



**MARGATE COMMUNITY REDEVELOPMENT AGENCY  
5790 MARGATE BOULEVARD  
MARGATE, FLORIDA 33063**

**REQUEST FOR PROPOSAL (RFP) NO. MCRA – 2016-04  
PLANNING AND DESIGN OF WAYFINDING SIGNAGE**

PROPOSAL SUBMISSION DATE: Tuesday, February 9, 2016

PROPOSAL SUBMISSION TIME: 11:00 AM

**ALL PROPOSALS MUST BE RECEIVED BY THE PURCHASING DIVISION PRIOR TO THE  
DATE AND TIME SPECIFIED ABOVE**

**MARGATE COMMUNITY REDEVELOPMENT AGENCY**

# **PLANNING AND DESIGN OF WAYFINDING SIGNAGE SERVICES**

## **RFP NO. MCRA 2016-04**

The Margate Community Redevelopment Agency ("MCRA") is seeking proposals from qualified Firms to provide planning and design of wayfinding signage for various locations within the City of Margate ("City").

### **I. PURPOSE:**

The MCRA is interested in entering into an agreement with a qualified and experienced environmental graphic design firm ("Consultant") to provide professional services for the planning and design of a graphically unified family of directional and identification signage in accordance with the specifications, terms and conditions contained in this Request For Proposals (RFP).

The goals of this program are:

- To create a consistent signage and wayfinding system across a range of sign and publication mediums.
- To create a signage and wayfinding system that focuses on directing residents and visitors to facilities and services, mass transit, schools, civic institutions, shopping, parks, bicycle and pedestrian trails as well as other areas of interest within the City of Margate.
- To create a recognizable identity and sense of place.
- To establish a plan for ongoing administration and maintenance of the system.

### **II. SCOPE OF SERVICES:**

The MCRA is seeking the services of a qualified environmental graphics design firm to provide professional services for the planning and design of a graphically unified family of directional and identification signs. Recently, the City and MCRA went through a rebranding process adopting a new logo and tagline to build a recognizable identity and create a sense of place. Currently transitioning its identification signage, the City and MCRA are trying to project a singular message introducing the brand in all promotional channels, defining Margate as unique and different from the surrounding communities.

The signage and wayfinding system shall be designed to project a consistent image for the City and MCRA District; ease vehicular congestion; guide residents and visitors to landmarks, facilities and services; promote walking, bicycling and

mass transit; and be sustainable as well as expandable. This should include all entry features, identification, neighborhood, parking, directional and wayfinding signage utilizing Margate's branding components.

The Consultant shall provide all labor, equipment, materials, supplies and incidentals necessary to perform the scope of services outlined below:

**Task 1: Assess Existing Conditions and Needs:**

- a) Review planning work completed to date (including City, CRA, County and State master plans and design guidelines.)
- b) Conduct an assessment of current wayfinding signage including:
  - Entryway, identification, pedestrian, bicycle, vehicular, and mass transit wayfinding signage within the City limits;
  - Regulatory signage including Florida Department of Transportation (FDOT) and Broward County;
  - Sign inventory and removal plan of existing signs.

**Task 2: Develop a Recommendation on Signage Types and Placement:**

- a) Recommend wayfinding signage types and hierarchy that should be added, replaced, revised or consolidated (e.g., direction markers, street signs, parking signage, public facility identification signage, gateway monuments, orientation kiosks and boundary markers designating city limits and "City Center".)
- b) Use aerial imagery and /or GIS resources to create a map of recommended wayfinding signage locations.
- c) Identify other opportunities for temporary or changeable special event/marketing signage that meet FDOT, Manual on Uniform Traffic Control Devices (MUTCD) and local requirements.

**Task 3: Design Signage Standards and Wayfinding Plan :**

The Consultant shall design all proposed prototype signs that exhibit a professional quality of workmanship, and reflect positively on Margate.

- a) Recommend universal design standards for wayfinding elements that are reflective of Margate's identity including the purpose, message, size, format, typography and be consistent in color, font, materials, architectural elements, support mechanisms and graphics. Signage should incorporate the City/MCRA branding standards, as appropriate.
- b) Perform a site review to verify locations, determine available areas for signage, confirm dimensions and identify potential conflicts with architecture or landscape designs.

- c) Develop an understanding of appropriate county, state and local building codes, ordinances and other requirements, as they relate to signage for the City.
- d) Develop installation locations by sign size and type while ensuring that all necessary compliance measures with local, county, state and federal codes are met.
- e) Work with the City and MCRA to develop a list of recommended terminology and/or design icons for primary and secondary destinations (e.g., landmarks, public facilities, shopping and dining destinations).
- f) Develop wayfinding and circulation solutions.
- g) Develop sign location plans and messages schedules. These location plans and message schedules will be updated through the process. They shall be submitted to the MCRA at the end of the project reflecting accurate "as-built" placement and messages.
- h) Prepare three (3) conceptual designs in schematic form to determine design direction and review, including specifications for size, materials, finishes, color, typography, lighting and scale. The Consultant shall develop a menu of recommended signage types for programming review.
- i) Finalize all elements of the sign system design including materials, fabrication specifications, graphic design and installation details.
- j) From the design concept chosen, submit final design drawings, and fabrication/installation documents.
- k) Prepare sign layouts based on actual sign messages to determine sign and letter sizes and to determine the need for variations to the wayfinding/signage program.
- l) Develop an installation schedule to assure timely, accurate and code compliant installation.
- m) Prepare and periodically update budget estimates and installation schedules based on priorities and available funding by MCRA.

#### **Task 4: Bidding and Award Services for Fabrication/Installation:**

Develop specifications for fabrication and installation and prepare Graphic Standards utilizing MUTCD sign standards for submittal package to state, county and local jurisdictions for General Use Permit and any other required submittals as part of the approval process in coordination with City/MCRA.

- a) Prepare bid documents and assist MCRA in the administration of the bid process and recommendation of contract(s) award.
- b) Participate in the review of the bid proposals.
- c) Oversight of contract for manufacture and installation specifications of wayfinding signs.

### III. THE SUBMITTAL PACKAGE:

The MCRA has prepared the following instructions for the RFP in order to minimize costs and response time and to ensure the RFP response is designed to provide the necessary information about the firm. Each submittal must include the attached check list labeled "Exhibit A". This check list must appear immediately after the cover letter. To ensure that all submittals can be evaluated on an equitable basis, the RFP requires each respondent to provide the requested information in a prescribed format and organization that excludes supplemental materials. Any supplemental information included with the response must appear after the required materials and tabbed "Additional RFP Information", or under separate cover. The submittal package should be organized as listed below with one tab for each item.

The submittal package must be organized in the following manner:

1. Cover Letter (Please address firm's resources, personnel availability and commitment in cover letter.)
2. Exhibit A – to be inserted after the Cover Letter.
3. Firm/Team organizational chart which includes:
  - a. Individuals Name and Position
  - b. Name of Firm
  - c. Clear designation of one person who will be the main contact for the respondent
4. Firm description. (Qualification Statement)
5. "Key Staffing" (Name, Title and years with firm only. **Do not include a resume here. All resumes, if included, should be included under "Additional RFP Information" tab.**)
6. Project Management - Describe project management approaches to address: communication needs of the team, how key decisions will be made, how conflicts will be resolved, how coordination will be handled with other entities (government, utilities etc.) and how schedule and budget will be managed.
7. Offeror's Certification (see attached sheets)
8. Example of Work – each proposer may submit six (6) copies of a bound Sign Project Book from previous similar type projects (no page limit).
9. Cost – Provide a breakdown of the cost for each Task to be performed under the Scope of Services. Provide hourly rates and conditions for any additional work beyond the scope of work specified.

\*Required Forms of the Check List (Exhibit A), Offeror's Qualification Statement and Offeror's Certification are attached hereto and shall be signed and submitted with the RFP response.

#### IV. SUBMISSION REQUIREMENTS:

- A. The City of Margate Purchasing Division will accept sealed Proposals until 11:00 AM, Tuesday, February 9, 2016. RFP packets will be received in the Office of the Purchasing Division, City of Margate, City Hall, Finance Department, Second Floor, 5790 Margate Boulevard, Margate, Florida 33063. Proposals received prior to the date and time above will be considered. Proposals received after the date and time will not be considered and will be returned to the firm(s) unopened.
- B. Interested firms shall submit one (1) original and five (5) copies of the proposal **(NO THREE (3) RING BINDERS)**, as well as an electronic copy (flash drive or disk – do not send via e-mail) of the complete submittal, no later than the date and time as stated above. The proposal packages shall be sealed and clearly marked on the outside "RFP MCRA 2016-04 PLANNING AND DESIGN OF WAYFINDING SIGNAGE" and addressed to the Purchasing Division at the address above. Respondents desiring to submit a proposal should carefully review the instructions and other related sections of the RFP. Compliance with all requirements shall be solely the responsibility of the Respondent.
- C. By submitting a proposal, the proposer certifies that they have fully read and understood the proposal method and have full knowledge of the scope, nature, and quality of work to be performed.
- D. **NO FAXED OR ELECTRONICALLY SUBMITTED PROPOSALS WILL BE ACCEPTED.** It shall be the sole responsibility of the proposer to have their proposal delivered to the City of Margate Purchasing Division, Finance Department, Second Floor, City of Margate City Hall, 5790 Margate Boulevard, Margate, FL 33063 prior the date and time specified.
- E. Proposers may withdraw their proposals by notifying the Purchasing Division in writing at any time prior to the scheduled opening. Proposers may withdraw their proposals in person or through an authorized representative. Proposers and authorized representative must disclose their identity and provide a receipt for the proposal. Proposals, once opened, become the property of the MCRA and will not be returned to the proposers.
- F. The Offeror's Certification form shall be signed by an authorized company representative.
- G. In accordance with the American with Disabilities Act (ADA) this document may be requested in an alternate format.

- H. During the evaluation process, the Selection and Evaluation Committee (SEC), (as hereinafter defined) may, at its discretion, request firms to make oral presentations in person, by phone or via online video conference.

Such presentations will provide firms with an opportunity to answer any questions regarding the firm's qualifications. Not all firms may be asked to make such oral presentations.

## **V. ADDENDA, ADDITIONAL INFORMATION:**

All questions and requests for additional information in connection with this Request for Proposal (RFP) shall be directed in writing or by email to Patricia Greenstein, Purchasing Manager, 5790 Margate Boulevard, Margate, FL 33063. Fax number (954) 935-5258. Email [purchase@margatefl.com](mailto:purchase@margatefl.com).

Any addenda or answers to written questions supplied to participating proposers shall become part of the Request For Proposal and the resultant contract.

If you have received this RFP packet from a source other than directly from the City of Margate Purchasing Division, you are not registered. All interested parties must register with the City of Margate Purchasing Division office (address for submission of proposals) in order to receive any changes, additions, addenda or other notices concerning this project. Contact the Purchasing Division at (954) 935-5346 or by email to [purchase@margatefl.com](mailto:purchase@margatefl.com). Include in the subject line "RFP 2016-04 Planning and Design of Wayfinding Signage."

No negotiations, decisions or actions shall be initiated by the proposer as a result of any discussions with an MCRA employee. Only those communications which are in writing from the Purchasing Division may be considered as a duly authorized expression. Also, only communications from proposers, which are signed and submitted in writing, will be recognized by the MCRA as duly authorized expressions on behalf of the proposer. It is the proposer's responsibility to contact the Purchasing Division at (954) 935-5346 (prior to the date and time for submission) to determine if any addenda have been issued.

## **VI. INSURANCE REQUIREMENTS:**

The awarded proposer shall procure and maintain at its own expense and keep in effect during the full term of the Contract a policy or policies of insurance which shall be determined by the MCRA prior to contract. Additionally, any subcontractor hired by the awarded Proposer for this contract shall provide insurance coverage as well.

The MCRA and the City of Margate (CITY) shall be named "additional insured" under the appropriate policies. Consultant agrees to provide CITY and MCRA a Certificate(s) of Insurance evidencing that all coverage, limits and endorsements required are maintained and in full force and effect. Said Certificate(s) of Insurance shall include a minimum of thirty (30) day endeavor to notify due to cancellation or non-renewal of coverage.

The Certificate Holder address shall read:

- 1a. FOR CITY  
City of Margate  
Purchasing Division  
5790 Margate Boulevard  
Margate, FL 33063  
Re: RFQ MCRA 2012-03
  
- 1b. FOR MCRA  
Margate Community Redevelopment Agency  
5790 Margate Boulevard  
Margate, FL 33063  
Re: RFQ MCRA 2012-03

## **VII. EVALUATION AND SCORING:**

The selection process consists of evaluation, scoring and selection by the Selection and Evaluation Committee (SEC), established for this purpose. Each category will be scored and when the scores awarded for all categories are totaled, the scores will be tabulated and added to achieve the Total Points, which will be used to rank each firm. The ranking of each firm will be tabulated from each SEC Member and combined with other SEC Members to determine the total score and weighted score for the firm.

Failure to respond to all the items listed above will result in a lower overall score and may hinder a firm's chance of being selected.

The scoring criteria is made up of the categories above that collectively represent a Grand Total Point Value of 100 points, as described herein. The points indicated below as "Points Possible" are the maximum that can be allocated for each category. The point value shall be the basis of establishing a finalist list of the top ranking RFP submittals.



**EVALUATION CATEGORIES****POINTS POSSIBLE**

1. Firm's personnel qualifications	25
2. Firm's experience with similar projects	25
3. Firm's proposal cost	25
4. Firm's approach to project management	15
5. Firm's resources, personnel availability and commitment	10

**GRAND TOTAL OF POINTS****100 POINTS**

As the best interest of the MCRA may require, the right is reserved to reject any and all proposals or waive any minor irregularity or technicality in proposals received.

The MCRA reserves the right to request additional information and/or request oral presentations from proposers in order to make any recommendations related to this solicitation. The MCRA reserves the right to accept all or a portion of the proposals as submitted per the Scope of Work provided.

The MCRA also reserves the right to split contracted services if it is in the best interest of the MCRA. The MCRA reserves the right to award this proposal to the proposer, which in its sole discretion believes best serves its interest. Proposers are cautioned to make no assumptions unless their proposal has been evaluated as being responsive.

**A. Oral Presentations:**

During the evaluation process, the SEC Committee may, at its discretion, request firms to make oral presentations either in person, by phone, or by internet. Such presentations will provide firms with an opportunity to answer any questions the SEC may have on a firm's proposal. Not all firms may be asked to make such oral presentations.

**VIII. FINAL SELECTION AND AWARD OF CONTRACT:**

The MCRA reserves the right to award the contract to the responsible offeror whose proposal and resulting contract is determined to be the most advantageous in the sole discretion of the MCRA, taking into consideration the evaluation factors and criteria set forth in this request for proposals, and who agree to provide the required services at compensation which the MCRA determines is fair, reasonable and competitive. The MCRA's decision will be final.

The successful proposer shall be required to execute a contract with the MCRA covering the scope of services to be provided and setting forth the duties, rights and responsibilities of the parties.

The Contract shall be in the form approved by the MCRA. The final Contract will be subject to the approval of the Board of the Margate Community Redevelopment Agency.

#### **IX. WORKING PAPER RETENTION AND ACCESS TO WORKING PAPERS:**

All working papers and reports must be retained in accordance with requirements and procedures set forth by the General Records Schedule for Local Government Agencies as promulgated by the Division of Archives, History and Records Management (a division of the Florida Department of State) at the firm's expense, unless the firm is notified in writing by the MCRA of the need to extend the retention period. The firm will be required to make working papers available, upon request, to the following parties or their designees:

- City of Margate
- Margate Community Redevelopment Agency
- U.S. General Accounting Office (GAO),
- Parties designated by federal or state governments or by the CITY or MCRA as part of an audit quality review process.

In addition, the firm shall respond to the reasonable inquiries of auditors and allow successor auditors to review working papers relating to matters of continuing accounting significance.

#### **X. RFP SCHEDULE REQUIREMENTS:**

The schedule of events, relative to the procurement shall be as follows:

Event	Date (on or by)
1. Issuance of RFP	1/12/16
2. Receipt of RFP	2/09/16
3. Proposal Evaluations	2/17/16
4. Oral Presentations with short listed firms	3/02/16
5. Negotiations	3/9/16
6. Contract Award by Board	4/13/16

**The MCRA reserves the right to change and/or delay scheduled dates.**

## **XI. SUMMARY OF PROVIDED DOCUMENTS TO BE SUBMITTED WITH PROPOSALS:**

Samples of the following documents, (except certificate of insurance) are attached and shall be executed as a condition to this offer:

- (a) Proposal and Offeror's Certification
- (b) Qualifications Statement
- (c) Proof of Insurance (Refer to Section VI, Submission Content)
- (d) Non-Collusive Affidavit Form
- (e) Exhibit A

## **XII. GENERAL CONDITIONS:**

**A. PUBLIC ENTITY CRIMES INFORMATION STATEMENT:** "A person or Affiliate who has been placed on the convicted vendor list following a conviction for a Public Entity Crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplies, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017 for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list."

**B. DISCRIMINATORY VENDOR LIST:** An entity or affiliate who has been placed on the discriminatory vendor list may not submit a bid on a contract to provide goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not award or perform work as a contractor, supplier, subcontractor, or consultant under contract with any public entity, and may not transact business with any public entity.

**C. EXPENSES:** All expenses for making the proposal to the MCRA are borne by the proposer.

**D. WITHDRAWAL OF PROPOSAL:** Any proposal may be withdrawn up until the date and time set forth for the opening proposals. Any proposal not withdrawn shall constitute an irrevocable offer for a period of 90 days or until one or more of the proposals have been duly accepted and a contract is awarded. No guarantee or representation is made herein as to the time between the proposal opening and subsequent award.

**E. APPLICABLE LAWS:** All applicable laws and regulations of the U.S. Government, State of Florida, Broward County and ordinances and regulations

**F. FORM OF AGREEMENT:** Any agreement or contract resulting from the acceptance of a proposal shall be on forms either supplied by or approved by the MCRA and shall contain, as a minimum, applicable provisions of the Request for Proposal. The MCRA reserves the right to reject any agreement that does not conform to the Request for Proposal and any MCRA requirements for agreements and contracts.

**G. CONFLICT OF INTEREST:** For purposes of determining any possible conflict of interest, all Proposers must indicate if any or MCRA employee is an owner, corporate officer, or employee of their business. If such relationship(s) exist, the Proposer must file a statement with the Supervisor of Elections, pursuant to Florida Statutes 112.13.

**H. COPYRIGHTS AND PATENT RIGHT:** Proposer warrants that there has been no violation of copyrights or patent rights in manufacturing, producing and/or selling the item(s) ordered or shipped as a result of this proposal, and successful proposer agrees to hold the MCRA harmless from any and all liability, loss or expense by any such violation.

**I. TAXES:** The MCRA is exempt from any taxes imposed by the State and Federal Governments. Exemption certificates will be provided upon request.

**J. NON-COLLUSIVE STATEMENT:** By submitting this proposal, the proposer affirms that this proposal is without previous understanding, agreement, or connection with any person, business, or corporation submitting a proposal for the same materials, supplies, service, or equipment, and that this proposal is in all respects fair, and without collusion or fraud. (Refer to "Non-Collusive Affidavit" form attached.)

**K. ASSIGNMENT:** Consultant may not assign or transfer this contract in whole or part without prior written approval of the MCRA.

**L. TERMINATION FOR CONVENIENCE OF MCRA:** Upon thirty (30) calendar days written notice delivered by certified mail, return receipt requested, to the Consultant, the MCRA may without cause and without prejudice to any other right or remedy, terminate the agreement for the MCRA's convenience whenever the MCRA determines that such termination is in the best interests of the MCRA. Where the agreement is terminated for the convenience of the MCRA the notice of termination to the successful proposer must state that the contract is being terminated for the convenience of the MCRA under the termination clause and the extent of the termination. Upon receipt of such

notice, the contractor shall promptly discontinue all work at the time and to the extent indicated on the notice of termination, terminate all outstanding sub-contractors and purchase orders to the extent that they relate to the terminated portion of the contract and refrain from placing further orders and subcontracts except as they may be necessary, and complete any continued portions of the work.

**M. LITIGATION VENUE:** This agreement shall have been deemed to have been executed within the State of Florida. The validity, construction, and effect of this Agreement shall be governed by the laws of the State of Florida. Any claim, objection or dispute arising out of this Agreement shall be litigated only in the courts of the Seventeenth Judicial Circuit in and for Broward County, Florida.

**N. CANCELLATION FOR UNAPPROPRIATED FUNDS:** The obligation of the MCRA for payment to a Contractor is limited to the availability of funds appropriated in current fiscal period, and continuation of the contract into a subsequent fiscal period is subject to appropriation of funds, unless otherwise authorized by law.

**O. GOVERNMENT RESTRICTIONS:** In the event any governmental restrictions may be imposed which would necessitate alteration of the material quality, workmanship, or performance of the items/services offered on the proposal prior to delivery/performance, it shall be the responsibility of the Contractor to notify the MCRA at once, indicating in their letter the specific regulation which required an alteration. The MCRA reserve the right to accept any such alteration, including any price adjustments occasioned hereby, or to cancel the contract at no further expense to the MCRA.

**P. CONTRACTOR NOTICES:** The Consultant shall give notices and comply with applicable laws, ordinances, rules, regulations and orders of public authorities bearing on the safety of persons and property and their protection from damage, injury or loss.

**Q. DAMAGES OR LOSS:** The Consultant shall be liable for damage or loss (other than damage or loss to property insured under the property insurance provided or required by the Contract Documents to be provided by the Owner) to property at the site caused in whole or in part by the Consultant, a contractor of the Consultant or anyone directly or indirectly employed by either of them, or by anyone for whose acts they may be liable.

**R. WAIVER OF JURY TRIAL:** MCRA AND CONSULTANT HEREBY KNOWINGLY, IRREVOCABLY, VOLUNTARILY AND INTENTIONALLY WAIVE ANY RIGHT EITHER MAY HAVE TO A TRIAL BY JURY IN RESPECT TO ANY ACTION, PROCEEDING, LAWSUIT OR COUNTERCLAIM BASED UPON THE CONTRACT, ARISING OUT OF, UNDER, OR IN CONNECTION WITH THE WORK, OR ANY COURSE OF CONDUCT, COURSE OF DEALING, STATEMENTS (WHETHER VERBAL OR WRITTEN) OR THE ACTIONS OR INACTIONS OF ANY PARTY.

**S. INDEMNIFICATION:** To the extent permitted by Florida law, Consultant agrees to indemnify, defend, save, and hold harmless the MCRA and CITY, their officers and employees, from or on account of all damages, losses, liabilities, including but not limited to reasonable attorney fees, and costs to the extent caused by the negligence, recklessness or intentional wrongful misconduct of the Consultant and persons employed or utilized by the Consultant in the performance of this agreement. Nothing contained in the foregoing indemnification shall be construed to be a waiver of any immunity or limitation of liability the MCRA or City may have under the doctrine of sovereign immunity or Section 768.28, Florida Statutes.

**T. NO WAIVER:** No waiver of any provision, covenant or condition within this agreement, or of the breach of any provision, covenant or condition within this agreement shall be taken to constitute a waiver of any subsequent breach of such provision, covenant or condition.

**U. LIMITS ON SERVICES:** Proposer acknowledges that the Scope of Services shall be limited to "contractual services" as defined in FS 287.012(8) and shall not include "professional services as defined in FS 287.055(2)(a).



**ADDENDUM NO. 1  
RFP NO. MCRA 2016-04 PLANNING AND DESIGN OF  
WAYFINDING SIGNAGE**

**February 2, 2016**

**TO ALL PROPOSERS:**

Please incorporate the following information/clarifications, changes, additions/deletions into the specification packet for the above referenced project:

**1. QUESTION:**

Do you have a copy of the existing wayfinding system that you can share?

**ANSWER:**

The only things currently on file are pictures of the entrance signs. Please utilize the following link to access the inventory/pictures.

[http://www.margatefl.com/images/department/purchasing/Welcome to Margate Signs Inspection 2013.pdf](http://www.margatefl.com/images/department/purchasing/Welcome%20to%20Margate%20Signs%20Inspection%202013.pdf)

**2. QUESTION:**

Does the scope include the entire city of Margate?

**ANSWER:**

Yes.

**3. QUESTION:**

Are there any arterial roadways outside the city limits that you'd consider in the scope. For example, off-ramps of Florida Turnpike?

**ANSWER:**

No.

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OF WAYFINDING SIGNAGE**

**4. QUESTION:**

Will the firm that developed the new identity and tagline be allowed to bid on the RFP?

**ANSWER:**

The firm that developed the new identity and tagline will not be a proposer on this project.

**5. QUESTION:**

What is your budget for design services?

**ANSWER:**

\$50,000.

**6. QUESTION:**

What is our budget for fabrication of the signage and wayfinding?

**ANSWER:**

This has not been established. The MCRA is only asking for design at this time. They will budget accordingly for fabrication and installation based off the final design/material elements.

**7. QUESTION:**

Has this project been funded.

**ANSWER:**

Yes, for the design services. Refer to question 5.

**8. QUESTION:**

Can you share a copy of the recently developed city Brand and Brand guidelines?



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OF WAYFINDING SIGNAGE**

**ANSWER:**

Please utilize the following link to access the information.

[http://www.margatefl.com/images/department/purchasing/margate-brand-standards\\_final.pdf](http://www.margatefl.com/images/department/purchasing/margate-brand-standards_final.pdf)

**9. QUESTION:**

Task 3: Design Signage Standard and Wayfinding Plan

*"i. Finalize all elements of the sign system design including materials, fabrication specifications, graphic design and installation details"*

Does this apply to all **three** concepts notes in item "H" or does this apply to the chosen concept in item "j"?

**ANSWER:**

This applies to the **chosen** concept only for final design.

**DELETE:**

- i) Finalize all elements of the sign system design including materials, fabrication specifications, graphic design and installation details.

**INSERT:**

- i) Finalize all elements of the selected sign system design including materials, fabrication specifications, graphic design and installation details.

**10. QUESTION:**

When is the last day to submit questions?

**ANSWER:**

The last day to submit questions is February 2, 2016.

**11. QUESTION:**

When does the City and MCRA expect to have this project completed?

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OF WAYFINDING SIGNAGE**

**ANSWER:**

The RFP is for the design process only. The MCRA anticipates a six (6) month design process.

**12. DELETE:**

Page 5

**INSERT:**

Page 5a

**13. DELETE:**

Page 22

**INSERT:**

Page 22a

**14. QUESTION:**

Can you please provide a map (or link) indicating the CRA boundary to understand the limits of work?

**ANSWER:**

The City of Margate/Margate CRA Map can be found at the attached link under the heading of Boundaries

<http://www.margatefl.com/mf-government/589-about-cra.html>

**15. QUESTION:**

Please identify the roads that are under the management of FDOT or FHWA for adherence with MUTCD section 2D and Florida Administrative Code 115-51.

**ANSWER:**

State Road 7/441 is the only FDOT Road within Margate. The remaining roads are under Broward County or City jurisdiction.

There are no other changes at this time.

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OF WAYFINDING SIGNAGE**

**Please sign and return the acknowledgment page of this addendum by email or by fax. The original acknowledgement page is to be submitted with your RFP Proposal under Item 10 – Original Addendum/Addenda Acknowledgement Form(). Refer to page 5a.**



Patricia Greenstein  
Purchasing Manager  
2/2/16

## ACKNOWLEDGEMENT FORM

### ADDENDUM NO. 1

#### BID NO. MCRA 2016-04 – PLANNING AND DESIGN OF WAYFINDING SIGNAGE

I acknowledge receipt of Addendum No. 1 for Bid No. MCRA 2016-04. This addendum contains a total of eight (8) pages (including revised pages 22a and 5a attached).

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Name of Signer \_\_\_\_\_  
(please print)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Telephone: \_\_\_\_\_ Facsimile: \_\_\_\_\_

Please fax your completed form to (954) 935-5258 or e-mail to [purchase@margatefl.com](mailto:purchase@margatefl.com).



Patricia Greenstein  
Purchasing Manager  
2/2/16

**NOTE: The original of this form must be submitted with your RFP Proposal under "Item 10 – Original Addendum/Addenda Acknowledgement Form(s)", page 5a.**

### III. THE SUBMITTAL PACKAGE:

The MCRA has prepared the following instructions for the RFP in order to minimize costs and response time and to ensure the RFP response is designed to provide the necessary information about the firm. Each submittal must include the attached check list labeled "Exhibit A". This check list must appear immediately after the cover letter. To ensure that all submittals can be evaluated on an equitable basis, the RFP requires each respondent to provide the requested information in a prescribed format and organization that excludes supplemental materials. Any supplemental information included with the response must appear **after** the required materials and tabbed "Additional RFP Information", or under separate cover. The submittal package should be organized as listed below with one tab for each item.

The submittal package must be organized in the following manner:

1. Cover Letter (Please address firm's resources, personnel availability and commitment in cover letter.)
2. Exhibit A – to be inserted after the Cover Letter.
3. Firm/Team organizational chart which includes:
  - a. Individuals Name and Position
  - b. Name of Firm
  - c. Clear designation of one person who will be the main contact for the respondent
4. Firm description. (Qualification Statement)
5. "Key Staffing" (Name, Title and years with firm only. **Do not include a resume here. All resumes, if included, should be included under "Additional RFP. Information" tab.**)
6. Project Management - Describe project management approaches to address: communication needs of the team, how key decisions will be made, how conflicts will be resolved, how coordination will be handled with other entities (government, utilities etc.) and how schedule and budget will be managed.
7. Offeror's Certification (see attached sheets)
8. Example of Work – each proposer **may** submit six (6) copies of a bound Sign Project Book from previous similar type projects (no page limit).
9. Cost – Provide a breakdown of the cost for each Task to be performed under the Scope of Services. Provide hourly rates and conditions for any additional work beyond the scope of work specified.
10. Original Addendum/Addenda Acknowledgement Form(s)

\*Required Forms of the Check List (Exhibit A), Offeror's Qualification Statement and Offeror's Certification are attached hereto and shall be signed and submitted with the RFP response.

**EXHIBIT A**  
**CONSULTANT CHECKLIST – RFP MCRA 2016-04**

Note:

A) This Exhibit must be included in RFP immediately after the cover letter.

B) RFP Package must be put together in order of this checklist.

C) Any supplemental materials must appear after those listed below and tabbed "Additional R.F.Q. Information".

1. \_\_\_\_\_ Cover letter
2. \_\_\_\_\_ Copy of this Check List (Exhibit A)
3. \_\_\_\_\_ Firm/Team Organizational Chart
4. \_\_\_\_\_ Firm's Description(s) (Qualification Statement)
5. \_\_\_\_\_ Key Staffing (Name, Title and years with firm only. **Do not include a resume here.** All resumes, if included, should be included under "Additional RFP Information" tab.)
6. \_\_\_\_\_ Approach to Project Management
7. \_\_\_\_\_ Fee Proposal
8. \_\_\_\_\_ Offeror's Statement
9. \_\_\_\_\_ Offeror's Certification
10. \_\_\_\_\_ Addendum/Addenda Acknowledgement Form(s)



**ADDENDUM NO. 2  
RFP NO. MCRA 2016-04 PLANNING AND DESIGN OF  
WAYFINDING SIGNAGE**

**February 4, 2016**

**TO ALL PROPOSERS:**

Please incorporate the following information/clarifications, changes, additions/deletions into the specification packet for the above referenced project:

1. Corrections to the exhibit sequence requirements and form submissions as follow:

**DELETE:**

Pages 5a, 11 and 22a

**INSERT:**

Pages 5b, 11a and 22b

There are no other changes at this time.

**Please sign and return the acknowledgment page of this addendum by email or by fax. The original acknowledgement page is to be submitted with your RFP Proposal under Item 10 – Original Addendum/Addenda Acknowledgement Form. .**

A handwritten signature in blue ink that reads 'Patricia Greenstein'.

Patricia Greenstein  
Purchasing Manager  
2/4/16

## ACKNOWLEDGEMENT FORM

### ADDENDUM NO. 2

#### BID NO. MCRA 2016-04 – PLANNING AND DESIGN OF WAYFINDING SIGNAGE

I acknowledge receipt of Addendum No. 2 for Bid No. MCRA 2016-04. This addendum contains a total of five ( 5) pages (including revised pages 5b, 11a and 22b attached).

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Name of Signer \_\_\_\_\_  
(please print)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Telephone: \_\_\_\_\_ Facsimile: \_\_\_\_\_

Please fax your completed form to (954) 935-5258 or e-mail to [purchase@margatefl.com](mailto:purchase@margatefl.com).



Patricia Greenstein  
Purchasing Manager  
2/4/16

**NOTE: The original of this form must be submitted with your RFP Proposal under "Item 10 – Original Addendum/Addenda Acknowledgement Form(s)".**



### III. THE SUBMITTAL PACKAGE:

The MCRA has prepared the following instructions for the RFP in order to minimize costs and response time and to ensure the RFP response is designed to provide the necessary information about the firm. Each submittal must include the attached check list labeled "Exhibit A". This check list must appear immediately after the cover letter. To ensure that all submittals can be evaluated on an equitable basis, the RFP requires each respondent to provide the requested information in a prescribed format and organization that excludes supplemental materials. Any supplemental information included with the response must appear **after** the required materials and tabbed "Additional RFP Information", or under separate cover. The submittal package should be organized as listed below with one tab for each item.

The submittal package must be organized in the following manner:

1. Cover Letter (Please address firm's resources, personnel availability and commitment in cover letter.)
2. Exhibit A – to be inserted after the Cover Letter.
3. Firm/Team organizational chart which includes:
  - a. Individuals Name and Position
  - b. Name of Firm
  - c. Clear designation of one person who will be the main contact for the respondent
4. Firm description. (Offeror's Qualification Statement)
5. "Key Staffing" (Name, Title and years with firm only. **Do not include a resume here. All resumes, if included, should be included under "Additional RFP. Information" tab.**)
6. Project Management - Describe project management approaches to address: communication needs of the team, how key decisions will be made, how conflicts will be resolved, how coordination will be handled with other entities (government, utilities etc.) and how schedule and budget will be managed.
7. Offeror's Certification Form (see attached sheets)
8. Example of Work – each proposer **may** submit six (6) copies of a bound Sign Project Book from previous similar type projects (no page limit).
9. Cost – Provide a breakdown of the cost for each Task to be performed under the Scope of Services. Provide hourly rates and conditions for any additional work beyond the scope of work specified.
10. Original Addendum/Addenda Acknowledgement Form(s), Non-Collusive Affidavit Form, and Drug Free Workplace Form.
11. "Additional RFP Information" Tab

Required Forms of the Check List (Exhibit A), Offeror's Qualification Statement, Offeror's Certification, Non-Collusive Affidavit, and Drug Free Workplace form are attached hereto and shall be signed and submitted with the RFP response.

## **XI. SUMMARY OF PROVIDED DOCUMENTS TO BE SUBMITTED WITH PROPOSALS:**

Samples of the following documents, (except certificate of insurance) are attached and shall be executed as a condition to this offer:

- (a) Offeror's Certification Form
- (b) Offeror's Qualifications Statement
- (c) Proof of Insurance (Refer to Section VI, Submission Content)
- (d) Non-Collusive Affidavit Form
- (e) Exhibit A
- (f) Drug Free Workplace Form

## **XII. GENERAL CONDITIONS:**

**A. PUBLIC ENTITY CRIMES INFORMATION STATEMENT:** "A person or Affiliate who has been placed on the convicted vendor list following a conviction for a Public Entity Crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplies, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017 for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list."

**B. DISCRIMINATORY VENDOR LIST:** An entity or affiliate who has been placed on the discriminatory vendor list may not submit a bid on a contract to provide goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not award or perform work as a contractor, supplier, subcontractor, or consultant under contract with any public entity, and may not transact business with any public entity.

**C. EXPENSES:** All expenses for making the proposal to the MCRA are borne by the proposer.

**D. WITHDRAWAL OF PROPOSAL:** Any proposal may be withdrawn up until the date and time set forth for the opening proposals. Any proposal not withdrawn shall constitute an irrevocable offer for a period of 90 days or until one or more of the proposals have been duly accepted and a contract is awarded. No guarantee or representation is made herein as to the time between the proposal opening and subsequent award.

**EXHIBIT A**  
**CONSULTANT CHECKLIST – RFP MCRA 2016-04**

Note:

A) This Exhibit must be included in RFP immediately after the cover letter.

B) RFP Package must be put together in order of this checklist.

C) Any supplemental materials must appear after those listed below and tabbed "Additional R.F.Q. Information".

1. \_\_\_\_\_ Cover letter
2. \_\_\_\_\_ Copy of this Check List (Exhibit A)
3. \_\_\_\_\_ Firm/Team Organizational Chart
4. \_\_\_\_\_ Firm's Description(s) (Offeror's Qualification Statement)
5. \_\_\_\_\_ Key Staffing (Name, Title and years with firm only. **Do not include a resume here.** All resumes, if included, should be included under "Additional RFP Information" tab.)
6. \_\_\_\_\_ Project Management
7. \_\_\_\_\_ Offeror's Certification Form (refer to attached sheets)
8. \_\_\_\_\_ Example of Work
9. \_\_\_\_\_ Cost
10. \_\_\_\_\_ Addendum/Addenda Acknowledgement Form(s), Non-Collusive Affidavit , and Drug Free Workplace
11. \_\_\_\_\_ "Additional RFP Information" Tab