



## City of Coronado, California

### Request for Proposal (RFP) Wayfinding Signage Analysis Study – Phase II

**NOTICE IS HEREBY GIVEN** that the City of Coronado is soliciting Proposals from well-qualified firms to assist the City with Phase II of the Wayfinding Signage Analysis Study. This Phase will determine the final signage design and wording, locations and specifications necessary to bid out the construction and installation of approved wayfinding signage.

Consultants have the option of sending their proposal via standard mail or personal delivery. Consultants are solely responsible for ensuring their proposals are received by the City by the submittal deadline. Proposals must be received by no later than **5:00 p.m., Daylight Saving Time, Monday, December 23, 2013**, at the following address:

City of Coronado  
Office of the City Manager  
Attn: Tom Ritter, Assistant City Manager  
1825 Strand Way  
Coronado, CA 92118

One (1) original, five (5) copies and one (1) electronic copy on CD of the proposal must be submitted. The original copy must be signed by a representative authorized to bind the company. Proposals submitted by facsimile or email are not acceptable and will not be considered. Proposals are to be submitted in sealed packages with the name of the Consultant and RFP title clearly marked on the outside of the package.

Failure to comply with the requirements set forth in this RFP may result in disqualification. Submitted proposals may be withdrawn at any time prior to the submission time specified in this RFP, provided notification is received in writing before the submittal deadline. Proposals cannot be changed after the submittal deadline. No handwritten notations or corrections will be allowed.

The City reserves the right to reject all proposals and to waive any minor informalities or irregularities contained in any proposal. Acceptance of any proposal submitted pursuant to this RFP shall not constitute any implied intent to enter into a contract.

The contract award, if any, will be made to the Consultant who, in the City's sole discretion, is best able to perform the required services in a manner most beneficial to the City of Coronado.

#### **INQUIRIES:**

Direct questions to Tom Ritter at [tritter@coronado.ca.us](mailto:tritter@coronado.ca.us) or (619) 522-7330.

<p style="text-align: center;"><b>Request for Proposal (RFP)</b> <b>Wayfinding Signage Analysis Study – Phase II</b></p>
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**I. GENERAL INFORMATION**

The City of Coronado is seeking to implement a City-wide Wayfinding System whose purpose includes: directing visitors and residents to key attractions, amenities, and features; enhancing urban design; reinforcing community identity; enhancing the visitor's and resident experience; reducing driver, pedestrian, and bicyclist frustration; and improving traffic flow and safety.

**A. BACKGROUND**

The need for improved Wayfinding in Coronado was specifically identified in the City's Orange Avenue Corridor Specific Plan first adopted in 2003. In Fiscal Year 2012, the Coronado Tourism Improvement District (CTID) budgeted \$30,000 to complete Phase I of a Wayfinding Analysis Study to *"develop a citywide wayfinding and signage system."* Through a series of stakeholder meetings, the CTID's consultant identified certain issues associated with establishing a wayfinding system. These included:

- A need to help visitors navigate to their destinations.
- Increasing functionality of wayfinding in and around Coronado.
- Developing wayfinding solutions that assist in identifying business districts, key regions and destinations.
- Creating a wayfinding scheme that reinforces the community's brand and commitment to tourism, ecological living, creativity and innovation.
- Coordinating all wayfinding and tourism tools, including signage, identity, technology, and hotel staff training.
- Coordinating and building consensus with the stakeholders, approving agencies and community.

As part of this process, the CTID utilized a stakeholder group that included representatives from the CTID, the City of Coronado, the Port of San Diego, Caltrans, the Planning Commission, the Cultural Arts Commission, the Planning Commission, the Transportation Commission, the Bicycle Advisory Committee, the Chamber, MainStreet, Historical Association and Visitor Center, and the business community. The final draft report was then reviewed by City staff and in March 2013 presented to a similar City Stakeholder Group to determine a consensus recommendation to present to the City Council. The City Stakeholder Group recommended proceeding with the recommendations included in the analysis with the exception of Gateway/Arrival signage and Destination signage. In addition, the City Stakeholder Group generally believed the number of recommended signs could be reduced and that a number of existing signs could be eliminated or reduced with the new wayfinding signage. On September 17, 2013, the City Council approved funding for Phase II and directed staff to proceed with issuing an RFP to interested Consultants based on the Stakeholder Groups recommendations.

A copy of the Wayfinding Study accepted by the City Council referenced in this RFP is available on the City's website (see RFP & RFQ section) and can also be emailed to responding firms upon request. The City has permission to use the contents of this report as the basis for developing Phase II of the Wayfinding Study as described in this RFP. Please contact Tom Ritter at 619-522-7305 or via email at tritter@coronado.ca.us for a copy.

## II. SCOPE OF WORK

Phase II of the Wayfinding Signage Program will determine the final signage design, wording, locations and contract plans and specifications necessary to bid the fabrication and installation of approved wayfinding signage. The hired firm will work with City staff and the City's Stakeholder Group in developing the designs and seek design approval from the City's Design Review Commission and City Council before finalizing the designs to bid out for fabrication and installation.

Provided below is a list of the types of signage that will proceed to final design as necessary to bid out for fabrication and installation:

Type	Approximate Quantity *	Reference	Background/Comment
District Signage	*Eight (8) signs	Page 3.8 of Wayfinding Analysis Report	District signs designating 3-4 districts including: Downtown, Bayside, and the Strand; but not necessarily these exact names. A "Beach" District should be considered but may not be necessary.
Pedestrian Signage	*Eight (8) trailblazer  *16 standard signs	Page 3.10	It is hoped pedestrian signage could be reduced by 20% through implementing a standardized sign package that will eliminate or incorporate many of the signs currently in place throughout the City.
Kiosk Signage	*Two (2) large – One at Ferry Landing and One at Rotary Plaza  *Eight (8) standard sized kiosk	Page 3.10	The current Ferry Landing "kiosk" needs to be replaced with a large type kiosk. There is need for a kiosk in downtown/Rotary Plaza. Size of this kiosk is undetermined. Smaller kiosks throughout town are desired (for locations yet to be determined) but not necessarily in this amount (i.e. it could be less).

Bicycle Transit Signage	*25 identifier signs plus 30 directional signs	Page 3.12	Bicycle transit identifier and directional signage to be placed in locations to be determined, but hopefully less in number than identified here.
Vehicular Directional Signage	*21 single pole and 15 double pole	Pages 3.14 to 3.15	Most of these directional signs would be replacing existing signage. There should be a focus on the entry to the City beginning at the bridge.

\*The actual number to be determined by consultant based on their location analysis and in consultation with City and Stakeholder Group.

The major elements of Phase II will include: (1) Assessment (2) Program Design and Development; and (3) Bid Documents.

**Assessment:** It is anticipated this phase of the Program will include, but not be limited to, the following elements:

- Develop a process to work cooperatively with City staff and the City's Stakeholder Group.
- Using stakeholder input, field assessments, and existing data and reports, conduct an assessment of general geographic and environmental conditions, vehicular traffic movements, foot traffic patterns, architectural and streetscape styles, and the location of key landmarks, attractions and amenities.
- Evaluate and document existing wayfinding signage and locations, including but not limited to state, county, and city directional signage, city limits signage, etc.
- Recommend existing signage that should be removed, replaced, relocated and/or consolidated. Evaluate feasibility of reusing existing locations, poles, hardware on an individual location basis.
- Assess existing branding for Coronado as exhibited by other existing "identity" signage, landmarks, and design guideline documents, for incorporation into the proposed designs for new signage.
- Identify and evaluate City, County, and State requirements as related to wayfinding signage with particular attention to Caltrans requirements for State Routes 75 and 282 which are owned by Caltrans and include Third Street, Fourth Street, Orange Avenue, and the Silver Strand Highway within the City of Coronado.

**Program Design and Development:** It is anticipated this phase of the project will include, but not be limited to, the following elements:

- Analyze architectural elements, materials, themes, and existing Study documents, in order to develop an appropriate design aesthetic for the system. Note that Signage Design Option 1 (crown inspired) and Design Option 3 (classic) were viewed more favorably than Design Option 2 (modern) by the CTID Stakeholder Group (see CTID Steering Committee Comments on Wayfinding Concepts attached).
- Refine design concepts into a final design for review and consideration.
- Prepare a Sign Message Schedule on location plan.
- Conduct a meeting with City's Stakeholder Group to solicit input.
- Complete refinements of preferred design concepts based on City Stakeholder Group and City staff input.
- Present the full sign type and locations array to Stakeholder Group and City staff.
- Revise the individual sign type designs and locations per final comments (as needed).

Once the design concepts and locations are approved by staff, the consultant will prepare:

- Final Design Intent Drawings (exact dimensions, letter heights, materials, mounting details, color specifications, and material performance standards) with written statement regarding rationale for design choices, materials, method of fabrication, and how systems can be modified over time.
- Scaled mock ups of a Pedestrian trailblazer sign; Pedestrian standard sign; Bicycle Transit identifier sign; and Bicycle Transit directional sign.
- Sign Message Schedule with location Plan and explanation of how integrated with existing signs
- Statement of Probable Cost for the fabrication, installation, and maintenance of the wayfinding system.
- Present and review them with the City's Design Review Commission and City Council for approval prior to completing the final designs and documentation.

**Bid Documents:** Once approved by the City's Design Review Commission and City Council the consultant will prepare the necessary documentation to bid out the fabrication and installation:

The construction or technical shop drawings should, at a minimum, show and indicate all materials, finishes, construction details, and installation details of artwork and signage structure. This includes types and locations of fasteners, attachments, joint details, internal frames, reinforcements, support backing, and connection to support structure or mounting surface.

The bid documents will include an "off the shelf" guide to assist City staff in implementing the Wayfinding Signage Program (including three color copies and one original copy).

The consultant may, based on their experience with projects similar to the City of Coronado Wayfinding Signage Program, suggest changes or alternatives to the process outlined above in their response to this request for proposals.

All deliverables submitted by consultant to the City for review should be delivered as specified including a digital version of same in a digital format acceptable to the City, so that the City can make additional copies as necessary, or use in PowerPoint presentations, or on the City's website.

The Scope of Work for this project **does not include** sign fabrication or installation.

### **III. CONTENTS OF PROPOSAL**

***Transmittal Letter:*** This letter will summarize (in a brief and concise manner) the firm's understanding of the scope of work. The transmittal letter must be signed by an officer of the firm authorized to do so. Also include contact information for: (1) the person responsible for answering questions regarding the proposal, (2) the person responsible for contract negotiation, and (3) the signer.

***Scope of Work:*** This section of the proposal should clearly explain the scope of work as understood by the firm, and detail the approach, activities, meetings, timelines, draft and final work products, and deadlines.

***Company Information:*** This section provides each Consultant with the opportunity to demonstrate how its history, organization, and related experience differentiate it. Any additional information, which the firm considers pertinent, may be included in a brief and concise manner. The use of graphics to supplement and/or summarize written statements is encouraged.

***Contract Performance:*** If your firm has had a contract terminated during the past five (5) years, all such incidents must be described. Submit full details of all

terminations experienced by your firm during the last five years including the terminating party's name, address, and telephone number. Present your firm's position on the matter. If no such terminations for default have been experienced by your firm in the past five years, you must warrant such. Please indicate whether your firm is involved in any pending litigation that may affect its ability to provide its proposed services.

**Key Personnel:** This section must provide identification of all key personnel who will be working on this project. It will also explain what involvement each person will have in the project. Please distinguish if the key personnel are employees of the firm or retained sub-consultants. Include person's name, title, phone number, and email address.

**References:** At a minimum, provide contact information for three references, at least two (2) of which are municipal or governmental agencies; including the name, contact person's name, title, address, telephone number, and email address. For each reference, provide a summary overview of project including budget, scope of work, and timelines.

**Project Fee:** Provide an estimate of the fee *with a not-to-exceed amount* for accomplishing the proposed scope of work. The amount should include all travel expenses for up to two meetings with City staff, two meetings with the Stakeholder Advisory Committee, one presentation to the Design Review Commission and two presentations to the City Council. The cost proposal should also include the following additional elements:

1. An hourly rate if the consultant is required to provide services above and beyond the negotiated scope of work.
2. Cost for adding or deleting a meeting of the Stakeholder Advisory Committee, Design Review Commission, and/or City Council.

#### IV. INQUIRIES

Requests from interested firms for additional information or interpretation of the information included in the RFP should be directed to:

Tom Ritter, Assistant City Manager  
Tel. 619-522-7330  
Email: tritter@coronado.ca.us.

The deadline for receipt of written questions shall be 5:00 p.m., PST, MONDAY DECEMBER 23, 2013. A written response will be distributed to all participating Consultants that have requested to be placed on the plan holders list by emailing Tom Ritter at the above email address.

**V. SCHEDULE FOR SELECTION AND AWARD**

*All dates shown are tentative and subject to change.* The City will make every effort to adhere to the dates shown below. Advance notice of any changes to the schedule will be given to any firm that has submitted a response to this RFP by the deadline. Provided below is the anticipated timeline to be followed for this RFP process:

- 1. Release of RFP..... November 25, 2013
- 2. Proposal Due Date..... December 23, 2013
- 3. Evaluation of RFP Submittals..... January 6-17, 2014
- 4. Interview of Finalists..... January 20-31, 2014
- 5. Notice of Selection..... February 3, 2014
- 6. Approval of Contract Award by City Council... February 18, 2014
- 7. Project Commences..... March 1, 2014

**VI. EVALUATION PROCESS**

- A. Evaluation Committee.** An Evaluation Committee will be established, composed of City staff and members of the Stakeholder Advisory Committee, as deemed appropriate. The Committee will evaluate all proposals received in accordance with the Scope of Work set forth in Section II.
- B. Committee Recommendation.** The Evaluation Committee, based upon the number of proposals received, may select a short list of best qualified Consultants for this service. The Evaluation Committee may interview the representatives on the short list and require a presentation of the proposed solution. However, the City reserves the right to make its selection recommendation based solely upon the evaluation of the written proposals and reference checks.
- C. Proposal Evaluation.** The City’s Evaluation Committee will evaluate all proposals received in accordance with the Evaluation Criteria set forth below, which is listed based on importance. The City of Coronado shall not be obligated to accept the lowest priced proposal, but will make an award in the best interests of the City after all factors have been evaluated.

Criteria	Points
<b>Qualifications &amp; Experience:</b> Consultant’s demonstrated competence and relevant experience in similar projects; and related experience and qualifications of assigned staff.	30
<b>Quality of Proposal:</b> Degree of completeness in Consultant’s response and strategic approach to meeting the City’s specific	30

Criteria	Points
requirements set forth in the RFP.	
<b>Overall Project Design, Methodology, and Schedule</b>	30
<b>References</b>	10
<b>Total Points</b>	<b>100</b>

**E. Selected Consultant.**

1. An Agreement with the selected Consultant will be negotiated by the Office of the City Manager. **The City shall require the Consultant to bind itself to the City’s Agreement for Professional Services.** A copy of the City’s agreement template is attached. Please carefully review the template with regard to insurance requirements, conflict of interest, etc.
2. Selection of a Consultant’s proposal does not mean that all aspects of the proposal are acceptable to the City of Coronado. The City retains the right to modify the terms and conditions in the proposal or reject terms and conditions proposed by the selected Consultant prior to the execution of an Agreement with the City, which the City, in its sole discretion, deems necessary to ensure a satisfactory procurement. The City may, by written notice stating the extent and effective date, cancel and/or terminate any order resulting from this RFP for cause in whole or in part, at any time.
3. The final Agreement will incorporate the RFP, the selected Consultant’s proposal and all modifications and clarifications that are submitted at the request of the City of Coronado during the evaluation and negotiation process. The RFP, including all attachments and addenda, and all promises, warranties, commitments and representations in the successful Proposal of the selected Consultant shall be binding.
4. No cost chargeable to the proposed Agreement may be incurred before the selected Consultant has received a fully executed Agreement.
5. The selection of the successful Consultant and the negotiated Agreement will be presented for approval to the Coronado City Council at a regular City Council meeting, which are normally held on the first and third Tuesday of each month at 4 p.m.

**VII. SPECIAL CONDITIONS**

- A. Reservations.** This RFP does not commit the City of Coronado to award a contract, to defray any costs incurred in the preparation of a proposal pursuant to this RFP, or to procure or contract for work. No payment of

any kind will be provided to the Consultant responding to this RFP, or parties they represent, for obtaining any of the information solicited.

- B. Public Records.** All proposals submitted in response to this RFP become the property of the City of Coronado. Information in the proposal, unless specified as trade protected, may be subject to public review. Any information contained in the proposal that is proprietary must be clearly designated. Marking the entire proposal as proprietary will be neither accepted nor honored. Proprietary information submitted in response to this RFP will be handled in accordance with the California Public Records Act.
- C. Right to Cancel and Amend.** The City of Coronado reserves the right to cancel, for any or no reason, in part or in its entirety, this RFP, including but not limited to: selection schedule, submittal date, and submittal requirements. If the City of Coronado cancels or revises the RFP, all Consultants that have requested to be on the plan holder's list will be notified in writing.
- D. Additional Information.** The City of Coronado reserves the right to request additional information and/or clarification from any or all Consultants.
- E. Conflict of Interest.** Consultant covenants that the company, its officers, employees and/or agents presently have no interest, and shall not acquire any interest, direct or indirect, financial or otherwise, which would conflict in any manner or degree with the performance of the services requested herein by the City of Coronado.

Consultant further covenants that, in the performance of any contract or agreement resulting from this RFP, no subcontractor or person having such an interest shall be employed. Consultant certifies that to the best of Consultant's knowledge, no one who has or will have any financial interest under any contract or agreement resulting from this RFP is an officer or employee of the City of Coronado.

- F. Public Information.** Consultants who respond to this RFP who wish to release information to the public regarding selection, contract award or data provided by the City of Coronado must receive prior written approval from the City before disclosing such information to the public.
- G. Independent Contractor.** It is expressly agreed by Consultant that in the performance of the services solicited by this RFP, Consultant and any of its officers, employees and/or agents shall at all times be considered independent contractors and not agents of the City of Coronado.

- H. Non-Assignment.** If a contract is awarded, the selected Consultant shall neither assign, nor delegate, in part or in whole, any duties without the prior written consent of the City of Coronado which shall not be unreasonably withheld.
- I. Collusion.** Each Consultant certifies that the company, its officers, employees and/or agents are not a party to any collusive action, fraud, or any action that may be in violation of the Sherman Antitrust Act. The Consultant certifies that the company, its officers, employees and/or agents have not offered or received any kickbacks or inducements from any other proposing Consultant, supplier, manufacturer, or subcontractor in connection with the proposal and that the company, its officers, employees and/or agents have not conferred on any public employee having official responsibility for this procurement transaction any payment, loan, subscription, advance, deposit of money, services, or anything of more than nominal value. Any or all proposals shall be rejected if there is any reason to believe collusion exists among the proposing Consultants. More than one proposal from an individual, firm, partnership, corporation, or association under the same or different names may be rejected. Reasonable grounds for believing that a proposing Consultant has interest in more than one proposal for the work being proposed may result in rejection of all proposals in which the bidding Consultant is believed to have interest.
- J. Debarment.** By submitting a proposal, the Consultant certifies that the company is not currently debarred from submitting proposals and/or bids for contracts issued by any City or political subdivision or agency of the State of California and that it is not an agent of a person or entity that is currently debarred from submitting proposals and/or bids for contracts issued by any City or political subdivision or agency of the State of California.
- K. Insurance Requirements.** A Certificate of Insurance and Policy Endorsement will be required from the successful Consultant naming the City as an “additional insured” to its general and automobile liability policies of coverage. The cost of such insurance shall be paid by the selected Consultant. The Consultant’s insurance shall be primary insurance as respect to the City of Coronado. Insurance coverage shall meet or exceed the following unless otherwise approved by the City:
1. Comprehensive or Commercial General Liability: \$1,000,000 per occurrence and \$2,000,000 aggregate for bodily injury, personal injury and property damage.
  2. Automobile Liability: \$1,000,000 per accident for bodily injury and property damage.

3. Workers' Compensation: \$1,000,000, or statutory minimum, whichever is greater.
4. Employer's Liability: \$1,000,000 per accident for bodily injury or disease.

**L. Right to Audit.** The selected Consultant shall maintain such financial records and other records as may be prescribed by the City or by applicable federal and state laws, rules, and regulations. The selected Consultant shall retain these records for a period of three years after final payment, or until they are audited by the City, whichever event occurs first. These records shall be made available during the term of the contract or service agreement and the subsequent three-year period for examination, transcription, and audit by the City or its designees.