



City of Cayce, South Carolina

Request for Proposals

Professional Services for the Creation of Wayfinding Signage

I. Introduction

The City of Cayce is requesting proposals for professional services in the development of branded signage and wayfinding elements. This signage program includes vehicle and pedestrian wayfinding signs across the City directing visitors and residents to key streets, government buildings, public parks, and other important locations. The City of Cayce will select and negotiate with a firm whose responses meet the requirements laid out below and will help the City to realize its goal for a wayfinding signage program.

II. Background:

The City of Cayce is a growing community in the heart of central South Carolina along the banks of the Congaree River. With our growing population (over 14,000 and rising), the City is seeking new wayfinding signs that can help residents and visitors, whether driving, biking, or walking, to find important locations throughout Cayce.

III. Objective:

This Request for Proposals (RFP) is for a firm or team to design wayfinding signage as well as an implementation plan that designates sign locations. The design and implementation plan should be adaptable and updatable to account for future development and assets and locations changing over time. Deliverables should include:

1. Template/prototype designs for wayfinding signage, identifying a standard aesthetic, materials selection and specific signage elements, including final concepts/schematics for, at minimum:
 - a. Gateway signs
 - b. Path signs
 - c. Destination signs, including public sites and municipal facilities
 - d. Pedestrian and bicycle navigation
 - e. Automobile navigation
2. Establish style guidelines to inform future signage implementation
3. Develop statement of probable cost for fabrication and installation of wayfinding signage, i.e. bid-ready documents.
4. Advise on wayfinding implementation plan, including consultation on development of a master wayfinding plan with identification of signage locations and prioritized phases of installation

IV. Submittal Requirements:

One printed and one digital copy should be submitted to the City of Cayce by June 10, 2019 at 5:00 p.m.

Submit proposals to:

Carroll Williamson
1800 12th Street Ext.
Cayce, SC 29033
cwilliamson@caycesc.gov

Packages received after June 17, 2019 at 5:00 p.m. will not be considered.

The detailed requirements set forth are mandatory. Failure to respond to a specific requirement may result in disqualification. The City reserves the right to accept or reject any or all proposals. Proposers are reminded that proposals will be considered exactly as submitted. Points of clarification will be solicited from proposers at the discretion of the City. Those proposals determined not to be in compliance with provisions of this RFP and the applicable law and/or regulations will not be processed.

The City of Cayce reserves the right to enter into negotiations with a single firm OR may create a short list of firms, based upon qualifications and pricing and may conduct interviews, engage in further discussion, or negotiate pricing terms.

Responses to this RFP must include the following:

1. Cover Letter and Table of Contents

The RFP must include a cover letter giving a brief summary of the contents of the RFP and a table of contents laying out each section with corresponding page numbers.

2. Introduction and Qualifications

This section will need to contain an overview of the firm and any proposed sub-contractors. The introduction shall indicate the legal name, address, website, telephone number, and local contact. The firm will provide an overview and history of the firm including identifying all firm members who will be working on this project and their experience. The firm will also describe its history on similar wayfinding signage projects and identify other municipalities for which it has provided similar services in the past.

3. Cost Breakdown

Provide a fess schedule, including hourly rates for the completion of wayfinding signage design and implementation plan development.

4. References

Provide at least three references for which the firm has performed similar services. Provide the reference contact name, address, email address, telephone numbers, summary, and date of services provided (including project cost).

5. Sample Documents

Provide examples of wayfinding signage and planning documents for similar wayfinding signage services the firm has done for other municipalities.

V. Evaluation

A City Staff Team will evaluate the proposals based on the factors outlined within section 4, which shall be applied to all eligible, responsive proposals in selecting the successful submitter. The City Team reserves the right to disqualify any proposal for, but not limited to: person or persons it deems as non-responsive and/or non-responsible; a failure to respond to each section; or whose experience does not describe the competencies required. The City Team reserves the right to make such investigations of the qualifications of the proposer as it deems appropriate. Award of any project may be made without discussion with proposers after responses are received. The City reserves the right to cease contract negotiations if it is determined that the Proposer cannot perform services specified in their response. Proposals will be evaluated on the following factors:

1. Quality of Proposal
2. Technical Capabilities and Specialized Knowledge
3. Professional Qualifications, Knowledge and Experience
4. Pricing

VI. Questions, Contact, Timeline

Firms interested in submitting shall email a simple statement of interest by May 10, 2019 to be placed on a communications list regarding this project. Any questions about this RFP shall be submitted via email to cwilliamson@caycesc.gov by June 4, 2019. The City of Cayce will provide answers to all questions to all firms who have submitted a statement by June 7, 2019. The deadline for all submissions is June 17, 2019 at 5:00 p.m. This project is expected to be completed in 6 months.