

Request for Proposals
Red Lodge Wayfinding Plan

Issued by:

The City of Red Lodge

in Cooperation With

The Red Lodge Main Street Partnership

November 30, 2016

Section 1

General Information

The City of Red Lodge is the grantee of a Montana Main Street Program planning grant award under the Montana Department of Commerce for development of a Red Lodge Wayfinding Plan and will provide grant administration. The Red Lodge Main Street Partnership, coordinated by the Red Lodge Area Chamber of Commerce/Convention and Visitors Bureau, will provide oversight of the project activities identified in this Request for Proposal (RFP). Grant and local match funds totaling \$24,000 will be used to fund a contract executed under this RFP.

Correspondence concerning this RFP is to be sent to the following:

Red Lodge Wayfinding Plan
Attention: Tim Weamer
c/o Red Lodge Area Chamber of Commerce/Convention and Visitors Bureau
P.O. Box 988
Red Lodge, MT 59068
406-855-3961
tim.weamer@gmail.com

Any necessary clarification concerning any correspondence will be the responsibility of the City of Red Lodge representative:

Peter Italiano
Community Development Director
City of Red Lodge
P.O. Box 9
Red Lodge, MT 59068
406-446-1606
cdd@cityofredlodge.com

Section 2

Introduction, Background, Timeline

Introduction

This RFP is issued by the City of Red Lodge in cooperation with the Red Lodge Main Street Partnership for the Red Lodge purpose of engaging a contractor to develop a Red Lodge Wayfinding Plan.

The selected firm will be expected to implement a scope of work that satisfies the wayfinding program goals outlined in Section 3 and results in a Red Lodge Wayfinding Plan that can be used by the Red Lodge Main Street Partnership for the final design, fabrication and installation of wayfinding components. Disadvantaged business enterprises (DBEs) are encouraged to apply.

Background

The Red Lodge Main Street Partnership was accepted in January 2016 by the Montana Department of Commerce as an affiliate member community of the Montana Main Street Program. The Main Street Program assists communities in revitalizing and strengthening downtown commercial districts, while also offering technical assistance expertise and competitive grant funding.

The Partnership has a diverse membership of eight local organizations and multiple individual businesses to include:

- Red Lodge Area Community Foundation
- Red Lodge Area Chamber of Commerce/Convention and Visitors Bureau
- City of Red Lodge
- Red Lodge Merchants and Lodging Association
- Red Lodge Tourism Business Improvement District
- Red Lodge Proud and Beautiful
- Carbon County Historical Society
- Beartooth Resource and Development Council

Other organizations and individual businesses that have provided letters of support or funding for the Red Lodge Main Street Partnership and the Wayfinding Plan include:

- Red Lodge Realtors Association
- Kids Corner
- Rotary Club
- Beartooth Recreational Trails Association

A wayfinding program has been identified by the Red Lodge Main Street Partnership as a project that can be implemented successfully in a short period of time, providing further impetus and energy for the Partnership to successfully develop the longer term revitalization goals of developing historic commercial downtown preservation project proposals and updating the Downtown Red Lodge Assessment and Action Plan.

The need for a wayfinding program has been accentuated with the recent highway construction in Red Lodge over a multi-year period from 2013-2016. The replacement of the water main and laterals to the businesses on Broadway Avenue by the City during 2013 resulted in extensive

road closures and traffic rerouting in the downtown area. It was difficult to provide directions and information to residents and visitors on how to access businesses on main street, whether by vehicle or on foot. Additional major reconstruction was conducted on Highway 78 and Highway 212 by the Montana Department of Transportation in 2014-2015, ending in 2016. An unresolved issue from the highway construction projects is the replacement of previous non-standard signs directing residents and visitors to locations such as the recycling center, the high school, the Yellowstone Wildlife Sanctuary, the public restrooms, the Red Lodge Visitor's Center and other locations.

The Red Lodge Main Street Partnership, utilizing the expertise of the Red Lodge Area Chamber of Commerce/Convention and Visitors Bureau, desires to incorporate the new Brand for Red Lodge, "Base Camp to the Beartooths", in a wayfinding program that help to attract more visitors. The Brand website is www.visitredlodge.com/brand.

The Downtown Red Lodge Assessment and Action Plan, April 2006, recommended several goals and strategic actions that meet the current definition of wayfinding, before the wayfinding term was developed and used. Goal 8 of the Downtown Plan recommends the development of attractive entryways that create a positive first impression. Goal 10, increase year-round tourism in Red Lodge, recommends a strategy that creates a walking tour brochure and map.

The Red Lodge Growth Policy, June 2015, identifies a strategy to provide visitors with information about parking options and reiterates the four national main street elements for a healthy central business district.

The draft Active Transportation Plan for Red Lodge, October 2016, developed through the Montana Building Active Communities Institute, includes a wayfinding component as public meeting participants indicated that vehicular and pedestrian wayfinding were priorities. As a result, the Active Transportation Plan includes a recommendation to prepare a wayfinding master plan that addresses vehicular orientation, parking area guidance, pedestrian wayfinding, maps and on-line applications.

It is the intent to select a qualified consultant through an open and competitive process to determine if the response from qualified firms will achieve the objectives and meet the goals of the Red Lodge Wayfinding Program.

RFP Process Timeline

Dates

Issue RFP	November 30, 2016
Questions Due By 4:00 p.m.	December 9, 2016
Proposals Due By 4:00 p.m.	December 23, 2016
Evaluation Completed By Partnership	January 6, 2017
Interviews, If Necessary	January 13, 2017
Contract Approval By City Council	January 24, 2017
Proposed Start Date	February 1, 2017
Final Plan Due	June 1, 2017

Section 3

Red Lodge Wayfinding Program Goals

The wayfinding program goals documented in this section are to be used by the consultant in the preparation of a detailed proposed scope of work that results in a Red Lodge Wayfinding Plan that can be used by the Red Lodge Main Street Partnership for the final design, fabrication and installation of wayfinding components.

The primary goals of the Red Lodge wayfinding program are to:

- (1) Establish a new, effective, creative and thematic approach that connects people to shopping, public spaces, landmarks and gateways while creating a hierarchy and simplified understanding of the layout of Red Lodge.
- (2) Utilize the recently completed community branding efforts, “Red Lodge, Base Camp to the Beartooths”, in the development of a wayfinding program.

While the wayfinding program is to be designed to promote resident and visitor access to all destinations in the City and adjacent area, an emphasis is to be made to direct persons to Broadway Avenue, particularly the core downtown area between 8th Street and 14th Street for the purpose of addressing the concern of the continuing decline in the retail sector as identified through resort tax collections. The retail sector has declined from 36.8% of total collections since establishment of the resort tax in 1998 to 26.4% of total collections in 2015.

A few key vacant parcels and buildings, particularly in the secondary downtown area, defined as the area north to Highway 78/3rd Street and south to Highway 308, are candidates for commercial redevelopment and preservation. The success of projects such as the re-use of Old Roosevelt School as a performing arts/multi-use center at 519 South Broadway Avenue is dependent upon programs such as wayfinding to provide navigation routes for those unfamiliar with the location.

It is desired that the wayfinding program include, as appropriate, street signs such as (1) directional signs, (2) identification (directional) signs, (3) regulatory, safety, advisory or prohibition signs, and (4) print or digital signs or mobile applications such as maps, map boards/kiosks, interpretive features, orientation and schedules.

It is further desired that the wayfinding program include, as appropriate, decorative elements to create identity for an area, help orient people to their location and provide focal points such as (1) banners on light poles with street, neighborhood or district names, (2) pendant lighting, (3) special pavement patterns and designs relating to the characteristics of a location, (4) custom-logos that emphasize a street brand, and (5) custom-designed furniture such as benches, bollards and light poles.

Section 4

Proposal

Proposal Contents

Consultants are expected to prepare proposals that address the following elements:

1. Name, physical and mailing address, e-mail contact and telephone number(s) of the lead firm and any other firms on the consulting team.
2. Past experience of the consulting team with developing a wayfinding program.
3. References from at least three jurisdictions where the consultant has provided similar wayfinding program services. The references must include complete contact information as well as a brief description of the project completed.
4. The names and qualifications of the principal team members who will perform the proposed work, their individual responsibilities and expected time commitment.
5. Capacity to assume new business.
6. Proposed scope of work that addresses the goals of the wayfinding program documented in Section 3 and the evaluation criteria documented in Section 5.
7. Description of the public outreach process.
8. Deliverables, budget and a preliminary timeline for completion of the project. Include in the budget the personnel by name including level of effort, the direct costs not attributable to personnel to include travel, printing and other (specify), and subcontractor cost.

Proposal Submission

Five copies of the proposal must be submitted no later than 4:00 p.m., Mountain Time, on Wednesday, December 23, 2016 to the following:

Red Lodge Wayfinding Plan
Attention: Tim Weamer
c/o Red Lodge Area Chamber of Commerce/Convention and Visitors Bureau
P.O. Box 988
Red Lodge, MT 59068

Section 5

Proposal Evaluation and Consultant Selection Processes

Initial Evaluation

Proposals received will undergo an initial review to determine:

- Compliance with proposal submittal date and time.
- Compliance with proposal contents.

Evaluation Criteria

The proposals will be scored based upon the following criteria:

Qualifications and ability to perform requested services (50 points subtotal):

- | | |
|---|-----------|
| • Past experience with developing a Wayfinding Plan | 20 points |
| • References | 10 points |
| • Firm and personnel qualifications | 10 points |
| • Capacity to assume new business | 5 points |
| • Location as it relates to provision of services | 5 points |

Execution of the scope of work (50 points subtotal):

- | | |
|--|------------------|
| • Description of proposed scope of work | 20 points |
| • Description of public outreach process | 10 points |
| • Deliverables, budget and completion schedule | <u>20 points</u> |

TOTAL 100 points

Selection of Consultant

The City of Red Lodge reserves the right to award the contract solely upon the consultants submitted materials. The City also reserves the right to request oral interviews with the highest ranked firms to allow expansion upon the written responses. If interviews are conducted, a maximum of three firms will be selected, with the final determination to be made through a qualification-based selection.

Section 6

Information for Consultants

Disclaimer

This RFP does not form or constitute a contractual document. The City of Red Lodge shall not be liable for any loss, expense, damage or claim arising out of the advice given or not given or statements made or omitted to be made in connection with this RFP. The City will not be responsible for any expenses that may be incurred in the preparation of this RFP.

A professional services contract will be required of the selected firm and if the contract fails to be negotiated in a timely manner, the City reserves the right to contract with another qualified firm.

Questions

Questions regarding the Request for Proposals contents may be sent to the contact person listed in Section 1 via email no later than December 9, 2016. The Chamber of Commerce will coordinate with the City to provide a written response within five business days. Whenever responses to inquiries would constitute a modification or addition to the original RFP, the reply will be made in the form of an addendum to the Request for Proposals, a copy of which will be posted on the City's website, under the Parks Board Page, Wayfinding Plan, at <http://cityofredlodge.net/departments/parks-board/>

Section 3 of the Housing and Urban Development Act of 1968

Consistent with the requirements of Section 3 of the Federal Housing and Community Development Act of 1968, to the greatest extent feasible, opportunities for training and employment arising in connections with project activities will be extended to lower-income residents. Further, to the greatest extent feasible, business concerns located or substantially owned by residents of the project area will be utilized.

Non-Responsive Proposals

Proposals that offer no response or a response "to be determined" to any item will be deemed "non-responsive" and returned to the submitted without being scored.

Examination of Documents

Before submitting the proposals, the proposer shall carefully review the terms of this request, be informed of the existing conditions and limitations, and include with the proposal sufficient information to cover all items required in the specifications and evaluation. Upon the submission of the Proposal, the consultant acknowledges that all information is accurate and complete.

Proposal Modifications

Modifications, additions or changes to the terms and conditions of this request for proposals may be cause for rejection of the proposal. No oral, telephone, email, fax or telegraphic proposals or modifications will be considered.

Certification of Alteration or Erasure

A proposal shall be rejected should it contain any material alteration or erasure, unless, before the proposal is submitted each such alteration or erasure has been initialed in ink by the authorized agent signing the proposal.

Signature

All proposals shall be typewritten or prepared in ink and must be signed in longhand by the proposer or proposer's agent or designee, with his/her usual signature. A proposal submitted by a partnership must be signed with the partnership name to be followed by the signature and designation of the partner signing. Proposals by corporations must be signed with the legal name of the corporation, followed by the name and signature of an authorized agent or officer of the corporation. Proposals submitted by a proprietorship must be signed by the owner and the name of each person signing shall be typed or printed legibly below the signature.

Withdrawal of Proposals

Proposers may withdraw their proposal either personally or by written request at any time prior to the due date set for receiving proposals. No proposal may be withdrawn or modified after the due date and time, unless and until the award of the contract is delayed for a period exceeding 90 days.

Quote Valid

The proposer must honor their budget / cost proposal for a period of 90 days after the RFP due date.

Certification

The proposer certifies that the proposal has been arrived at independently and has been submitted without any collusion designed to limit competition. The proposer further certifies that the materials, products, services and/or goods offered herein meet all requirements of the stated specifications and are equal in quality, value and performance with highest quality, nationally advertised brand and/or trade names.

Disposition of Proposals

All materials submitted in response to this RFP become the property of the City of Red Lodge. One copy of each proposal submitted shall be retained for the official files of and will become public record after award of the Contract.

Contract

Within 14 calendar days after the date the Professional Services Contract is sent to the successful firm, the successful firm must fully execute and deliver the contract to the City of Red Lodge. Contract delivery may be completed through a scanned copy of the executed document, followed by a fully executed original copy sent via mail or other delivery service. If the successful firm fails to execute the contract, The City reserves the right to cancel the recommended award and reject the proposal. The City may then proceed with the next most responsive firm.