

City of Manteca Request for Proposals



REQUEST FOR PROPOSAL FOR GATEWAY SIGN DESIGN SERVICES

November 19, 2019

PROPOSALS DUE BY: 5:30 P.M., January 7, 2020

At

**City of Manteca
Attn: Randy Saffold, Gateway Sign RFP
City Manager's Office
1001 West Center Street
Manteca, CA 95337**

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Introduction

The City of Manteca is the third largest city in San Joaquin County, with over 83,781 residents. Near Interstate HWY 5, Manteca intersects both HWY 120 and HWY 99 and it is often referred to as the Crossroads of California, lying just 76 miles east of San Francisco, 60 Miles south of Sacramento, and 90 Miles West of Yosemite National Park. The City's size is 21 square miles and housing development is growing rapidly.

Known as the “Family City,” Manteca offers an abundant variety of more affordable housing choices than the Bay Area, adding 650+ new homes every year for the last three years. From 2017 to 2018 the population grew almost 2.4 %. From 2018 to 2019 the City grew 3.38%. We are a City experiencing fast growth with more than 3,000 housing permits approved and 8,000 more in various stages of processing.

Great Wolf Lodge recently selected Manteca as the place for their newest 500-room resort and indoor waterpark, which is projected to generate 500,000 tourists per year. Anticipating these new visitors, along with our population growth, the City has embarked on a two phase Wayfinding Sign Program that includes both directional and gateway signage. Phase 1 directional signage is approved and moving into production, see Exhibit 1. Phase 2 of this project will be the development and deployment of gateway signs that complement the directional signs and welcome visitors to Manteca.

Project and Services Description

The purpose of this Request for Proposal (RFP) is to select a qualified consultant to assist the City with the design of gateway monument branding elements at all entrances to the City.

Because of the size and growth rate of the City, it is the desire of the City Council to mark the main entrances to the city with prominent gateway signs that reflect both the size and prosperity of the community. Major gateways would be those closest to major highways and minor gateways would be those coming down major arterial roads from adjacent cities. The gateway designs must be detailed enough to be used for construction bids.

Objectives

The primary objective of the proposed signage system is to provide attractive, low- maintenance signage to greet visitors to our City. The signage should also be sensitive to brand and traditional city materials along with complimenting the existing wayfinding signs in our community, as detailed in Exhibit 1.

DESIGN GUIDELINES

It is anticipated that gateway monument designs should emphasize brick and metal and should provide for lighting. The gateway signage and wayfinding signage should be complimentary of each other. The goal is to standardize the entrance signage with a consistent look that enhances each site. Proposed designs should be proportionate to the site and not obstruct traffic sight-lines. The City logo must be incorporated into the gateway and sign designs.

Scope of Services

The Wayfinding Sign Committee has already completed some initial planning work for this phase 2 project, having identified 7 entry points where they believe the signs could be located and the proposed locations are displayed in Exhibit 2.

The successful firm is expected to provide the following:

- The consultant will work with City staff to seek input from stakeholders with interest in community culture, local businesses, visitor destinations, and economic development.
- The consultant may modify the desired scope of work presented if, based on his/her professional expertise and knowledge, he/she can provide an approach that will more effectively address the goals of this project. However, the consultant shall not delete any requested scope tasks unless explicitly noted.

TASK 1: RECOMMEND GATEWAY DESIGNS AND POLICIES

- Recommend a possible hierarchy of gateway classes that may be used to guide design, content, and location of wayfinding types (e.g. directional, automobile, pedestrian, informational, interpretive, etc.);
- Recommend a hierarchy of messaging (i.e. the guidelines for order of placement on signage).
- Specifically, the City would like the following signs designed:
 - A standard major gateway monument sign for primary entrances to the city
 - A smaller, secondary minor gateway sign (smaller footprint) with a vertical orientation

TASK 2: DESIGN STANDARDS

- Establish graphic design standards based on existing wayfinding signs;
- Develop an attractive, readable and easily understood design;
- Where appropriate, provide guidance on integrating existing or future City branding (logos and/or tag lines);
- Explain and provide a detailed description of the recommended signage types, placement etc.;
- Provide a cost analysis to fabricate and implement recommendations.

Proposal Requirements

All proposals should include the following:

- Estimate for design services for two versions of minor and major gateway signs
- Samples of prior design work

Consultant Selection

The primary objective of the City is to select a qualified consultant to perform necessary design services for the City at a fair and reasonable fee. To that end, the City has established the following criteria for the selection process:

Rejections:

All Proposals will be reviewed to determine conformance with the RFP requirements. Any Proposals that the City deems incomplete, conditional, or non-responsive to the requirements of the RFP may be rejected. As was stated above, the City reserves the right to reject any and all Proposals as well.

- The selection process shall be fair, open, and competitive.
- The selection of the consultant firm preferred for this project will be based on clearly stated objectives.

- Selection of consultants/firms preferred for this project shall be based upon demonstrated competence, professional qualifications, experience, and capabilities to perform the required services.

Upon review of the Proposals, the City may, but is not required to, invite several firms to an interview at the City of Manteca, 1001 W. Center Street, Manteca, CA 95337. The City reserves the right not to conduct interviews and negotiate a Professional Services Agreement for consulting engineering services with the consultant with the highest ranked proposal.

Submission

Please submit Consultant's notice of intent to participate in the RFP and any questions regarding this RFP in writing to Randy Saffold at rsaffold@ci.manteca.ca.us between November 19th, 2019 and 5:30 PM December 10th, 2020. Answers to all questions will be posted on the City website in the RFP section. Please note that question will only be accepted via e-mail.

Proposals submittal shall include a cover letter detailing the consultants qualifications and: One (1) original unbound, four (4) bound copies and one (1) electronic copy via CD or USB drive of the proposal will be required. Good luck.

Schedule for Consultant Selection

Issue Request for Proposals		November 19, 2019
Written Questions	Before 5:00 PM,	December 10, 2019
Proposals Due	Before 5:00 PM,	January 7, 2020
Select Consultant		January, 21, 2020 (tentative)
City Council Award		February 4, 2020 (tentative)
Notice to Proceed		February 18, 2020 (tentative)

Exhibit 1: Approved Directional Signs

Direction Sign Sample

(Gateway designs should mimic shape and colors but do not have to keep same proportion for width vs. height)

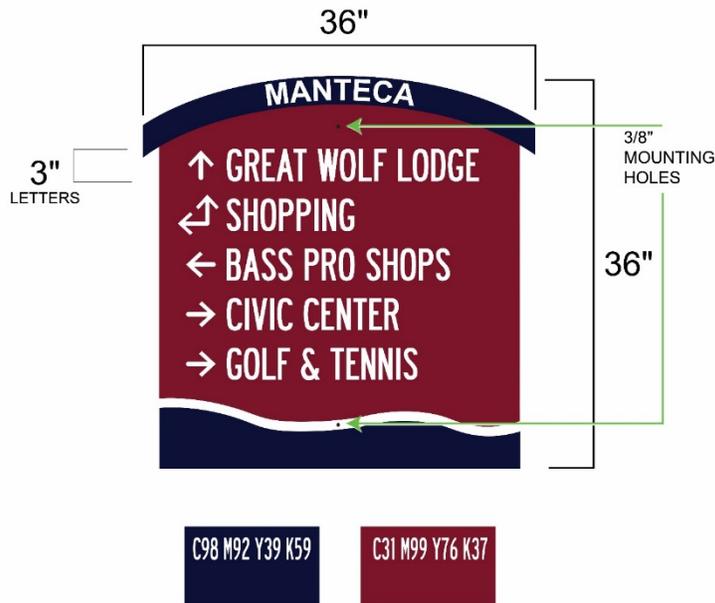


Exhibit 2: Proposed Gateway Locations

Proposed Gateways Map

