

Bowling Green Area Convention & Visitors Bureau  
REQUEST FOR PROPOSALS

**Professional Services for Wayfinding Sign Design,  
Fabrication, & Installation Services  
RFP # TAWS-082017**

The Bowling Green Area Convention & Visitors Bureau, is soliciting competitive, sealed responses from qualified Design-Build or Engineering firms for the purpose of providing Wayfinding Sign Design, Fabrication, and Sign Installation services. Sealed proposals will be received in the office of Bowling Green Area Convention & Visitors Bureau, 352 Three Springs Road, Bowling Green, Kentucky, until **2:00 p.m. CDT, Wednesday, August 30, 2017.**

**All proposals must be received at the Office of, Bowling Green Area Convention & Visitors Bureau, 352 Three Springs Road, Bowling Green, KY, no later than 2:00 p.m. CDT on date of bid opening (Wednesday, August 30, 2017). Proposals cannot be accepted at any other location.** No email or electronic responses will be accepted. Proposals will be opened thereupon or about 2:05 p.m. CDT, Friday, Wednesday, August 30, 2017. Proposals must be received by the designated date and time and none will be considered thereafter.

The Bowling Green Area Convention & Visitors Bureau reserves the right to reject any and all proposals received, and to select that bid which it determines to be in its best interest. The award of this proposal will be made on the basis of the specifications within the RFP as permitted in KRS 45A.365.

All proposals, information, and specifications regarding this RFP are available from the Bowling Green Area Convention & Visitors Bureau. Bidders are advised to clearly mark the sealed bid with the RFP number and description listed above. The Bowling Green Area Convention & Visitors Bureau is not responsible for the premature opening of, or the failure to open, a sealed bid not properly addressed or identified.

Bidders are invited to be present for the opening of the proposals submitted.

FOR THE Bowling Green Area Convention & Visitors Bureau,

Vicki Fitch, Executive Director  
Bowling Green Area Convention & Visitors Bureau

## **SECTION ONE: INTRODUCTION**

The Bowling Green Area Convention & Visitors Bureau is soliciting competitive, sealed responses from qualified Design-Build and/or Engineering firms to provide Wayfinding Sign Design and Installation Services in accordance with the terms and conditions set forth in this Request for Proposals, and any other term and condition in any contract subsequently awarded. Offerors shall be selected by the Bowling Green Area Convention & Visitors Bureau, through recommendation by the Tourist Attraction Wayfinding System (TAWS) Committee, who will review each response, considering the factors identified in this Request for Proposals and any other factors that it considers relevant to serving the best interests of the Bowling Green Area Convention & Visitors Bureau, and as specified in this Request for Proposals.

## **SECTION TWO: DEFINITIONS**

For purposes of this document, the following terms shall be defined as follows:

"Committee"	The review committee composed of the Director of the Bowling Green Area Convention & Visitors Bureau and members for the Tourist Attraction Wayfinding System Committee.
"Contract"	The document containing the terms and conditions of this Request for Proposal and any other term and condition that the parties require.
"Days"	Calendar days, unless otherwise specified.
"Effective Date"	The date the last party signs the Contract that is awarded as a result of this Request for Proposal.
"Interested Party"	A person or entity that obtains a copy of the Request for Proposal from the Bowling Green Area Convention & Visitors Bureau.
"Offeror"	Any person or entity who has the capability in all respects to perform fully the requirements contained in this Request for Proposal, and submits a response to this Request for Proposal.
"Response"	The written submission by an Offeror to this Request for Proposal.
"RFP"	This Request for Proposal, including all exhibits referenced in this document and all other documents incorporated by reference.

### SECTION THREE: PROCEDURES AND PROVISIONS

A. An Offeror must submit an **original and five (5) copies** of the Response in a sealed envelope marked "**RFP TAWS-082017**" for Wayfinding Professional Sign Design, Fabrication, and Installation Services" to the following address:

**Bowling Green Area Convention & Visitors Bureau  
352 Three Springs Road  
Bowling Green, Kentucky 42104**

Each sealed envelope or package containing responses must clearly state the name of the Offeror, RFP title and # (**TAWS-082017**). The response that is the original must be clearly indicated on that response. The Bowling Green Area Convention & Visitors Bureau will not accept a faxed or e-mailed Response. The Bowling Green Area Convention & Visitors Bureau must receive any Responses on or before 2:00 p.m., CDT, on Wednesday, August 30, 2017.

**B. This RFP does not commit the Bowling Green Area Convention & Visitors Bureau to award a Contract to any Offeror or to pay any costs incurred in the preparation or mailing of a Response.**

C. All services under the Contract awarded are to be performed solely by the Contractor or Contracting Team as presented in the response, and may not be subcontracted or assigned without the prior written approval and consent of the Bowling Green Area Convention & Visitors Bureau.

D. The Bowling Green Area Convention & Visitors Bureau reserves the right to the following:

1. Waive minor deficiencies and informalities;
2. Accept or reject any or all Responses received as a result of this RFP;
3. Obtain information concerning any or all Offerors from any source;
4. Request an oral interview before the TAWS Committee from any or all Offerors;
5. Select for Contract negotiation and/or award an Offeror other than that with the highest score if, in the judgment of the Bowling Green Area Convention & Visitors Bureau, its and the public's best interest shall be served; and
6. Negotiate with the successful Offeror with respect to any additional terms or conditions of the Contract.

E. Any Interested Party may submit any question regarding this RFP in writing via mail, or e-mail (Wjmoore1963@gmail.com) to **Jeff Moore, TAWS Project Manager**, at the address given in Section Three, paragraph A. All questions are due by 4:00 p.m., CDT, on August 18, 2017. Phone calls shall not be accepted. The Bowling Green Area Convention & Visitors Bureau shall also send a copy of those questions and answers in writing to any Interested Party that requests a copy. The Bowling Green Area Convention & Visitors Bureau shall

determine the method of sending its answers, which may include regular U.S. mail, overnight delivery, fax, e-mail or any combination of the above. Only written responses or statements from Jeff Moore, TAWS Project Manager, shall bind the Bowling Green Area Convention & Visitors Bureau. No other means of communication, whether oral or written, shall be construed as an official response or statement from the Bowling Green Area Convention & Visitors Bureau.

F. The term of the Contract shall be for a time period to be agreed upon between the Consultant and the Bowling Green Area Convention & Visitors Bureau.

#### **SECTION FOUR: SCOPE OF SERVICES**

##### **Project Background**

**Project Scope:** A tourist attraction wayfinding system (TAWS) provides a comprehensive and unified network of directional signage, banners, and kiosks to assist motorists and pedestrians in reaching their desired destination. A well-designed wayfinding system lessens traveler frustration by reducing the time to locate their destination.

In the mid 1990's, the Bowling Green Area Convention & Visitors Bureau developed a wayfinding system in cooperation with the Kentucky Transportation Cabinet and the City of Bowling Green Public Works and with the financial support from area attractions and the local governments. Those original participants in the program included:

Lost River Cave	Beech Bend Park & Raceway
Sloan Convention Center	Riverview at Hobson Grove
Kentucky Museum	Capitol Arts Center
Historic Downtown	National Corvette Museum

In the nearly two decades since the system was initially installed, major changes have occurred in the area with the Downtown Redevelopment, expansion of the transportation network, and the opening of several new tourist attractions. The need has arisen for a major update to the original wayfinding system.

In late 2016, a Tourist Attraction Wayfinding System (TAWS) committee was formed to update the existing plan and to create an iconic logo for the system. Bowling Green Area Convention & Visitors Bureau staff have had initial discussions with the Kentucky Transportation Cabinet personnel and they are also supportive of the goal to update the existing wayfinding system. In January 2017, the Bowling Green Area Convention & Visitors Bureau discussed the project need and agreed to the recommendation that an updated master plan for the Tourist Attraction Wayfinding System (TAWS) be prepared. This TAWS plan includes two distinct signage elements---one element for downtown Bowling Green and one element for the suburban signage.

## **TAWS Project Objectives**

1. Signage that assists motorists, bicyclists, and pedestrians in navigating throughout the Bowling Green Area and to key destinations and parking facilities in downtown and suburban Bowling Green.
2. Signage that improves and promotes the community aesthetics and is part of an easily identifiable way-finding system that creates sense of arrival and distinct identity
3. Signage that attracts and greets visitors upon entering and assists them in navigating throughout the Bowling Green Area.
4. A system of signage that is effectively maintained and reproduced at a reasonable cost.

## **Scope of Services**

This purpose of the request for proposals is to select a contractor which will design, fabricate, and install the signage for this revised wayfinding system.

- This updated tourist attraction wayfinding system will have signage that will be of a distinctive size for the downtown element of the system and also for the suburban element of the system.
- The removal and proper disposal of the existing wayfinding signs is included in the scope of this work.
- The signs will conform to the approved design including the “wayfinding system logo”. Examples of the proposed signage for the downtown element and the suburban element can be found at:  
<https://www.dropbox.com/sh/gS3mrdu3m6sfmlu/AAAosWgef-zczRU0FPrHTAXHa?dl=0>
- The signs will be manufactured so that the sign legend is reflective for nighttime visibility and includes a letter font style and size that provides the motorist with good legibility.
- The installation plan will include a map of the locations of each of the wayfinding signs and the specific post details for each installation. The DRAFT location maps and corresponding spreadsheet of the sign legends for the downtown and suburban elements can be found at:  
<https://www.dropbox.com/sh/gS3mrdu3m6sfmlu/AAAosWgef-zczRU0FPrHTAXHa?dl=0>
- The installation of signs and associated sign posts will conform with the Manual of Uniform Traffic Control Devices (MUTCD).
- The installation of the signs within the right of way of state maintained roadways will be done within the authority of a KYTC encroachment permit and includes the site avoidance of underground utilities.

The selected offeror will be tasked with completing each component of the signage project's scope of services within six (6) months of an executed contract. This list below is not intended to be complete, as the knowledge and expertise of the firm will determine the actual tasks that must occur in order to achieve the overall project objectives. The tentative scope of services for this project is as follows:

1. Attend Kick-off Meeting with TAWS Committee
2. Provide expanded evaluation and analysis of proposed signage plan with field investigation.
3. Provide conceptual sign design alternatives (two options: a curved silhouette and a rectangular sign) and cost estimates. This task shall include the following elements:
  - a) incorporating iconic logo for way-finding signage elements (See mock-up examples located at:  
<https://www.dropbox.com/sh/gS3mrdu3m6sfmlu/AAAsWqef-zczRU0FPPrHTAXHa?dl=0>)
  - b) Installation strategy that includes the final location plan identifying the sign and sign post type for each location
  - c) recommendations on signage materials and letter font style and size.
4. Provide final construction drawings and cost estimates based upon selected sign design alternative and specific locations.
5. Provide a final report on all recommendations of the consultant related to this project and also includes a phasing priority plan for installation.
6. Coordinate closely with the TAWS Project Manager, the KYTC District 3 Permits Office, the Public Works Department of the City of Bowling Green, and Warren County Public Works Department during the installation of the signs.
7. Conduct the installation of the new signs with the proper traffic control and in regard to maintaining the safety of the motorists and project employees.
8. Conduct the removal and proper disposal of the existing wayfinding system signs.
9. Upon completion of the installation phase, conduct a joint inspection of the final project with TAWS Project Manager and staff from the KYTC District 3 Permits Office, and the Public Works Department of the City of Bowling Green and address any corrections or deficiencies.

## **SECTION FIVE: CERTIFICATION**

Do not reproduce the language of Section Five in the Response. By inclusion and execution of the statement provided in Section Six, subsection I, of this RFP, each Offerer certifies that:

A. The Offerer submits this Response without prior understanding, agreement, or connection with any person or entity submitting a separate Response for the same services. However, any agreement with a person or entity with whom the Response is jointly filed and such joint filing is made clear on the face of the Response shall be an exception so long as the Response is in all respects fair and without collusion or fraud.

B. Any material submitted in response to this RFP is a public record pursuant to the Kentucky Revised Statutes, and subject to examination upon request.

## **SECTION SIX: INFORMATION TO BE PROVIDED IN RESPONSE**

In providing the following information, restate each item and sub-item (with its letter and number).

### **A. GENERAL INFORMATION**

1. Provide a brief history of the Offerer, including the year organized, ownership, affiliated companies and relationships, and the total number of employees. Include the name of the lead member within the firm who will be responsible for completing any agreed upon service.
2. Provide the name, job title, address, office and cellular telephone numbers, fax number, and e-mail address of the lead member with the Offerer's firm.
3. Provide information about staffing levels within the offering firm, including all staff to be utilized from partnering firms, in the required areas as they relate to the services to be performed and other resources that shall be needed to complete the services requested in Section Four of this RFP.
4. Identify the services and requirements referenced in this RFP that the Offerer is unable to fully perform, if any, and state reasons for the same.

## B. WORK PLAN AND TIMEFRAME FOR SCOPE OF SERVICES

Describe the Offeror's plan and ability to provide the services requested in Section Four of this RFP upon immediate award of the contract. Include a detailed implementation action plan and include a detailed time line consistent with the program production needs, reflecting each phase of review required. There shall be a minimum of two review and comment opportunities by the Wayfinding Committee. Creativity in the project approach will be a component of the proposal scoring.

## C. FIRM'S PAST EXPERIENCE AND QUALIFICATIONS

1. Describe the Offeror's experience providing the services or engaging in activities as they relate to the work being requested in Section Four of this RFP.
2. Provide a statement of any other qualifications or services, which the Offeror considers to be significant, innovative or otherwise relevant.
3. Provide samples and illustrations from other similar jobs, which show the ability to perform the Scope of Services outlined.
4. Provide at a **minimum five references** for which the Offeror has provided services similar to those requested in Section Four of this RFP. Include the company name, street address, contact name, and phone number for these references.

## D. QUALIFICATIONS OF PERSONNEL

Provide an organizational chart and an overview of the key individuals (team members) proposed to be assigned to provide the contracted services for the Bowling Green Area Convention & Visitors Bureau. The overview shall include the following information for each individual:

1. Name of individual, title and role on this engagement;
2. Office street address, e-mail address, and office and cellular telephone numbers;
3. Total years experience with this Offeror and other entities, and a list of various roles and/or duties;
4. Specific qualifications and expertise; and
5. A description of the individuals' educational and professional accomplishments.



#### E . FEES/COSTS

Provide an itemization of any and all fees to be charged in connection with the services described in Section Four of this RFP.

**FINAL FEE SCHEDULE SHALL BE SUBJECT TO NEGOTIATION.**

#### F. BUSINESS STATUS AND REGISTRATION REQUIREMENTS

In order to enter into a contract with the Bowling Green Area Convention & Visitors Bureau, the Offeror must be properly licensed with the City of Bowling Green to do business. If the offeror is already licensed, all of their applicable license accounts must be in "good standing" with the City. Good standing is defined as having all fees, including penalty and interest charges, relating to employee wages and business net profits, paid in full with appropriate reporting forms filed in the office of the City Occupational License Division. Inquiries can be directed to the City's License Division at (270) 393-3000.

#### G. CONFLICTS, GRATUITIES AND KICK-BACKS PROHIBITED

The Bowling Green Area Convention & Visitors Bureau adheres to the provisions of KRS 45A.455, paragraphs (1) through (5) relative to conflicts of interests, gratuities, kick-backs and use of confidential information in all bid offerings.

#### H. INSURANCE REQUIREMENTS

Prior to entering into a contract with the Bowling Green Area Convention & Visitors Bureau, the successful offeror must provide a Certificate of Insurance showing proof of insurance, including Workman's Compensation and Liability.

## I. CERTIFICATION STATEMENT

The following shall be repeated in the Offeror's Response and signed by an individual authorized to bind the Offeror. Failure to include and provide a manual signature of the certification statement shall result in a rejection of the Response.

"I agree to abide by all conditions of this RFP and certify that all information provided in this Response is true and correct, that I am authorized to sign this Response for the Offeror and that the Offeror is in compliance with all requirements of the RFP, including but not limited to, the certification requirements stated in Section Five of this RFP."

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Authorized Signature

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Printed Name & Title

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Date

### **SECTION SEVEN:**

## **EVALUATION PROCESS**

Individual Committee members shall evaluate the Responses independently. As indicated in this section, points shall be assigned to certain items presented in Section Six of this RFP. The individual Committee members shall evaluate the Responses by reviewing the answers to each of the items and assigning points up to the maximum points allowed for each item. The Committee shall not use those items without points assigned in computing the numerical score, but shall use them as part of their evaluation and recommendation process, for informational purposes, as a basis for possible disqualification, and to break any tie. The Committee shall also use the various scored items as a part of its evaluation and recommendation process. The Committee may conduct one or more meetings during which members may discuss their evaluations, make any adjustments deemed necessary to best serve the interests of the residents of the City of Bowling Green, interview Offerors, and develop a recommendation or series of recommendations to the Bowling Green Area Convention & Visitors Bureau. The Committee and/or Staff may also give the Bowling Green Area Convention & Visitors Bureau a written and/or verbal narrative describing the reasons for any recommendation. Staff may recommend that the Committee conduct oral interviews as part of the evaluation process to select the Offeror. The Wayfinding Committee may use the Responses, the Committee's scoring, the non-scored items in the Responses, any other information or recommendation provided by the Committee or Staff, any oral presentations of Offerors and any other information the Wayfinding Committee deems relevant in its selection of Offerors to whom to award a Contract. The points available for each of the items to be evaluated are as follows:

<u>Item Reference</u>	<u>Maximum Points</u>
B WorkPlan/time frame for Scope of Services.....	25
C. Past Experience .....	25
D. Qualifications of Personnel.....	30
E. Cost .....	20
Total Points Available .....	100

