



**The City of Buena Vista
Request for Proposals:
Wayfinding Signage**

Published August 22, 2024

This procurement is governed by the Virginia Procurement Act and all terms and conditions of the Act are hereby adopted and are made part of this notice.

Contact Information:

Thomas Roberts
2039 Sycamore Avenue
Buena Vista VA 24416
(540) 261-8607
troberts@bvcity.org

Proposal Responses Due:
4:00 PM EDT
Friday, September 13, 2024

PURPOSE

The City of Buena Vista (“City”), through its Community and Economic Development Departments, is seeking proposals from qualified firms for design and fabrication of branded signage and wayfinding and gateway elements. The signage program includes vehicle and pedestrian wayfinding signs across the City directing visitors and residents to key streets, attractions, and other important locations. The wayfinding signage is part of a Community Development Block Grant, funded through the Virginia Department of Housing and Community Development, intended to revitalize downtown, facilitate economic development, enhance the sense of place, and reinforce the City’s branding. The signs include gateway entrance signs at the edge of the City as well as signs along the main corridors (Route 501 and Route 60) directing residents and visitors to key destinations.

SCOPE OF PROJECT

This Request for Proposals (RFP) for the wayfinding signage project consists of:

- Designs services for wayfinding and gateway signage and signage elements (posts, hardware, etc.) to create final sign schematics. Signage should generally follow the design guidelines found in Chapter 3 of VDOT’s Community Wayfinding Sign Manual (2019), however, the City is not required to follow the processes outlined in that document because the City owns and maintains its own street rights-of-way. The designs should be adaptable and updatable for future changes and development, utilizing the branded designs in Appendix A as a reference.
- Fabrication and delivery of 28 signs , posts, post bases, brackets, and all associated hardware made from high quality, weather resistant materials, and are adaptable and updatable to account for future changes to labeled destinations or other content.
- Installation will be performed by City Public Works staff. The City will be supply materials for concrete footers, but other hardware should be supplied by manufacturer.
- Electronic files of the sign designs in a graphic design format that can be edited and updated.

A detailed signage list with content and locations may be found in Appendix B. The City will be responsible for installation of the signage once delivered. Detailed technical installation instructions and maintenance and operations manuals from the manufacturer will also be required from the selected firm.

Project Timeline

Proposals due	September 13, 2024
Firm selected	September 20, 2024
Designs complete and approved by City	November 15, 2024
Fabrication and delivery complete	February 1, 2025

PROPOSAL REQUIREMENTS

Deadline for Receipt

Proposals are due by 4:00 PM EDT on Friday, September 13, 2024. Proposals received after the deadline will be rejected.

Submittal Requirements

Firms shall submit one (1) digital copy of the proposal by email to troberts@bvcity.org

The detailed requirements set forth are mandatory. Failure to respond to a specific requirement may result in disqualification. The City reserves the right to accept or reject any or all proposals. Proposers are reminded that proposals will be considered exactly as submitted. Points of clarification will be solicited from proposers at the discretion of the City. Those proposals determined not to be in compliance with provisions of this RFP and the applicable law and/or regulations will not be processed.

The City of Buena Vista reserves the right to enter into negotiations with a single firm OR may create a short list of firms, based upon qualifications and pricing and may conduct interviews, engage in further discussion, or negotiate pricing terms.

All Offerors shall abide by all applicable State and Federal laws.

This public body does not discriminate against faith-based organizations, in accordance with the Code of Virginia, §2.2-4343.1 or against a Bidder or Offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by law relating to discrimination in employment.

Required Items

1. Cover Letter and Table of Contents: The RFP must include a cover letter giving a brief summary of the contents of the RFP and a table of contents laying out each section with corresponding page numbers.
2. Introduction and Qualifications: This section will need to contain an overview of the firm and any proposed sub-contractors. The introduction shall indicate the legal name, address, website, telephone number, and local contact. The firm will provide an overview and history of the firm including identifying all firm members who will be working on this project and their experience. The firm will also describe its history on similar wayfinding signage projects and identify other municipalities for which it has provided similar services in the past, including any projects with VDOT or DHCD funding or oversight.
3. Work Plan: Describe how the firm will approach the project, how resources will be allocated, the project schedule, how the firm intends to communicate with the City, and the steps and phases of the project. Identify any concerns or constraints with completing the project according to the scope, and potential ways to address those.
4. Cost Breakdown: Provide a fees schedule, including hourly rates for the completion of wayfinding signage design, as well as an estimate of costs for the
5. References: Provide at least three references for which the firm has performed similar services. Provide the reference contact name, address, email address, telephone numbers, summary, and date of services provided.

6. Sample Documents: Provide examples of wayfinding signage and planning documents for similar wayfinding signage services the firm has done for other municipalities

REVIEW OF PROPOSALS

Evaluation Criteria

The Community Development Block Grant Project Management Team will serve as the review committee. Generally, the Project Management Team will consider the firm's overall suitability to provide services within the time, budget, and operational constraints that may be present and the comments and/or recommendations of the firm's previous clients, references, and others.

Proposals shall be evaluated by the Project Management Team using the following criteria:

- Quality of the proposal;
- Professional qualifications, knowledge, and experience;
- Cost of proposal;
- Ability to meet specific timelines; and
- Approachability and willingness to work collaboratively with City staff and its partners.

Statement of Intent. The City of Buena Vista reserves the right to reject any or all responses to this Request for Proposals. The City of Buena Vista will not reimburse costs of preparing and mailing the consultant proposals. The City of Buena Vista reserves the right to ask for clarification in the proposal should the need arise.

Questions and Contact

All inquiries regarding this RFP shall be directed to the following contact by phone or email no later than 4:00 PM EDT on Monday, September 9, 2024.

INSTRUCTIONS FOR SUBMISSION

Written proposals must be received no later than **4:00 PM EDT on Friday, September 13, 2024**. Proposals should be sent in electronic format via email to troberts@bvcity.org. The City will not accept any proposals delivered after the established receipt time and date. If firms desire to provide a paper copy as well as electronic, it may be mailed or delivered to:

Thomas Roberts
Director of Community Development
City of Buena Vista
2039 Sycamore Avenue, Buena Vista, VA 24416
(540) 261-8607
troberts@bvcity.org

PROPOSAL TERMS

1. *Proposal Preparation Costs.* All expenses incurred by the Supplier in preparation and submission of this Proposal are to be borne by the Supplier, with the express understanding that no claims for reimbursements against the City will be accepted. The City shall not be responsible for any costs involved in or associated with any meetings, discussion or negotiation following submission that could lead to acceptance of the Proposal and award of a contract.
2. *Proposal Evaluation.* The City recognizes that “Best Value” is the essential part of purchasing a product and/ or service and therefore the City may prefer a Proposal with a higher price, if it offers greater value and better serves the City’s interests, as determined by the City, over a Proposal with a lower price. The City shall be the sole judge of each candidate’s conformance with the requirements and the merits of the individual proposals. The City reserves the right to waive any conditions or modify any provision of this process with respect to one or more candidates, to negotiate with one or more of the candidates, to require supplemental statements and information from any candidate, to establish additional terms and conditions, or to reject any or all candidates, if in its judgment it is in the best interest of the City. If all candidates are rejected, the City may seek additional candidates. The timing of the conditional selection may depend upon the degree to which further information on individual candidates must be obtained or due to other factors that the City may consider pertinent.

The City, at its sole discretion, reserves the right to:

- Reject any or all Proposals whether complete or not;
 - Reject any Proposal it considers not in its best interests;
 - Waive any minor irregularity or insufficiency in the Proposal submitted;
 - Not be liable for misunderstandings or errors in the Request for Proposals;
 - Issue addenda to the Request for Proposals;
 - Contact references provided by the Suppliers;
 - Retain independent persons or contractors for assistance in evaluating Proposals;
 - Request points of clarification to assist the City in evaluating Proposals;
 - Negotiate changes with the successful Supplier; and
 - Withdraw the Request for Proposal.
3. *Proposal Presentation.* The City reserves the right to request one or more of the Suppliers whose submissions are of particular interest to the City, to make oral presentations to the City.
 4. *Proposal Confidentiality and Proprietary Information.* All submissions become the property of the City and will not be returned to the Supplier. The City will consider all Proposals submitted as confidential but reserves the right to make copies of all Proposals received for its internal review and for review by its financial, accounting, legal, and technical consultants.
 5. *Conflict of Interest.* A Supplier shall disclose in its Proposal any actual or potential conflicts of interest and existing business relationships it may have with the City, its elected or appointed

officials or employees, any property ownership direct or indirect in the jurisdiction. The City may rely on such disclosure.

6. *Acceptance Of Proposal.* The acceptance of a proposal will be made in writing from the City and will be addressed to the successful supplier at the address given in the submitted proposal. Following acceptance and approval to proceed with the Proposal, the supplier is expected to enter into a contract with the City to perform the works or services set out and agreed upon in the Proposal.



**WAYFINDING SIGNAGE PROJECT:
RFP SIGNATURE SHEET**

My signature certifies that the proposal as submitted complies with all Terms and Conditions as set forth in this Request for Proposal.

My signature further certifies that this proposal is made without prior understanding, agreement, or connection with any corporation, firm or person submitting a proposal for the same material, supplies or equipment, and is in all respects fair and without collusion or fraud. I understand collusion is a violation of Virginia Governmental Fraud Act and Federal Law and can result in fines, prison sentences and civil damages awards. I agree to abide by all conditions of this bid and certify that I am authorizing to sign this bid for the Offeror.

To receive consideration for award, this signature sheet must be returned to the Finance Department as it shall be a part of your response.

If there are any parts of the terms and conditions that your company cannot meet please indicate which ones on an attached page.

Company Name: _____

Address: _____

Signature: _____

Name (Type and Print): _____

Official Title: _____

Federal Tax ID Number: _____

Date: _____ Telephone Number: _____



WAYFINDING SIGNAGE PROJECT: Appendix A

BRANDED DESIGNS



WAYFINDING SIGNAGE PROJECT:

Appendix B: Sign List

Type Name	Sign Type	Speed Limit	Dimensions	Location	Draft Text	Sign Notes
Monumental Gateway	Monument, brick base	55	6'-8" x 8'	Food Lion (Rt 60 at Forge, Southeast side)	Buena Vista	
Secondary Gateway	Post and panel with brackets	45	5' x 5'	Rt 60 approach on east side of City	Buena Vista	
Secondary Gateway	Post and panel with brackets	45	5' x 5'	Rt 501 south entrance to City	Buena Vista	
Secondary Gateway/Trailblazer	Post and panel with brackets	25	5' x 5'	10th Street at Green Hill Cemetery	Buena Vista Downtown Glen Maury Park	
Secondary Gateway/Trailblazer	Post and panel with brackets	35	5' x 5'	Longhollow Ave at 40th St	Buena Vista Downtown Glen Maury Park	
Trailblazer A	Post and panel	35	medium-large	Eastbound Rt 60, east of bridge	Tourist Info Chessie Nature Trail P	
Trailblazer A	Post and panel	35	medium	Westbound Rt 60, east of bridge	Chessie Nature Trail P	
Trailblazer A	Post and panel	35	medium-large	Eastbound Rt 60 at Orchard Ave	Southern Virginia Univ Glen Maury Park	
Trailblazer A	Post and panel	45	medium-large	Westbound Rt 60, east City line	Southern Virginia Univ Glen Maury Park Chessie Nature Trail P 2 mi Tourist Info	Cover up "Tourist Info" with sticker until new

						location open
Trailblazer A	Post and panel	35	medium-large	Northbound Rt 501 at Enderly Heights	Tourist Info Southern Virginia Univ MGCC Glen Maury Park	
Trailblazer B	Post and panel	25	medium	Eastbound Rt 60 at Railroad	Downtown Glen Maury Park Southern Virginia Univ [right arrow] Tourist Info	Cover up "Tourist Info" with sticker until new location open
Trailblazer B	Post and panel	25	medium	Westbound Rt 60 at Aspen Ave	Downtown Glen Maury Park Southern Virginia Univ [left arrow] Tourist Info	Cover up "Tourist Info" with sticker until new location open
Trailblazer B	Post and panel	25	medium	Southbound Rt 501 at Factory St	Glen Maury Park [straight arrow] Downtown/Southern Virginia Univ [left arrow]	
Trailblazer B	Post and panel	25	medium	Magnolia Ave T-intersection with Sycamore Ave	Glen Maury Park River Walk [left arrow] Tourist Info [right arrow]	

Trailblazer B	Post and panel	25	medium	Southbound Rt 501 at 11th St	Glen Maury Park River Walk [right arrow]	
Trailblazer B	Post and panel	25	medium	Northbound Rt 501 at 9th St	Glen Maury Park River Walk [left arrow] Downtown	
Trailblazer B	Post and panel	25	medium	Northbound Rt 501 at 15th St	Tourist Info Downtown Southern Virginia Univ [straight arrow]	
Trailblazer B	Post and panel	25	medium	Northbound Rt 501 before Factory St	Chessie Nature Trail P [straight arrow] Southern Virginia Univ	
Trailblazer B	Post and panel	25	medium	Westbound Park Ave before Rt 501	Glen Maury Park [left arrow] Chessie Nature Trail P [right arrow]	
Trailblazer B	Post and panel	25	medium	Northbound Rt 501 at 28th St	Chessie Nature Trail [left arrow]	
Trailblazer B	Post and panel	25	medium	Eastbound 10th St a Camden Field	Downtown Southern Virginia Univ MGCC Tourist Info [left arrow]	
	Post and panel	25	Small	Northbound Rt 501 [Magnolia] at 21st St?	Downtown Tourist Info River Walk	
	Post and panel	25	Small	Northbound Rt 501 [Sycamore] at 21st St	Downtown Tourist Info River Walk	
	Post and panel	25	Small	Southbound Rt 501 [Sycamore] at 21st St	Downtown Tourist Info River Walk	
	Post and panel	25	Small	Southbound Rt 501 [Magnolia] at 21st St	Downtown Tourist Info River Walk	