



REQUEST FOR PROPOSALS

Released 11/9/2023

Wayfinding and Entrance Sign Fabrication and Installation

The City of Richland Center is soliciting proposal(s) (RFP's) from firms who are interested and qualified to provide fabrication and installation of the *Wayfinding Signage* and *Entrance Signs* for the City of Richland Center. The RFP was issued on November 9th, 2023. It was published in the Richland Center Observer and posted to the City website at <https://www.richlandcenterwi.gov/rfps>. If a paper copy of the RFP is needed, you may contact Jasen Glasbrenner at 608-475-0766.

The City has made every effort to include enough information in this RFP for the Proposer to develop a comprehensive, concise, and competitive proposal. Cost-saving suggestions as well as creative solutions are valued.

All proposals must be received by the City of Richland Center – Clerk's Office on or before 12:00 P.M. CT on **Monday, November 27, 2023**. Proposals may be submitted by mail or may be handed in directly to the Clerk's Office. Proposals turned in at the Clerk's office must be enclosed in an envelope with the subject title, date, and time due listed on the outside.

The City of Richland Center reserves the right to reject any or all submissions, to waive any informalities in bidding and to accept the response deemed most advantageous to the City.

Jasen Glasbrenner
Economic Development Director

I. Introduction

The City of Richland Center has gone through a rebranding process and desires to update their city wayfinding and entrance signs with the intent of accomplish the following goals:

- Provide community identity and continuity
- Enhance visitor experience
- Increase tourism
- Improve roadway safety

II. Invitation

The City of Richland Center invites all interested and qualified persons and firms capable of providing the required products to submit turnkey bids to meet the timeline and scope as outlined below.

Project Timeline	
Event	Date
RFP Release and Vendor Notification	Thursday, November 9, 2023
Deadline for Questions	Wednesday, November 22, 2023
Submission of RFPs are Due	Monday, November 27, 2023 at 12p.m.
Project Completion Date	No later than April 30, 2024

III. Scope of Services

The scope of service involves the fabrication and installation of three distinct groups of signs. Proposers are expected to provide proposals that are broken out into the three sign groups outlined below. Depending on the costs identified in the RFP process, the City may choose to execute the project in two phases.

Sign Group One	Wayfinding Signs - New fabrication of wayfinding signs sized for use in areas with marked speed limits less than 35mph (These are the B signs) ** Provide an option for a basic wooden post as well as at least one upgrade option to a cost effective black colored metal or composite post. ** Provide a separate line item for installation	12 Signs
Sign Group Two	Wayfinding Signs - New fabrication of wayfinding signs sized for use in areas with marked speed limits at 35mph or above (These are the A signs) ** Provide an option for a basic wooden post as well as at least one upgrade option to a cost effective black colored metal or composite post. ** Provide a separate line item for installation	14 Signs
Sign Group Three	City Entrance Signs – remove, resurface, reinstall	2 Signs

- **Design and Specifications**

The artistic design elements for all signage have already been substantially completed and vector artwork will be provided to the supplier who wins the bid. Some fine adjustment of the design work may be required to complete the projects. Please see **(Exhibit A) – Signs Graphic Design**

The selected vendor shall comply with all municipal, state, and federal code / law that is applicable to this project.

- **Sign Location and Content**

(Exhibit B) – Sign Location Map and Content shows all existing or contemplated sign locations in the City of Richland Center as well as their content. Per WIDOT regulations, wayfinding signs may list a maximum of three destinations. The City of Richland Center has submitted all the enclosed material to the Wisconsin Department of Transportation (WIDOT) and has received approval. The vendor will be responsible for verifying that all signs meet WIDOT regulations.

- **Material Specifications**

The materials used in fabrication of the signs must be high quality, durable, adaptable, reflective, and meet the WIDOT minimum requirements. See DOT regulations for further information.

<https://wisconsindot.gov/dtsdManuals/traffic-ops/manuals-and-standards/teops/02-15.pdf>

For the wayfinding signs, proposers should provide quotes that include basic wooden posts as well as at least one upgrade option to a cost effective black colored metal or composite post.

- **Installation**

The City of Richland Center requests that bidders provide a breakout line item for the installation of all wayfinding signs. If installation services are approved, the selected vendor will be responsible for verifying with WIDOT that approval and permits for the project have been attained and that all installations comply with WIDOT regulations.

IV. Performance Requirements

- Provide workmanship and materials, free of defects. Defects shall be defined as, but shall not be limited to delamination, abnormal deterioration, fading, and discoloration, weathering, failure of securing, to substrates indicated, cracking, corrosion or coating damage, or visible scratches on surfaces.
- Signage shall not bear manufacturer's code or other identifying marks on any area or part, which may be visible in the normal positioning, attitude, or use of the sign item. Date stickers to be affixed to the back of signs.
- The selected vendor shall ensure that the design of support substrates and structures are adequate and compatible for the performance of all work required.
- All signs located in WIDOT right-of-way shall meet WIDOT standards.
- Utility locations will be the responsibility of the selected vendor.

V. Warranty

The selected vendor shall provide a five-year (5) written warranty on all materials and workmanship for sign structures.

VI. Proposal Submittal Format

The following outline represents the requested proposal submittal format. Submittals should be kept to the minimum necessary length to explain the vendor's attributes and pricing.

- **Letter of Transmittal** – Limited to one page and should be brief and introductory in nature. A short narrative of the vendor's unique approach to these projects and a statement of understanding targeting the specific nature of this project.
- **Scope of Service Elements** – Provide in the order outlined in section “III. Scope of Services” the details for executing each element of the scope. This must include detailed line-item costs. This project may be done in two phases.
- **Copy of Full Warranty Policy on Products and Workmanship**
- **References and Qualifications**
 - Provide at least three (3) references for similar completed projects accompanied with a brief description.
 - Include contact information for each reference of three similar projects your firm has completed.
 - Relevant qualifications of your firm and staff.
- **Completeness of Submission** - Forms must be signed by a representative of the company authorized to bind the firm contractually. Further, the Proposer must include a statement identifying all exceptions to this RFP or declare that there are no exceptions taken to the RFP.
- **Conflict of Interest Statement (See Exhibit C)**
- **All Proposers should submit TWO copies of their proposal.**

VII. Questions and Addenda to the RFP

Questions concerning the proposal should be directed to Jasen Glasbrenner – Richland Economic Development Director; preferably via email.

Email: jasen.glasbrenner@richlandcenterwi.gov

Phone: 608-475-0766

The following information should be included in an email inquiry:

- Full name of primary contact
- Firm full name
- Email address
- Business address
- Telephone number

Addenda will be issued addressing questions or comments that are determined by the City to cause a change to any part of this RFP. If the City deems it necessary to revise any part of this RFP before the proposal response date, the City will post an addendum to its website at:

<https://www.richlandcenterwi.gov/rfps>

It is the Proposer's responsibility to periodically check the website for any new information. Upon posting, addenda shall become part of the RFP and binding on Proposer(s).

Where there appears to be a conflict between the RFP and any addendum issued, the last addendum issued will prevail. It is the Proposer's responsibility to make sure they are in receipt of all addenda.

VIII. Proposal Submittal Deadline

Proposals are to be submitted by 12 p.m. (CST) - Monday, November 27, 2023. Proposals received after that date and time will not be considered.

Proposal may be mailed, or hand delivered. Hand delivered proposals should be enclosed in a sealed and addressed envelope as indicated below.

All Proposers should submit TWO copies of their proposal.

Submit proposals to:

City of Richland Center – Clerks Office

C/O Jasen Glasbrenner - Richland Economic Development Director

450 S. Main St., Richland Center, WI 53581

IX. Evaluation Process

The City reserves the right to determine which qualifications best serve the municipality and its constituents. While the selection of a wayfinding sign fabrication and installation vendor is anticipated, it is not guaranteed.

Proposals will be opened in the presence of two or more City staff members on Monday, November 27, 2023 after the proposal deadline has passed. Proposals will be reviewed by City staff and will then be forwarded to the City Planning Commission for review at their anticipated November 29, 2023 meeting. Final approval of the selected proposal is expected to occur at the December 5th, 2023 Common Council meeting.

X. Conditions of Submittal

1. The City reserves the right to retain all proposals submitted and to use any designs and ideas in a proposal, unless protected by copyright, regardless of whether that proposal is selected.
2. Submission of a proposal indicates acceptance, by the individual or firm, of the conditions contained in the RFP, unless clearly and specifically noted in the proposal submitted, and confirmed in the contract between the City of Richland Center and the individual or firm selected.

3. The City reserves the right to reject any and all proposals, cancel all or part of this RFP, waive any minor irregularities, and request additional information from Proposers. All expenses related to any development team's response to this RFP, or other expenses incurred while the selection process is underway, are the sole obligation and responsibility of the proposing firm.
4. The City will not reimburse the Proposers of this RFP for any expenses incurred in preparing proposals, or for the attendance at interviews should the City request them.
5. The RFP does not in itself oblige the City to accept or contract for any service. The City will make every effort to administer the proposal process in accordance with the terms discussed in this RFP.
6. The Proposer has read all parts of the Request for Proposal, including all requirements, terms and conditions, and if its Proposal is accepted, the Proposer shall accept the contract document in its entirety.
7. All documents, conversations, correspondence, etc. between the City and RFP respondents are public information subject to the laws and regulations that govern the City of Richland Center
8. All RFP respondents agree to hold harmless the City of Richland Center officers and employees from all claims, liabilities, and costs related to all aspects of the RFP process.

Thank You in advance for your participation!

Exhibit A – Signs Graphic Designs

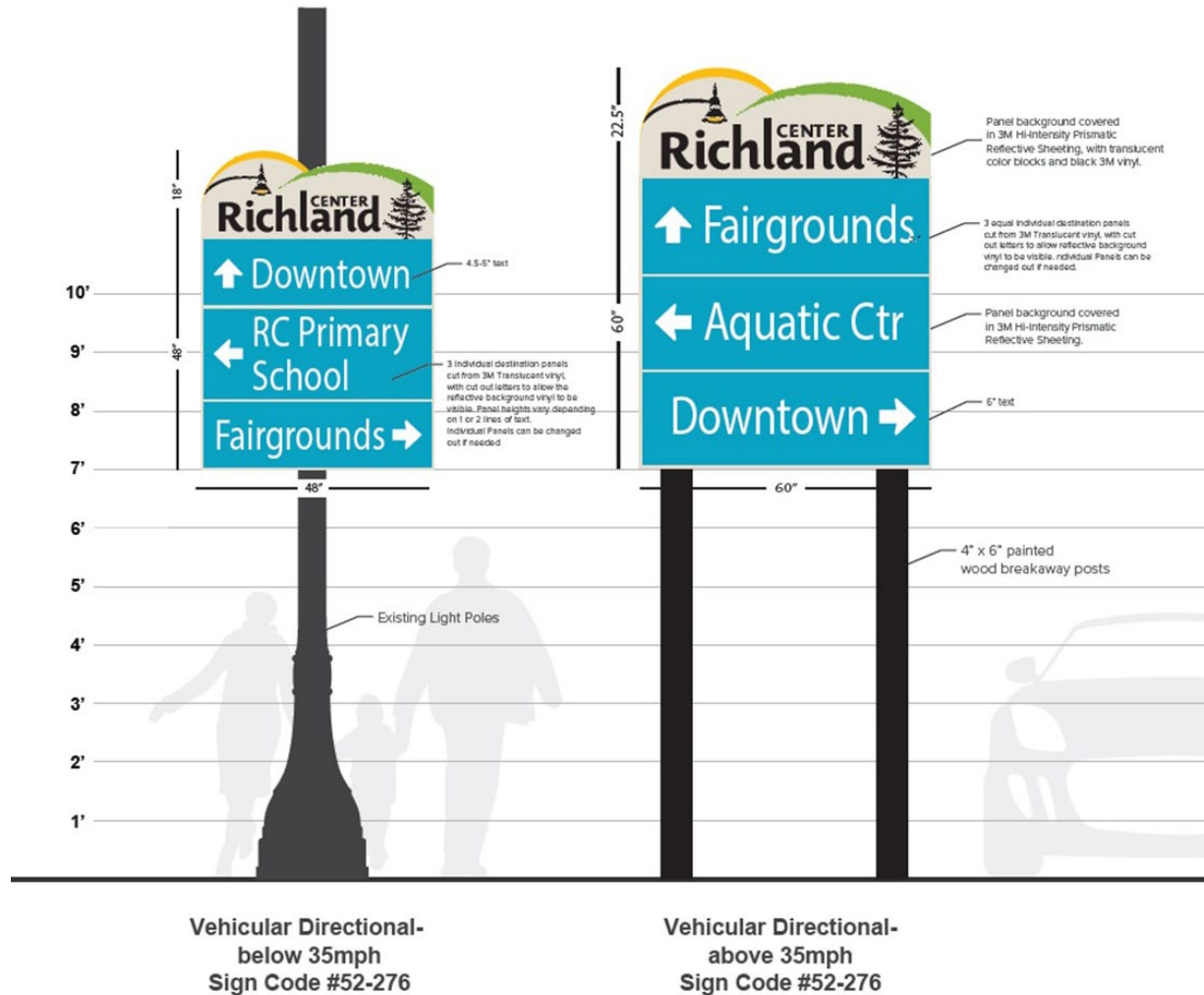


Exhibit A – Signs Graphic Designs



Exhibit B – Sign Location Map and Content - KEY

****Signs with “A” in their number are sized for Over 35 MPH**

****Signs with “B” in their number are sized for Under 35 MPH**

Sign Number	Sign	Location ALL South/East Facing	Sign Number	Sign	Location All North/West Facing
1 A	← Dog Park	Hwy 80 B4 Industrial Drive	1 A	Ocooch Recreation Area → P	Hwy 14 B4 Peebles Dr
	← Remote Control Plane Airfield			MTN Bike Trails → P Snowshoeing Hiking	
			2 A	↑ Downtown → P ← Primary School	Hwy 14 B4 Bohlman Dr
2 A	Lions Park →	Hwy 80 B4 Lions Park		← Westwood Park → P	
	Kayak Landing → Hiking Trails				
	Remote Control → Car Track				
			3 A	↑ Visitor Center → P ↑ Krouskop Park → P A.D. German Warehouse →	Hwy 14 B4 Sextonville Rd
3 B	Aquatic Center →	Hwy 80 (Main St) B4 Sixth St			
	Krouskop Park → Community Center				
	High School →				
			4 A	↑ Fairgrounds ← Downtown → P ← Visitor Center	Hwy 80 B4 Hwy 14
4 B	← Aquatic Center	Hwy 14 After West Side Dr			
	← Krouskop Park → Community Center		5 A	← Intermediate School Downtown → P Fairgrounds →	Hwy 14 B4 Hwy 80 (Main St)
	← Bike Trail → P				
5 B	↑ Fairgrounds Visitor Center → Downtown → P	Hwy 14 After Congress	6 A	↑ Visitor Center ← Bike Trail → P ← Arboretum	Hwy 14 (Orange St) B4 Waste Water Plant
			7 A	← Old Mill Pond Park → P ← Bike Trail Kayak Landing → P ← Golf Course	Hwy 14 (Orange St) B4 Seminary
6 B	← Fairgrounds Dog Park Industrial Park	Hwy 14 (W 6th St) B4 Hwy 80 (Main St)			
			8 B	← Old Mill Pond Park → P ← Bike Trail Kayak Landing → P ← Visitor Center	Hwy 80 (Main St) B4 Seminary
7 B	← Library Post Office	Hwy 14 (Orange St) B4 Union St			

Exhibit B – Sign Location Map and Content – KEY (Cont.)

A = OVER 35 MPH			B = UNDER 35 MPH		
Sign Number	Sign	Location ALL South/East Facing	Sign Number	Sign	Location All North/West Facing
			9 B	Downtown → Tower Hill → MTN Bike Trail → Hiking →	Hwy 14 (Orange St) B4 Court St
8 B	↑ Visitor Center ← Downtown (P) ← Performing Arts Center	Hwy 14 (Orange St) B4 Court St			
			10 B	Library → Post Office → Performing Arts Center →	Hwy 14 (Orange St) B4 Union St
9 B	← City Hall/Police Park/Bike Trail → Kayak Landing → (P) Golf Course →	Hwy 14 (Orange St) B4 Seminary St			
			11 B	↑ Aquatic Center ↑ Community Center Krouskop Park ← High School	Hwy 14 (Orange St) B4 W Sixth St
10 A	Arboretum → Bike Trail → (P) ← Downtown (P)	Hwy 14 (Orange St) B4 Waste Water Plant			
			12 B	← Aquatic Center ← Community Center Krouskop Park ← High School	Hwy 80 (Main St) B4 W Sixth St
11 A	← Ocooch Recreation Area (P) ← MTN Bike Trails Hiking/Snowshoeing	Hwy 14 E B4 Peebles Dr	13A	↑ Industrial Park ↑ Fairgrounds ↑ Dog Park	Hwy 80 B4 Lions Park
			14 A	Lions Park → Kayak Landing → Hiking Trails → Remote Control Car Track →	Hwy 80 B4 Lions Park
	Total A signs -14				
	Total B signs -12				
	Total Signs - 26				
			15 A	Dog Park → Remote Control Plane Airfield →	Hwy 80 B4 Industrial Dr

Exhibit C - Conflict of Interest Statement

To the best of your knowledge, does any officer, agent or employee of your firm have a financial, familial, or personal relationship with any employee or elected official of the City of Richland Center?

If yes, please list the name(s) of the City official(s) or employee(s) with whom the relationships exist.
