

Gig Harbor, WA 98335

DISCLOSURES:

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- **REJECTION OF PROPOSALS:** *PenMet Parks reserves the right to reject any and all proposals and to waive irregularities and informalities in the submittal and evaluation process. This Request for Proposal does not obligate PenMet Parks to pay any costs incurred by respondents in the preparation and submission of a proposal. Furthermore, the Request for Proposals does not obligate PenMet Parks to accept or contract for any expressed or implied services.*
- **CONTRACT AWARD:** *PenMet Parks reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be initially submitted in the most favorable light. PenMet Parks shall not be bound or in any way obligated until both parties have executed a written vendor contract. The respondent selected will be expected to enter into a contract with PenMet Parks.*
- **PAYMENT:** *All invoices related to the contract shall be paid by a PenMet Parks warrant usually within 30 days of PenMet Parks' receipt of a proper invoice and PenMet Parks approval of the respondent's completed tasks/deliverables to the date of the invoice or monthly report, as appropriate.*
- **EQUAL OPPORTUNITY EMPLOYMENT:** *The successful respondent must comply with PenMet Parks equal opportunity requirements. PenMet Parks is committed to a program of equal employment opportunity regardless of race, color, creed, sex, age, nationality, or disability.*
- **BACKGROUND CHECK:** *The successful respondent may be required to submit to a criminal background check. If a background check is required, the contract award shall be contingent upon PenMet Parks receipt of an acceptable background check report for any persons providing services or work under the agreement.*
- **INSURANCE REQUIREMENTS:** *The successful respondent shall maintain insurance that is sufficient to protect the respondent and PenMet Parks against all applicable risks.*
- **NON-ENDORSEMENT:** *As a result of the selection of a respondent to supply products and/or services to PenMet Parks, the successful respondent agrees to make no reference to PenMet Parks in any literature, promotional material, brochures, sales presentation, or the like without the express prior written consent of PenMet Parks.*
- **NON-COLLUSION:** *Submittal and signature of this Proposal swears that the Proposal is genuine and not a sham or collusive, and not made in the interest of any person not named, and that the Firm has not induced or solicited others to submit a sham offer, or to refrain from proposing.*
- **COMPLIANCE WITH LAWS AND REGULATIONS:** *In addition to the nondiscrimination requirements previously listed, the successful respondent shall comply with all applicable federal, state, and local laws, statutes and ordinances relative to the execution of the work. This requirement includes, but is not limited to, protection of public and employee safety and health; environmental protection; waste reduction and recycling; the protection of natural resources; permits; fees; taxes; and similar subjects.*
- **PUBLIC RECORDS:** *Under Washington state law, the documents (including but not limited to written, printed, graphic, electronic, photographic or voice mail materials and/or transcriptions, recordings or reproductions thereof) submitted in response to this RFP (the "documents") become a public record upon submission to PenMet Parks, subject to mandatory disclosure upon request by any person, unless the documents are exempted from public disclosure by a specific provision of law. If PenMet Parks receives a request for inspection or copying of any such documents it will endeavor to notify the person submitting the documents to PenMet Parks (by U.S. mail or by e-mail if the person has provided an e-mail address, or by fax if the person has provided a fax number) and upon the written request of such person, received by PenMet Parks within five (5) calendar days of the mailing of such notice, will postpone disclosure of the documents for a reasonable period of time as permitted by law to enable such person to seek a court order prohibiting or conditioning the release of the documents. PenMet Parks assumes no contractual obligation to enforce any exemption nor any contractual obligation to provide such notice.*