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Request for Proposal and Statement of Qualifications:  
Downtown Wayfinding Facility Design  
City of Burien, Washington

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Issued By: City of Burien

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## Section 1. General Information

### **I. Invitation and Intent**

The City of Burien invites all interested, qualified persons or firms capable of providing the required services, to submit proposals. The successful firm will 1) develop and present concepts for applying the City logo and branding to wayfinding facilities for the City of Burien with a focus on the City's Downtown, 2) Prioritize the City's wayfinding facilities based on the City's construction budget, and 3) Provide plans, specifications and estimate, with the option to add construction management services. See Exhibit A to this RFP for an attached map identifying Burien's designated Downtown area.

### **II. Background**

Burien is a suburban community, approximately 10 miles south of Seattle. It is characterized by several miles of Puget Sound shoreline, numerous public spaces that host year-round activities, and an attractive Main Street area business district with unique character buildings filled with delicious restaurants, bars and boutiques.

A comprehensive Downtown Mobility Study was completed and presented to Council in July, identifying several recommendations to expand the multimodal environment and development potential in the downtown. Of these several recommendations, a wayfinding program was identified as a top priority.

Concurrent with the Downtown Mobility Study, the City began a rebranding and marketing evaluation which is near completion. Once the new logo and brand is approved by council, an implementation plan will begin including a community and region-wide rollout, regional advertising initiatives, and a reskin of City property and assets. The selected consultant will be provided with design guidelines for the new logo and brand.

The Downtown Wayfinding Facility Design is funded by the City of Burien and an Economic Development Partnership Program grant from the Port of Seattle.

### **III. Purpose**

By establishing a unified signage system which projects a consistent image, wayfinding helps to shape the identity of place, contributing significantly toward the satisfaction of visitors, and community pride among residents. The wayfinding signage system intends to enhance the success and market potential of Burien, and ultimately provide an opportunity to elevate the city's presence in the Puget Sound Region. By directing visitors off of the main arterials and easing them into the downtown core, the system can economically activate the area, as visitors and residents are provided with the information required to best discover local businesses, attractions and destinations on their own, leading to a unique experience of the city. This project will be funded by the City of Burien, along with grant funds from the Port of Seattle's Economic Development Partnership program.

## Section 2. Scope of Requested Services

Once awarded, the Consultant will be responsible for all of the design work surrounding the successful deployment of this wayfinding system. The following is an outline of the specific items that are required as part of this project. Each proposal must include all items that the Consultant feels are necessary to complete the project regardless as to whether it is listed in the RFP. The items listed are identified as baseline suggestions and may be modified to meet the proposed scope and schedule.

### **IV. Task 1 – Foundational Research**

#### **a. Project Kickoff**

The first phase of the project should include a kickoff meeting with City staff and a site tour, review of planning work accomplished to date (transportation planning documents and Downtown Mobility Study), and an inventory of existing city signage in the Downtown.

*Deliverables: Following the kickoff meeting, the consultant team shall prepare a memorandum detailing the neighborhoods existing conditions with respect to wayfinding.*

#### **b. Community Outreach**

The foundational research and analysis & strategy development phases should include options for public input and stakeholder involvement. This may include online platforms, open houses, public meetings, telephone interviews, or any other applicable method. Proposals should include detail and rationale for the selected methods to ensure that a complete cross-section of the community is included.

*Deliverables: Community outreach technical memorandum and City Council presentations.*

### **V. Task 2 - Downtown Wayfinding Analysis & Prioritization**

This strategy will lay the foundation for the system by defining project goals, signage types and establishing site locations in accordance with local and state code. The wayfinding strategy should be a comprehensive signage system and should address the following topics:

- Develop preliminary logic, goals, and mission.
- Identify neighborhood gateways, primary routes, major areas, points of interest and destinations (cultural, business, shopping, education, parking, recreation, etc. nearby sites).
- Develop destination list and determine terminology (or abbreviations) necessary for each destination/attraction.
- Identify user groups, their specific needs, and potential wayfinding difficulties, particularly as they affect the disabled, senior citizens, and unfamiliar visitors.
- Determine what sign types and wayfinding elements will be needed which may include: pedestrian, vehicle, transit and bicycle travelers.

- Evaluate zoning code requirements for the signage.
- Work with the City of Burien to incorporate brand, logo design and identity.
- Document location of existing wayfinding signage, evaluate feasibility of reusing existing locations, poles, etc. on an individual location basis.
- Analyze people circulation patterns, traffic patterns and means of accessing downtown. Map recommended locations for signage directing users to the downtown. Analyze architectural elements, materials, themes, and new branding design elements in order to develop an appropriate design aesthetic for the system.
- Prepare multiple initial design concepts for review. Complete refinements after receiving feedback.
- Refine detailed designs based on input from for various sign types, including distinctions for parking signage.
- Refine graphic design standards with detailed specifications (exact dimensions, letter heights, color specifications, materials, material performance standards, mounting details).

*Deliverables: Wayfinding analysis and recommendations technical memorandum.*

#### VI. Task 3 - 30% Design

The consultant team shall produce 30% plans for each of the signage types identified in the wayfinding strategy. Design information shall include graphic layout, message, fonts, size, and required materials. Required design elements include:

- Present the full sign system array and mock-up signs with 30% cost estimate(s)
- Installation plan for preferred alternative with timing and phasing based on cost and order of priority.

*Deliverables: 30% design alternative mock-ups, plans and estimates, followed by 30 % plans and estimate for preferred alternative.*

#### VII. Task 4 - 60% Design

Advance the City's preferred alternative to 60% design level based on the City's 30% design review and comments.

- 60% plans
- 60% specifications
  - Each sign type, including required materials and fabrication.
  - Maintenance specifications for cleaning, replacing, and repairing signage, as well as reordering details.
- 60% cost estimate

*Deliverables: 60% design plans, specifications and estimate.*

## VIII. Task 5 - 100% Design and PS&E

Advance the City's preferred alternative to 100% design level for City review, then final plans, specifications and estimate for bidding.

### 1. PS&E

- 100% plans
- 100% specifications
  - Each sign type, including required materials and fabrication.
  - Maintenance specifications for cleaning, replacing, and repairing signage, as well as reordering details.
- 100% cost estimate
- Complete bid-ready project manual, including call for bids

### 2. Bid Assistance

- Post PS&E on Bidder's Exchange
- Provide up to 2 bid addenda
- Attend bid opening
- Review and document low bidder responsibility

*Deliverables: Final project manual, up to two (2) bid addenda, low bidder responsibility documentation.*

## Section 3. RFP Procedure

### IX. Preliminary Schedule

The City intends to complete the selection process using the following schedule. However, the City reserves the right to adjust or reschedule milestones as necessary. Any changes to the schedule will be emailed as an addenda to the vendor representative identified in the letters of interest.

Item	Date
Distribution of RFP	November 18, 2016
Letter or Email of Interest Due	November 29, 2016 @ 3:00 pm PST
Questions Due	November 29, 2016 @ 3:00 pm PST
Answers to Respondents Questions Posted	December 1, 2016 @ 3:00 pm PST
Deadline for submissions	December 7, 2016 @ 3:00 pm PST
Interviews	December 15, 2016 to December 20, 2016
Final Selection	December 21, 2016
Project Completion	May 24, 2017

### X. Desired Qualifications

Respondents to this RFP should have significant experience in transportation planning, wayfinding design and experience working with municipal governments.

### XI. RFP Response Format & Instructions

The City must receive responses to this RFP no later than December 7, 2016. Proposals received after that date will not be accepted. No additional time will be granted to any vendor unless by addendum to this RFP.

- Vendors may submit an original copy to the mailing address listed below, or submit via email to [chrisc@burienwa.gov](mailto:chrisc@burienwa.gov).
- All proposals should be sealed and labeled : RFP – Downtown Wayfinding Facility Design
- All proposals must be received by December 7, 2016 prior to 3:00 PST. It is the responsibility of the proposer to ensure the RFP arrives on time and to the correct location.

**RFP Mailing Address:**

Chris Craig  
City of Burien  
400 SW 152<sup>nd</sup> Street, Suite 300  
Burien, WA 98166-3066

All RFP submittals shall provide the following information at a minimum in order to be considered.

1. **Cover Letter:** This should include name of firm, contact person, address, phone, email, along with any parent companies, branch offices or associated sub-consulting firms who will participate in performing work.
2. **Relevant Experience:** Provide a description of the firm's relevant experience and capability including up to three (3) sample work projects demonstrating similar municipal projects. The project descriptions should include a timeline and project costs. Please provide names and contact information for the individuals who can speak to the firm's past performances on these similar projects.
3. **Approach and Scope of Work:** Provide a clear narrative description of your firm's interpretation of Burien's project intent. Include details for each phase element, including a project schedule, meetings, deliverables and anything that may be required from the city to accomplish the task.
4. **Statement of Qualifications:** Include the names and qualifications of staff members who would be working on this project, as well as any concurrent projects and their associated time commitment.
5. **Project Schedule analysis:** Prepare a schedule with a detailed breakdown for each phase within the scope of requested services. All work within the scope of services must be complete by May 24, 2017.

Vendors may withdraw their response by making written request to the City's RFP Coordinator prior to the response due date and time.

## **XII. Letter of Interest**

Vendors who wish to submit responses are requested to submit a Letter of Interest by mail or e-mail to the City's RFP Coordinator at [chrisc@burienwa.gov](mailto:chrisc@burienwa.gov) by November 28, 2016. The purpose of the Letter of Interest is to ensure vendors receive all RFP addenda, answers to questions posed by vendors, and other related information.

The Letter of Interest must designate the officer, employee, or agent who will officially represent the Vendor for all communications throughout the entire acquisition process. The following information should be provided for the individual:

Name  
Title  
Company Name  
Mailing Address  
Phone Number  
E-mail

**XIII. Vendor Questions**

Vendors should submit any questions about the RFP by November 28, 2016. Questions should be emailed to the City's RFP Coordinator.

**XIV. RFP Addenda**

The City may issue addenda to the original RFP during the vendor proposal development period. These will be in written format and issued by the City's RFP Coordinator. The City will release an addendum addressing any vendor questions. Any and all addenda will be emailed to the vendor representative identified in the letters of interest. All addenda issues shall become part of the specifications of this RFP.

**XV. Communication with City**

All vendor communications concerning this RFP should be directed to the City's RFP Coordinator:

Chris Craig, Economic Development Specialist  
400 SW 152<sup>nd</sup> Street, Suite 300  
Burien, WA 98166-3066  
206.436.5579  
[chrisc@burienwa.gov](mailto:chrisc@burienwa.gov)

Vendors are cautioned against contacting any City official, employee, or consultant other than the RFP Coordinator. Failure to observe this requirement may result in disqualification.

## Section 4: Evaluation of Proposals

### **XVI. Evaluation Factors**

Proposals will be evaluated based on the following criteria:

Criteria
Understanding of the work required, quality and responsiveness of the proposal
Proposed methodology for completing work
Professional related qualification and experience – including previous work samples
Design aesthetic
Timeline for Completion

### **XVII. Background Information**

The following data/information will be available to the selected consultant:

- Aerial photography and general mapping data for the selected area;
- Historical traffic and parking studies;
- Any relevant planning reports, including the Downtown Mobility Study;
- Burien logo and design standards (currently being updated);
- Other relevant data or information noted by the consultant in the consultant's submitted RFP if that data is available.

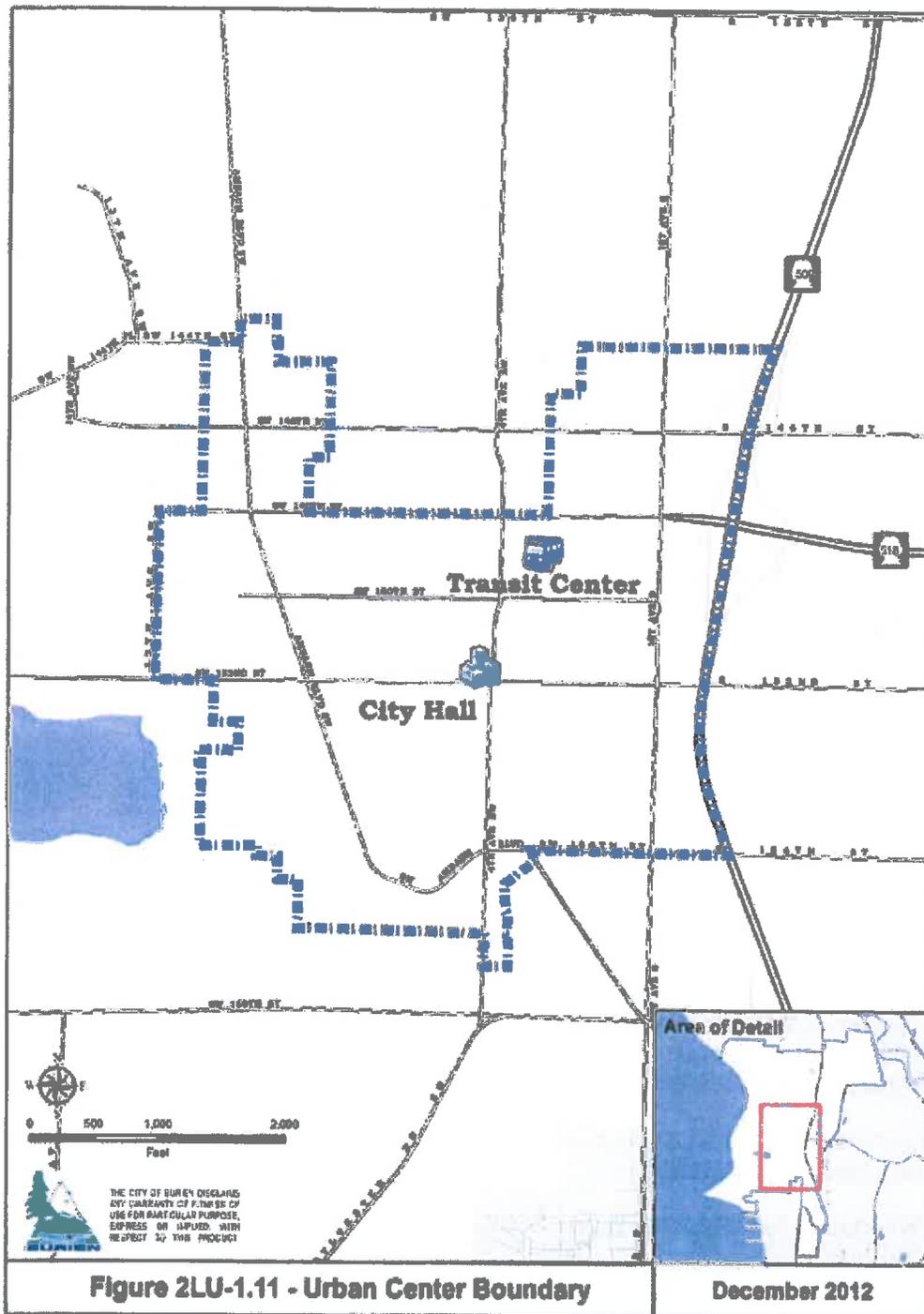
### **XVIII. Prime Consultant Responsibilities**

The prime consultant may subcontract with additional firms to acquire or produce elements of the final product; however, the prime consultant selected will be required to assume responsibility for all services offered in the proposal, regardless of the producer. The selected consultant shall be the sole point of contact with regard to contractual matters, including payment of any and all charges resulting from the contract.

### **XIX. Reservation of Rights/Rejection of Proposals**

The City of Burien reserves the right to reject all proposals responsive to this RFP. The City may waive any anomalies or irregularities in the proposals, and the City reserves the right to select and apply its own criteria for evaluating the proposals. The City may negotiate with any or all bidders. The City may modify or cancel this RFP. This RFP is not an offer, it is not a contract, it is not a promise to contract, nor is it an offer to contract. The City's obligation will commence only following the execution of a contract by both parties. All proposals become property of the City upon submission. Bidders to this RFP will not be compensated or reimbursed for any costs incurred in preparing the proposals.

Exhibit A



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Last updated: 8/21/2012  
By: Ferrando