

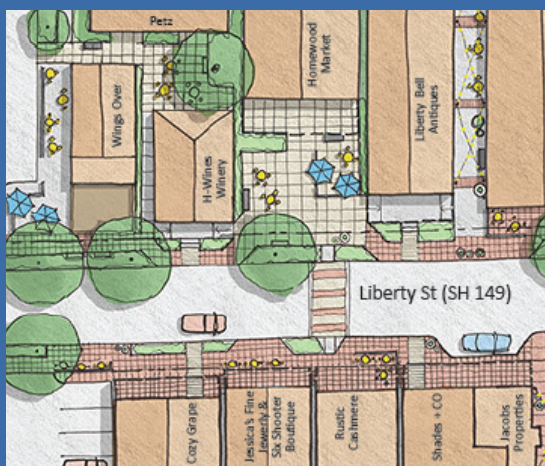
RFP
MONTGOMERY



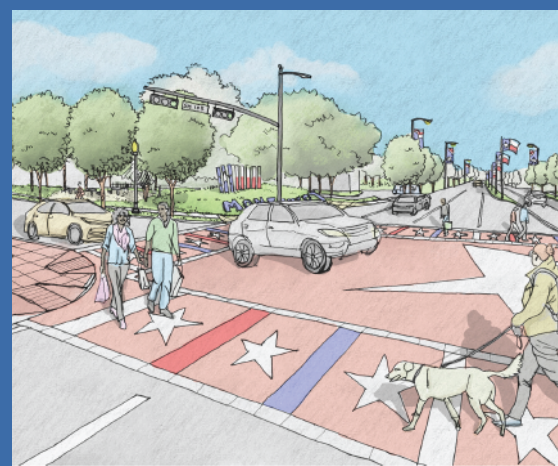
Downtown Design Goals

- Improve arrival and parking experience
- Provide public streetscape improvements that create a unique, appropriate setting for businesses to attract customers
- Create a safe, enjoyable pedestrian experience that encourages customers to explore and linger downtown

The Setting



Historic Downtown Montgomery, Texas is bound on two sides by state highways that will be undergoing construction. As part of these projects, the City of Montgomery and the Montgomery Economic Development Corp are committed to improving



safety and walkability while also encouraging tourism and promoting economic development. Although the area is in transition as it grows, its core identity as the Birthplace of the Texas Flag needs to be preserved and celebrated.

Scope

The Montgomery Economic Development Corporation's (MEDC) Downtown Design Master Plan was prepared by Gunda Corporation and White Oak Studio after more than a year of visits, planning, feedback from the MEDC Board, and community meetings. The plan was unanimously adopted by the MEDC at its November 1, 2021 public meeting and unanimously adopted by the Montgomery City Council at its November 9, 2021 meeting.

One of the projects identified by the master plan is a wayfinding survey.

Qualified proposers must be able to analyze the existing conditions of wayfinding, signage of all types, traffic and parking patterns and develop a plan to improve upon the experience of navigating around Historic Montgomery, Texas. The plan should maintain small-town charm and create a welcoming, organized, safe and easy to navigate signage infrastructure. The primary goal is to improve the overall visitor experience resulting in repeat visitation and stimulation of the Downtown economy.

The survey should define the types and design of signs, where they should be used, where they should be located, what they should look like, and what kind of information they include. Montgomery is a rapidly changing city - due to both new development and redevelopment - so the survey should clearly identify the future points at which new signage should be placed.

Key goals of the survey:

- Increase and encourage visitor and resident discovery and exploration of Historic Montgomery and other assets within the City
- Guide travelers from the major entrances into the City to areas of interest
- Allow easy deciphering of directions to increase a person's ability to traverse the Downtown, while managing information overload and sign clutter. Specific needs relate to directing vehicle traffic to parking locations
- Develop design standards for wayfinding that are reflective of the City of Montgomery's identity
- Create easy to use and understand signage and wayfinding that encourage visitors to park and walk to various destinations rather than move their vehicles from destination to destination
- To the extent that makes sense, wayfinding installations should be able to be easily updated to keep content relevant and up to date

Scope (continued)

Key goals of the survey (continued):

- Anticipate future development in each area, changes in traffic patterns, new businesses, and increased pedestrian and vehicle traffic
- Provide options to be used during construction phases of the Downtown Design Plan that are flexible and will help mitigate dislocations to businesses and traffic patterns
- Include recommendations and designs for 21st century wayfinding elements to potentially integrate into the Downtown Wayfinding Program as either pilots or phased-in permanent elements.
- Develop options for both public locations and private sector organizations and destinations to use (shopping centers, new subdivisions) to encourage familiarity and cohesive branding throughout the City
- Design sign concepts
- Design full sign type array
- Prepare initial sign location recommendation and messaging

Services Requested

Develop Wayfinding Signage Master Plan

- Initial Draft Master Plan Document

- Final Master Plan Document developed following review and approval of the draft plan. Plan is to include but is not limited to:
 1. Site Plan which indicates location of signs, scaled and broken into subtype as needed.
 2. List of recommended terminology and/or design icons and branding for primary and secondary destinations
 3. Design for each type of proposed sign, including materials and digital specifications.
 4. Sign content and type for each location.
 5. Cost estimates for fabrication and installation
 6. Shop/construction drawings with all necessary information to supply to fabricator and installer
 7. Full color renderings, including line art file, color profiles, etc.
 8. Master list (print and digital copy) of fonts, icons, colors, materials, etc. used in branding
 9. Commercial rights to perpetual use of all fonts and colors used in branding
 10. Phased implementation plan
 11. Executive summary

Proposal Submission Requirements

Proposal shall be submitted digitally in PDF format to Nicola Browe at nbrowe@montgomerytexas.gov. No paper or hard copy submittals are required.

Proposal submission shall include, at minimum:

- Summary of project understanding.
- Firm overview for lead consultant and any subconsultants proposed to work on project.
- Project team composition and qualifications that identify all persons that will be actively involved on the project and their roles in the Wayfinding Program. Identify the project manager. Detail the qualifications, skills, background and relevant experience of the project team.
- A description of experience in completing work of this type, including three examples of similar projects. Include project references.
- A proposed technical approach that outlines the process to complete the tasks as identified in this RFP. Include the number meetings (in person and/or virtual) that are proposed for each task of the project and any other virtual meetings or engagement sessions that are proposed.
- Project schedule that includes a start-to-finish timeline to complete the project. Include milestone dates, major tasks, and deliverables.
- Professional fee to complete the work as described. Fees shall include all tasks and staffing necessary to complete the project as outlined above and within your submitted proposal. All reimbursable expenses shall be included in this fee.

Indications of Interest and Submissions

Interested consultants are encouraged to send an email to Nicola Browe (nbrowe@montgomerytexas.gov) to register their intent to respond to this RFP.

It is the sole responsibility of the offering firm to contact the City of Montgomery or the Montgomery Economic Development Corporation prior to submitting a proposal to ascertain whether any addenda have been issued, to obtain all such addenda, and acknowledge any addenda with each proposal.

Inquiries and questions regarding any aspect of this request for proposal should be emailed to Nicola Browe at nbrowe@montgomerytexas.gov. Telephone calls or other methods of communication will not be accepted.

Proposals must be signed by an authorized representative or contracting agent of the firm.

Additional Required Documents

- Conflict of Interest Questionnaire (FORM CIQ)
- Certificate of Interested Parties (FORM 1295) – to be filled with Texas Ethics Commission at time of award of agreement/contract
- Certificate(s) of Liability insurance.
- Prohibition on Boycotting Israel Verification and Doing Business with Certain Companies
- Prohibition on Contracts with Companies that Discriminate Against Firearm and Ammunition Industries and Prohibition on Contracts with Companies Boycotting Certain Energy Companies
- Non-Collusion Affidavit
- Open Records Contracting Information
- Provide a summary of any litigation, claim(s), or contract disputes filed by or against the offeror in the past five (5) years which is related to the services that offeror provides in the regular course of business. State if there are NO litigation claim(s) or contract dispute(s) filed by or against the Offeror in the past five (5) years.

Evaluation Criteria

The MEDC will evaluate all complete proposals based on the responsiveness of the scope and approach proposed, the qualifications of staff, and the overall firm qualifications. Specifically, the MEDC will evaluate the proposals on the following criteria:

<u>Criteria:</u>	<u>Scoring Value:</u>
Experiences and Work Performance	50%
Experiences with Municipal Planning	25%
References	15%
Project Approach/Plan/Staffing	10%

The MEDC may schedule interviews, the outcome of which may influence the evaluations of the proposals.

Project Timeline

- July 6 2022: RFP Issued
- July 29, 2022: Deadline to submit RFP Questions/Clarifications (by 4:00pm Central Time)
- August 12, 2022: City of Montgomery response to Questions: (by 4:00 p.m. Central Time)
- Proposals Due: August 19, 2022 (4:00pm Central Time)
- Notice of Selection: August 30, 2022
- Project Start Date: no later than October 3, 2022

Requests will be received via email until 4:00 P.M. on August 19, 2022, at which time they will be publicly opened. The MEDC reserves the right to reject any or all qualifications submitted and to waive any minor technicalities. MEDC reserves all rights to negotiate with any or all firms submitting qualifications. Small and minority businesses, women's business enterprises, and labor surplus area firms are encouraged to submit qualifications and firms using subcontractors must solicit such firms in the subcontracting process.