



# REQUEST FOR PROPOSALS

## Downtown Wayfinding

Department of Planning and Economic Development

### OVERVIEW

This Request for Proposals (RFP) seeks firms with the expertise necessary to design a wayfinding system for the City of Troy. The project includes an analysis of the City's existing signage, design of new signage standards, and plans for implementing a new wayfinding system throughout the highlighted focus area. Upon completion of the design, the City will solicit bids for fabrication and installation of the system.



This project is funded by the Troy Redevelopment Foundation and the Troy Industrial Development Authority

The Sage Colleges



\*\*\*\*\*THIS IS A REQUEST FOR PROPOSALS\*\*\*\*\*

***Wayfinding System***

**RFP Instructions and Timeline**

DATE: March 15, 2019

FROM: Steve Strichman, Commissioner of Planning and Economic Development

NOTICE IS HEREBY GIVEN THAT PROPOSALS ARE SOUGHT FOR THE FOLLOWING:

RFP NAME: **Wayfinding System**

CONTACT PERSONS: Claudia Mahoney  
(518) 279-7104  
[claudia.mahoney@troyny.gov](mailto:claudia.mahoney@troyny.gov)

Troy City Hall  
Bureau of Contracts and Procurement  
433 River Street, Suite 5000  
Troy, NY 12180  
Attn: Claudia Mahoney

The original, three (3) paper copies and a digital copy on a USB drive of the proposal must be received in a sealed envelope before 4:00 p.m. E.S.T. on April 12, 2019. Late bids will not be accepted. The City of Troy advertises all bid and RFP opportunities on the Empire State Purchasing Group (BidNet Direct.) The City Purchasing Office is responsible for issuing, advertising, distributing, and opening all bids and RFP's within the guidelines of the City of Troy's Procurement Policy.

**PLEASE PRINT ON THE ENVELOPE:**

1. NAME & ADDRESS OF PROPOSER
2. RFP NAME – "Wayfinding System"

Upon submission of the proposal, it is understood that the proposer has read, fully understands, and will comply with said RFP. You are urged to mail/deliver your quote early. Do not rely on overnight delivery services since they may not make your delivery in time.

## PROJECT OVERVIEW

The City of Troy is seeking proposals from qualified firms to plan and design a new comprehensive wayfinding system which directs pedestrians and motorists to their destinations including parking. The primary focus is the Troy City Center however if funding allows, the City reserves the right to extend the project to include the entire city as outlined in Alternate A.

A new wayfinding system is sought to better brand Troy, replace existing signage, address recent commercial growth, and to create a more welcoming city at its gateway points. The goal of the wayfinding system is to easily and effectively direct residents and visitors to local destinations. The City has created a logo for use.

**Primary Focus Area:** The project will focus on Troy's City Center as depicted in diagram 1. Routes 2 and 7 provide access from the east and west; Route 4 provides access from the north and south; The Green Island Bridge and Burdett Avenue are also significant gateways.

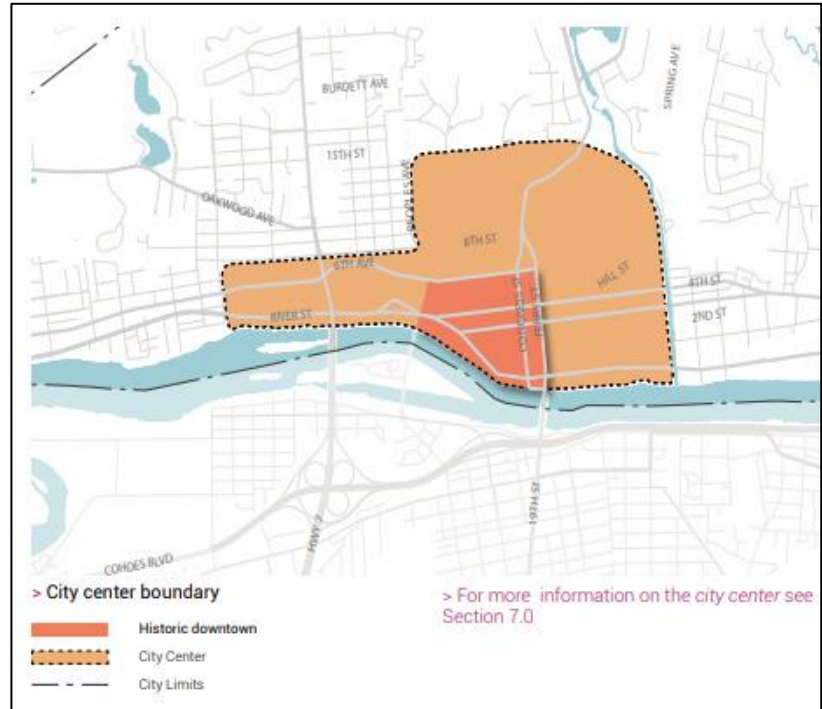


Diagram 1 – City Center

The new wayfinding system must identify and direct to:

- Points of interest including universities
- Cultural, historical, and geographical landmarks
- Business corridors/districts
- Connections to adjacent neighborhoods
- Parking, public space and government buildings

The new, complete wayfinding system must coincide with the recently adopted *Realize Troy* Comprehensive Plan ([www.realizetroy.com](http://www.realizetroy.com)), fit the city's historic character, and meet ADA standards. It may address motorized traffic and pedestrians differently, by scale and style of signage. This differentiation should be outlined in proposals.

A qualified firm should have experience and expertise in creating wayfinding systems and be familiar with the City of Troy, its points of interest, history, and future trajectory.

## ALTERNATE A

Diagram 2 details the entire city of Troy in relation to Center City. Troy is accessed from the west by 6 bridges, 3 of which are in the Center City. There are eight significant vehicle entrances into the City outside of Center City, and a number of other major intersections. Troy's other neighborhoods not only provide access to Center City, but also have significant points of interest. These include but are not limited to Historic sites and river access in Lansingburgh and South Troy, Frear Park Golf Course, skating rinks, Hudson Valley Community College and Emma Willard School.

There may be additional gateways not detailed in Diagram 2 that could provide a benefit to Troy's wayfinding system. For Alternate A pricing, it should be assumed that there may be two additional stakeholder meetings, but the Scope of services as listed below will remain the same.

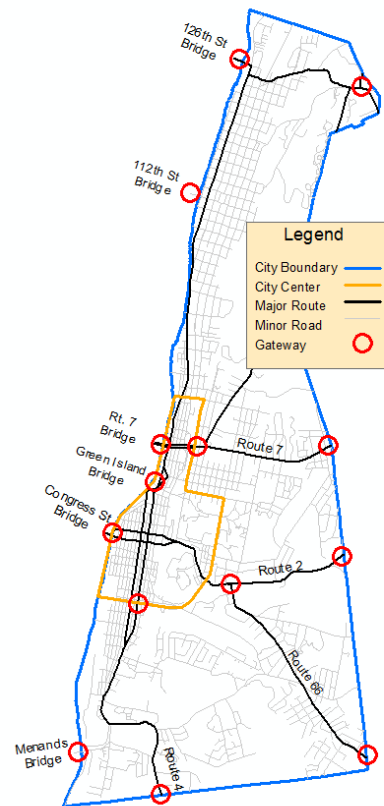


Diagram 2  
City of Troy

## SCOPE OF SERVICES

With guidance from city staff, the selected consultant will conduct a process to develop a new wayfinding system. The consultant will work with a stakeholder group to understand existing issues and current needs of the focus area.

The scope of work includes the following:

- Assessing the existing conditions and layout of wayfinding-related signage
- Conducting at least two meetings to address needs and concerns of local stakeholders
- Developing design standards which ensure all future additions to the wayfinding system are consistent
- Creation of a wayfinding system master plan- including signage design
- Signage location and implementation strategy based on cost and future development

## **CONTRACT MILESTONES & FINAL PROJECT DELIVERABLES:**

- Assessment report on existing wayfinding-related signage
- At least two stakeholder meetings conducted
- Development of the wayfinding system's design standards
- Development of the wayfinding system's master plan
- Identified locations and Implementation Strategy

## **EVALUATION AND SELECTION**

From the complete proposals received before the deadline, finalists may be contacted to discuss their proposal. Finalists shall be scored on a 100 point scale based on criteria that include:

- Project approach 25%
- Relevant experience of firm and project team 25%
- Familiarity with the City of Troy 25%
- Cost 25%

**Upon selection by the committee, the contractor will provide a draft contract outlining the scope of work and responsibilities of both parties.**

## **SUBMISSION REQUIREMENTS AND METHOD OF AWARD**

Responses to the following questions may not exceed 10 pages excluding appendix.

- A description of the contractor's understanding and approach to the project, including projected timeline and anticipated project deliverables. This should include a statement explaining why you think the project would benefit from selecting your firm.
- A brief description of the individual, firm(s), including background and qualifications.
- A summary of any arrangements that will be made with any other firm (subcontractors) for assistance on this work, and an explanation of their qualifications and project role, in particular the description should identify, by name and experience, the key planner, urban designer and architect who will lead the project.
- A list of key personnel to be involved in the work for each phase of the project for all companies included. Resumes, limited to key staff, should be included in an appendix.
- A list of similar work performed for other municipalities or agencies, including a description of work and the name of the municipality or agency.
- A project budget that includes a detailed estimate of the total time needed for the firm to complete the work. The project budget should show hours by team member by task, showing hourly rates and estimated number of hours provided for each person and task. Pricing should be included for the Focus Area as well as for Alternate A, the additional cost to complete wayfinding design for the non-city-center areas.
- A project schedule showing major contract milestones (deliverables, meetings) shown in weeks from contract award.

***The City of Troy reserves the right to reject any and all proposals for any reason.***

## **PROPOSAL RESERVATIONS**

Proposals submitted shall remain in effect for Ninety (90) days past the due date.

## **CANCELLATION CLAUSE**

At any time prior to the selection of a proposal the proposer may withdraw their proposal by sending a letter to the City of Troy rescinding the offer.

## **INSURANCE/BONDING**

The selected proposer will be required to procure and maintain, at their own expense, the following insurance coverage:

1. Commercial general liability and contractual liability on an occurrence basis with the following limits of coverage: bodily injury, property damage and personal injury, One Million Dollars (\$1,000,000) each occurrence/Two Million Dollars (\$2,000,000) general aggregate.
2. Professional Liability/Errors & Omissions of at least One Million Dollars (\$1,000,000) each occurrence/Two Million Dollars (\$2,000,000) aggregate *(If applicable)*.
3. Workers compensation insurance as required by law and including employer's liability insurance. Statutory disability benefits insurance as may be required by law.
4. Comprehensive Automobile Liability coverage on owned, hired, leased, or Non-owned autos with limits not less than One Million Dollars (\$1,000,000) combined for each accident because of bodily injury sickness, or disease, sustained by any person, caused by accident, and arising out of the ownership, maintenance or use of any automobile for damage because of injury to or destruction of property, including the loss of use thereof, caused by accident and arising out of the ownership, maintenance or use of any automobile.
5. Commercial umbrella coverage of Five Million Dollars (\$5,000,000).

Each policy of insurance required shall be in form and content satisfactory to the City Corporation Counsel, and shall provide that:

1. The City of Troy is named additional insured on a primary and non-contributing basis.
2. The insurance policies shall not be changed or cancelled until the expiration of thirty (30) days after written notice to the City of Troy Corporation Counsel's Office.
3. The insurance policies shall be automatically renewed upon expiration and continued in force unless the City of Troy Corporation Counsel's Office is given sixty (60) days written notice to the contrary.

No work shall be commenced under the contract until the selected proposer has delivered to the city or his/her designee proof of issuance of all policies of insurance required by the Contract to be procured by the selected proposer. If at any time, any of said policies shall be or become unsatisfactory to the city, the selected proposer shall promptly obtain a new policy and submit proof of insurance of the same to the city for approval. Upon failure of the selected proposer to furnish, deliver and maintain such insurance as above provided, this Contract may, at the election of the city, be forthwith declared suspended, discontinued or terminated. Failure of the

selected proposer to procure and maintain any required insurance shall not relieve the selected proposer from any liability under the Contract, nor shall the insurance requirements be construed to conflict with the obligations of the selected proposer concerning indemnification.

#### **ADDITION TO THE SIGNATURE PAGE**

The response to this RFP certifies that the responding party has read, is familiar with, and will comply with any and all segments of these specifications, including but not limited to: Cover Letter, Insurance Requirements, Product Specifications and Conditions, Delivery and Backorder Requirements (as applicable).

#### **ALTERNATE BIDS**

In the event that satisfactory proposals are not received, the City of Troy reserves the right to consider alternative proposals containing deviations from the City of Troy's RFP.

#### **RIGHT TO REJECT, SUSPEND OR TERMINATE**

The City of Troy reserves the right to reject any and all proposals, to waive any informalities and technical irregularities in the proposals received, or to accept any proposal deemed to be for the best interest of the City of Troy. The City of Troy reserves the right to suspend or terminate the contract for any reason.

#### **CONFLICT OF INTEREST**

No director, officer, employee, agent, contractor, or subcontractor of the proposer shall also be an agent, servant and/or employee of the City of Troy. The proposer shall not employ as a director, officer, employee, agent, contractor, or subcontractor, directly or indirectly in any capacity, any elected or appointed official of the City of Troy, and the two school districts, or any member of their immediate family.

The proposer agrees that it will require all its directors, officers, employees, agents, contractors, or subcontractors to be bound and adhere to the Code of Ethics of the city (if interested, copies of the Code of Ethics may be obtained from the City of Troy.) The contractor further agrees that it will require all of its employees to comply with all applicable laws relating to this agreement, or the performance thereof, and that the refusal to supply such evidence and/or testimony shall be the cause for immediate termination of this agreement by the City of Troy.

#### **FUNDING**

Funding for this project comes from grants by the Troy Redevelopment Foundation and the City of Troy Industrial Development Authority.

The city assumes no responsibility or liability for costs incurred by respondents prior to an award of a contract, including cost incurred with the preparation and submission of quotes in accordance with this RFP.

#### **Termination for Cause**



The City of Troy reserves the right to terminate the contract at any time for cause. The violation of any provision or condition contained in the contract, or the refusal, failure, or inability to carry out any provisions of the contract shall constitute sufficient grounds to terminate the contract for cause. Should The City of Troy elect to terminate the contract for cause, the City of Troy will notify the contractor ten (10) days prior to the termination date and shall specify the cause for termination as well as the date the termination shall be effective. This termination notice will be issued via a written letter sent by certified U.S. mail. Immediate dismissals may be executed if deemed necessary by The City of Troy.

### **Termination Without Cause**

The City of Troy may terminate the contract without cause. Written notice of termination must be sent via certified U.S. mail no later than thirty (30) days prior to the termination date.

The city assumes no responsibility or liability for costs incurred by respondents prior to an award of a contract, including cost incurred with the preparation and submission of quotes in accordance with this RFP.

### **Questions**

Inquiries or questions regarding this request shall be forwarded to the Purchasing Agent via e-mail. All questions will be received no later than **4:00 PM on April 12, 2019**. All questions will be compiled and answered in the form of an Addendum. All agencies on record with the Purchasing Office will receive a copy of the Addendum. Questions received after this date will not be answered. Only questions answered by formal written Addenda will be binding. Oral or other interpretations or clarifications will be without legal effect.

**E-mail questions to:**  
**Claudia Mahoney**  
**Purchasing Agent**  
[claudia.mahoney@troyny.gov](mailto:claudia.mahoney@troyny.gov)

### **Submission**

All Proposals to be considered must be received in a sealed envelope up until but no later than **4:00 PM on April 12, 2019**, and shall be directed to the City of Troy, Office of the City Comptroller, Bureau of Contracts & Procurement. Proposals received after the above noted time will not be accepted. All sealed envelopes should be clearly marked "**Wayfinding**". Vendors shall submit their proposal to:

**Claudia Mahoney**  
**City of Troy, New York**  
**Office of the City Comptroller**  
**Bureau of Contracts & Procurement**  
**433 River Street, Suite 5000**  
**Troy, NY 12180**

**Facsimile or electronic submissions WILL NOT be accepted.**