REQUEST FOR QUALIFICATIONS
FOR
SIGNAGE, WAYFINDING, EXPERIENTIAL GRAPHICS
(INDEFINITE QUANTITY, INDEFINITE DELIVERY)

DUE: December 18, 2019 at 12:00 p.m.

The University of Washington is soliciting Statements of Qualifications (SOQ) from experienced graphic designers, artists, manufacturers, or similar for the purpose of engaging experienced professional graphic design firms to create an enterprise-wide design guide, location specific signage and/or specialty graphics, along with implementation and location plan(s) for signage that is ADA compliant for all University of Washington campuses. All University departments will be able to utilize the pool of qualified firms to create specific signage or graphic needs.

**Master Agreements**
The University intends to select a pool of firms under an on-call *Master Agreement* that will have no specific scope of work or contract amount. As individual projects arise, the parties will negotiate the scope of work and fee and formalize it in a project authorization. Project authorizations under each *Master Agreement* must be executed prior to the expiration of the Master Agreement.

The initial term of the *Master Agreement* will be three (3) years with an option for the University, with the consultant’s concurrence, to extend the Agreement by amendment for an additional two (2) years (for a maximum of five (5) years). Hourly rates established for the *Master Agreement* will remain in effect for the initial three-year term of the *Master Agreement*. Upon request of the consultant, the hourly rates will be subject to renegotiation for the optional two-year term, and new rates, if approved, shall be authorized by an amendment to the *Master Agreement*.

**SECTION II**
**SCOPE OF WORK**

**A. SUMMARY**
University of Washington Facilities (UWF) and several facility management partners across all three campuses are seeking experienced graphic designers, signage firms, and/or industrial artists to assist in a series of iterative and coordinated projects related to campus wayfinding, interpretive signage, building identification, regulatory signage, graphic representations, and similar visual display projects.

The University is looking to create a pool of vendors to provide various levels of services and products.
across a number of projects and may decide to award multiple contracts for several types of related services. (e.g. a firms to provide design and updated guides, firms to manufacture, firms to install, or firms to address comprehensive design, manufacturing and installation services.)

B. OVERVIEW SCOPE OF WORK AND DELIVERABLES
Services and Scope of Work may fluctuate by funding cycle, campus partner and/or location specific needs.

One of the goals of this project is to update all campuses with appropriate and compliant signage to assist with wayfinding, ADA interpretive needs, and general regulatory signage. Signage characteristics and technical specifications should meet ADA Title II requirements. The University has a number of required improvements in process that require design and planning strategies that can be implemented as funding becomes available.

Generally, the UW expects qualified and experienced firms to provide one or more the following services and/or deliverables that may apply to individual requests/orders:

- Concept development for a variety of sign types specific to the campus
- Design Guide, or demonstrated adherence to a required guide
- Implementation Phasing Plan(s) including location plans, installation details, etc.
- Manufacturing/Assembly/Creation (with shop drawings, cut sheets, mock-ups, or similar for approval)
- Permitting, if required
- Installation

Firms may propose teaming with other providers (e.g. installers) as an approach to meet this service request. If your firm has a qualified installer that you work with please indicate in your proposal. Likewise, if you self-perform installations to ensure quality please state. Any installation should not be more than 10% of the overall cost of each order. If specific orders have installation needs which involve permitting (e.g. structural, electrical, plumbing, etc.), firms may be expected to work with UW general contractors or UW Facilities trade employees. Each order will be assessed by UW staff and team for the most appropriate approach to installation. Proposals should discuss potential scenarios.

Individual Project Plans and Meetings
Vendors will work with UW and campus-specific staff in the development of a unique proposal for individual projects as requested by any campus department needing services. Meetings both in person and virtually may be required. As individual project requests come through, each vendor identified through this RFP proposal will be evaluated for relevancy of project needs, resulting in a request for a project specific proposal.

Campus Staff Responsibilities
When requests come through to vendors, the authorizing campus staff will endeavor to provide existing conditions information, maps, signage documentation, GIS information and other relevant information that might be needed to plan, schedule, price and execute the work. Campus staff will also be responsible to set up meeting times and locations that are needed for each order.
SECTION III
EVALUATION AND CONTRACT AWARD

Proposal Requirements: Responses should be no more than ten (10) side pages (each page equals a side) in 10 pt. font. Resumes and example designs do not count in the page total and may be placed in an appendix.

Please organize your response in the following order:

A. LETTER OF INTEREST (MAX. TWO (2) PAGES)
   1. Please provide a letter of interest describing your firm’s desire to provide a proposal for the services requested. Be sure to include a description of your firm, highlight your accomplishments and describe why your firm would be suited to provide these services, or combination of these services, based on what has been requested.

B. EXPERIENCE AND PAST PERFORMANCE
   1. Please detail your firm’s experience providing these, portions or combinations of, services. Please discuss the “suite of services” and firm offerings you can, and do, provide to your clients. Indicate from your list of offerings, which you believe will most effectively respond to the request.

   2. UW is looking for a firm that is experienced and proficient with similar scope and size offerings, including experience with large public universities. Please note your firm’s past involvement with the clients with similar needs, then please provide a list, minimum of five (5), most relevant offerings within the last 5 years, detailing the list of services provided for those clients.

   Please include:
   a. the name of the client, contact information,
   b. the list of services and sample product,
   c. the approximate cost range of the offering by item,
   d. a statement as to why this example is relevant, similar in scope and size of the UW request.

   3. Provide Three (3) examples of exterior wayfinding, direction, interpretive, ADA and experiential signage you have developed that you feel most represents your capabilities and would represent the creativity, design, and artisan approach the UW is seeking. (If you do not provide these offerings, please state and move to the next portion of the requirement.) (Samples packages, art work, renderings, etc. may be excluded from the page count and included in an Appendix.)

   4. Provide Three (3) examples of general work product that you believe most represents your highest and best work, most relevant to the University’s need.
C. **STAFFING and KEY PERSONNEL**
1. Please propose a staffing plan and/or organizational chart that includes key personnel in your firm that would potentially working with the UW. (e.g. designer, creative lead, lead manufacturing, etc.)
2. Indicate a project lead.
3. Provide a resume and relevant roles and responsibilities for each key personnel submitted. (Resumes are excluded from the page count. Please place in Appendix. Each resume should me no longer than two (2) pages.)
4. Discuss any collaboration or sub-consultants that you might use in developing and/or delivering the offerings requested.

D. **APPROACH**
1. Describe your approach to providing the UW with the requested services. Be sure to discuss how you believe you will not only help support the iconic University aesthetic but also meet all of the various stakeholder’s goals or unique identities.
2. Discuss how you will capitalize on our existing information and previous work, ensuring the character and identity of the University and each campus.
3. Provide a proposed schedule detailing how you will methodically, yet efficiently, evaluate current conditions, develop new ideas and engage different stakeholders, finalize a plan, and implement new signage.

E. **APPROACH TO SUBCONTRACTING AND BUSINESS EQUITY INCLUSION**
1. Discuss your teams approach to using sub-consultants, suppliers, service providers, or similar in this types of project. Discuss places where you teamed or sub-contracting and how the team worked together to deliver a similar program.
2. Provide a list of scopes you do, or could, subcontract out with other businesses on. (e.g. reproduction, printing, publishing, etc. are ideas that have been presented in the past.)
3. On the above mentioned scopes, discuss how you will go about identifying opportunities to sub-consult with diverse firms.

UW may rank firms higher in this section based on how thoughtful and authentic their approach is. Those proposers that are themselves diverse should indicate such, but also discussion options for including sub-consultants in as many aspects of the project as possible. UW counts all forms of diverse businesses, certified by the state, the federal government, local organizations or self-declared diverse firms. Proposers should use all forms of diverse businesses in their work.

**Business Equity Enterprises**
The University is committed to affording the maximum practicable opportunities for Business Equity Enterprises at all tiers. For firms proposing, or submitting responses, please indicate if you, or any of your subcontractors, suppliers, vendors, etc. identify as a small businesses, minority-owned businesses, women-owned businesses, and other historically marginalized businesses, herein referred to as Business Equity Enterprises (BEE).

BEE include any entity licensed, regardless of size or certification, to do business in the State of
Washington, including a corporation, partnership, sole proprietorship, or other legal entity that meets any of the following:

**Certified Business Enterprise (CBE):** Any business enterprise certified with the Washington State Office of Minority and Women’s Business Enterprises, Northwest Mountain Minority Supplier Diversity Council (NMMSDC), or Women Business Enterprise Council (WBEC).

**Lesbian/Gay/Bisexual/Transgender Business Enterprise (LGBTE):** More than 50% owned and controlled by at least one person who is a member of the LGBTQ community.

**Minority Business Enterprise (MBE):** More than 50% owned and controlled by at least one person who is a member of one or more of the following minority groups:
- Asian Pacific American
- Black American
- Hispanic American
- Native American
- Subcontinent Asian American

**Minority Women’s Business Enterprise (MWBE):** More than 50% owned and controlled by at least one woman who is a member of one or more of the above minority groups.

**Small Business Enterprise (SBE):** A business entity that:
- Can attest that it is owned and operated independently from all other businesses and;
- Conforms to the U.S. Small Business Administration Size Standards of the North American Industry Classification System (NAICS) Codes in which it is to be engaged at the UW; or
- Is certified with the OMWBE

**Veteran’s Business Enterprise (VBE):** Certified with the Washington State Department of Veteran’s Affairs (DVA)

**Women’s Business Enterprise (WBE):** More than 50% owned and controlled by one or more women.

**F. PRICING**

1. **Comprehensive Service Providers:**

   For purposes of pricing, use the work needed for just the UW Bothell campus, as outlined in the RFQ Exhibits, and provide the following:

   b. Estimate range for a Design Guide Update
   c. Estimate range Implementation Plan
   d. Estimate range for Manufacturing and Material Cost (typical product type)
   e. Estimate range for Installation
   f. Include standard, loaded, rates for key personnel you would for the project. Be sure to include rates for the positions and personnel named in Criteria C.

1. **General Service Providers:**
Discuss briefly how you would typically price a specific order/one-time signage need. How would you go about gathering needs and desires from the Owner? How would you ensure scopes of work, manufacturing, labor, etc. are included and accurately prices and scheduled?

2. Experiential Graphic Providers:
For those firms that will providing experiential graphics (signage and displays with lighting, water features, moving parts, or similar) with manufacturing and installation packages. Please provide samples of displays and price ranges to complete those samples. Include cost/pricing ranges for design, staffing, materials, transportation, labor for installation, etc.

G. INTERVIEWS
Once the initial evaluation is completed, the evaluation committee will shortlist the highest ranked responses. The highest scored firms (team) will be asked to interview. Interviews will allow teams to not just review their responses but detail the greatest value they will bring to UW with their design, approach, and full-range of offerings. The evaluation committee is looking for the teams that have the best overall approach that maximizes the budget, requirements, and aesthetic for the University. The Solicitation Coordinator will notify those consultants and schedule the interviews.

H. EVALUATION MATRIX

<table>
<thead>
<tr>
<th>Evaluate Category</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letter of Interest</td>
<td>Pass/Fail</td>
</tr>
<tr>
<td>Experience and Past Performance</td>
<td>30</td>
</tr>
<tr>
<td>Staffing and Key Personnel</td>
<td>20</td>
</tr>
<tr>
<td>Approach</td>
<td>20</td>
</tr>
<tr>
<td>Diverse Business Inclusion</td>
<td>10</td>
</tr>
<tr>
<td>Pricing</td>
<td>20</td>
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<tr>
<td><strong>Subtotal</strong></td>
<td>100</td>
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</table>

<table>
<thead>
<tr>
<th>Evaluate Category</th>
<th>TBD</th>
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<tbody>
<tr>
<td>Interview Round Evaluation</td>
<td>TBD</td>
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I. NOTIFICATION TO PROPOSERS
Once the final evaluation phase has been completed, the solicitation Coordinator will issue a written announcement to all participants, citing the name(s) of the apparent successful consultants.

J. PROTEST PROCEDURE
Service Providers protesting the award shall follow the procedures described below. Protests that do not follow these procedures shall not be considered. This protest procedure constitutes the sole administrative remedy available to Service Providers under this procurement.

After the announcement of the apparent successful Service Provider, unsuccessful Service Providers will be offered a debriefing upon written request.

Service Providers have three (3) business days after the apparent successful Service Provider is announced to request a debriefing. Service Providers are required to participate in a debriefing as a prerequisite for submitting a protest. Service Providers have five (5) business days after their debriefing to file a written protest. Service Providers may submit a protest based only on the following:
1. A matter of bias, discrimination, or conflict of interest on the part of an evaluator;
2. Errors in computing the scores; or
3. Non-compliance with procedures described in the procurement document or UW protest process.

Protests are to be submitted to the UW’s Director of Procurement Services (“Director”) and the RFP Coordinator.

The Director will issue a written response within ten (10) business days from receipt of the protest, unless additional time is needed. The protesting Service Provider shall be notified if additional time is needed. The Director’s protest decision is final.

**Acceptance of the University’s Standard Agreements**
The University intends to utilize its standard Master Agreement for Architectural Services for design services and its standard Master Agreement for Professional Services for other work. These Agreements are available for review on the Project Delivery Group website at: https://facilities.uw.edu/projects/business-opportunities/contracts-forms. Select the ‘Master Agreement for Professional Services Professional Services OA4’. Each firm must affirm in their Letter of Interest that the terms and conditions of these agreements are acceptable.

If the firm takes exception to any of the proposed language in the agreements, and if selected for service, during negotiations the firm must specifically describe the reasons for the exceptions and propose in this section of the SOQ alternative language for review and consideration by the University.

The University makes no commitment that it will modify any of the terms of these standard agreements based on the firm’s suggestions. Firms should not comment on the terms of **Exhibit A** to the Agreements that include compensation provisions. Failure to respond to this item may result in the University eliminating the firm’s SOQ from consideration.

**Submittal Deadline**
One (1) original, and one (1) USB thumb/flash drive containing a copy in PDF format of the Statement of Qualifications containing the above-listed information must be received at the University Facilities Building no later than the submittal deadline stated on the first page of this RFQ, or as modified by any subsequent addenda. Submittals sent by mail or courier shall be sent to the address below (use box number for U.S. Postal Service (USPS) delivery only).

Faxed or e-mailed submittals will not be accepted. Firms are responsible for ensuring receipt of the SOQ at the University Facilities Building by the deadline stated above, and should take into account internal UW delivery times once USPS delivers a submittal to the box number indicated, and other delays that may occur when using a delivery service. Submittals received after the deadline will not be considered.

University of Washington Facilities
Attention: Cindy Magruder
University Facilities Building
Box 352205
Seattle, WA 98195-2205
Any addenda issued for this RFQ will be published at the following website address: https://facilities.uw.edu/projects/business-opportunities/solicitations, within the ‘Current solicitations’ box. Firms are responsible for checking the website for any addenda prior to submission of qualifications. If you are unable to download the addenda, you may contact the individual noted at the end of this RFQ.

**Selection Process**

The SOQs will be scored by an evaluation committee. The committee will use each firm’s SOQ scores solely to determine a shortlist of the highest scoring firms. The scores from this evaluation will not carry through to the interview evaluation. Each shortlisted firm will be invited by letter to an interview. The firms may be evaluated in the interview based on the following points for each interview evaluation criterion listed below:

<table>
<thead>
<tr>
<th>Interview Evaluation Criteria</th>
<th>Weighting (Maximum Points)</th>
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<tbody>
<tr>
<td>1 Type of Work: The firm’s understanding of, and approach to, the requirements of the type of work included in the Master Agreement.</td>
<td>15</td>
</tr>
<tr>
<td>2 Personnel: Relevancy of experience and knowledge of the work of the Master Agreement.</td>
<td>30</td>
</tr>
<tr>
<td>3 Approach and Range of Capabilities: Firm’s approach and range of offerings either has a team or individually. Past work and performance in similar work.</td>
<td>25</td>
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<tr>
<td>4 Plan and approach to utilization of BEE</td>
<td>10</td>
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<tr>
<td>5 Presentation and Questions: Clarity of expression and thoroughness in the firm’s presentation, and in providing insightful answers to questions asked by the interview committee. Quality of questions asked by the firm.</td>
<td>20</td>
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</table>

The most highly qualified firm(s), based on the total points from the interviews, will be invited to enter into negotiations with the University. If the University and the most highly qualified firm(s) cannot agree on terms that are fair and reasonable, the University may enter into negotiations with the next most highly qualified firm(s).

The University intends to select one or firms at this time. The University expects to work with the selected firm(s) to customize the sub-consultant team for each assigned project prior to authorization of work for each assigned project.

The University reserves the right to conduct reference checks for the highest scoring firm(s) either after qualifications have been evaluated, and/or after interviews have been held. In the event that information obtained from the reference checks reveals concerns about the firm’s past performance or
their ability to successfully perform the work of the Master Agreement to be executed based on this
RFQ, the University may, at its sole discretion, determine that the firm is not qualified to move forward
in the selection process and/or enter into negotiations with the University. In conducting reference
checks, the University may include itself as a reference if the firm has performed work for the University,
even if the firm did not identify the University as a reference. Likewise, the University reserves the right
to check references for the firm from other owners and designers even if they were not identified by the
firm as references in the Statement of Qualifications submitted.

**Anticipated Consultant Selection Schedule**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Issue Request for Qualifications</td>
<td>November 27, 2019</td>
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<tr>
<td>Issue second Request for Qualifications</td>
<td>December 2, 2019</td>
</tr>
<tr>
<td>Statements of Qualifications due at 12:00 p.m.</td>
<td>December 18, 2019</td>
</tr>
<tr>
<td>Selection and notification of firms to possibly be interviewed</td>
<td>December 20, 2019</td>
</tr>
<tr>
<td>Possible Interviews of selected firms</td>
<td>January 6-8, 2019</td>
</tr>
<tr>
<td>Announcement of highest-scoring firm</td>
<td>January 9, 2019</td>
</tr>
<tr>
<td>Execute Master Term Agreements</td>
<td>Week of January 13, 2019</td>
</tr>
</tbody>
</table>

**Questions**

All questions regarding this RFQ should be addressed to Kristine Kenney, 206-218-9147 or
kkenney@uw.edu.

**ATTACHMENTS:**

- **Exhibit A:** Form for the Contract and General Terms
  https://facilities.uw.edu/projects/business-opportunities/contracts-forms

- **Exhibit B:** Sample Scope of Work UW Bothell & Cascadia College

- **Exhibit C:** UW Bothell Signage Conceptual Guide
  UWB-CCC Co-located Campus Conceptual Signage Design.pdf

Publication date(s) in the Seattle Daily Journal of Commerce: November 27, 2019 and December 2, 2019

-END OF SOLICITATION-