

**REQUEST FOR PROPOSALS:
SPECIALTY AND EXPERIENTIAL GRAPHIC DESIGN**

PROPOSALS DUE BY: AUGUST 21, 2020

The University of Washington (UW), through University of Washington Facilities (UWF), together with Intercollegiate Athletics (ICA), invites experienced companies (“firms,” “vendors,” “service providers”) to submit a proposal for specialty and experiential graphic design services which includes fabrication and installation services. Proposals, for awarding purposes will focus on athletic/sports-specific branding graphics and experiential design.

UWF intends to award one or more Master Agreement(s) with a three (3) year term, with an option for the University to extend the Agreement by amendment for an additional two (2) years (for a maximum of five years).

This solicitation is limited to experienced firms who were added to the UWF vendor pool as a result of the *UWF RFQ for Signage, Wayfinding, and Experiential Graphics* dated November 2019. Any resulting contract(s) shall be focused on services and products specific to experiential and specialty graphics. UWF anticipates potential changes in aesthetic requirements, branding, team/program-specific needs, and related. If your response to the original RFQ included examples of athletic projects, please elaborate on approach, scheduling, cost, and other details of those projects in your response to this particular solicitation.

Scope of Work:

Definition

Experiential, or often called environmental graphic design (EGD), is a multidisciplinary field of design in which the disciplines of graphic design, architecture, art, lighting, landscape, and other fields are utilized as a way to enhance the user experience through the visual translation of ideas in the built environment. These enhancements within a project are expressed through a broad array of applications and techniques, and may take the shape of signage, identity, super graphics, art installations, and the strategic use of color, just to name a few.

Selected service providers will be asked to enter in a “master services agreement” (MSA) with UWF. Each project will be priced and negotiated with individual departments, programs and/or schools. Specific projects may include design, manufacturing, and installation; or some combination of the services to complete.

Submission Requirements:

Firms should demonstrate at least 3 years' experience with design, fabrication, and/or installation of experiential graphic displays. Also, firms that install large, monument-type products may be required to demonstrate the general contracting approach and use of licensure as a general contractor in the State of Washington.

Proposals should be on your company letterhead, acknowledge the UWF Terms and Conditions and Form of Contract, any addenda issued, and your ability to meet all requirements.

Proposals shall not exceed five (5) pages in length; using front and back, a total of ten (10) page sides. All submissions will be submitted electronically. UWF will not count cover-pages, Table of Contents, or section dividers should proposers choose to include. Proposers are encouraged to reference previous RFQ submission information keep proposals unique and brief. Links to pictures of previous work will not be counted toward page counts, should proposers choose to include.

Experienced firms are requested to submit a proposal consistent with the UW, and/or ICA guidelines, for branding, logo, design, fabrication, installation, and overall UW aesthetic. Vendor should indicate whether they have capabilities for both design and fabrication/installation, or solely in one or the other. The UW may elect award up to six (6) contracts in response this solicitation.

Evaluation Criteria:**I. Design Services**

Please discuss your design service expertise and service offerings in experiential graphics. Highlight specific staff members that are leads in this area or potentially leads for the UW. Awarded vendor(s) shall provide architectural grade signage and specialty graphics design. Examples of services are:

1. Experiential graphic design; use of dynamic content to encourage interactions between ICA facility occupants, fans, visitors, and the information being presented. May include architectural signage, landscape elements, sign programs, athletic exhibits, and use in branded spaces.
2. Pre-project sketches, mock-ups, and prototypes
3. Signage design using a variety of mediums, materials, and art forms
4. Visual displays for the purpose of advertising upcoming events, displaying sponsor messages, and creating new sponsorship opportunities
5. Furniture, stadium seating, floors, walls, windows, or other site furnishings with graphic representations

It is important that the awarded vendor(s)/service provider(s) understand the UW's vision, work with UW staff to create designs that comply with the vision, and produce designs consistent the UW's approved marketing and branding protocols. Design work should show a high-level of attention to aesthetic details, complement the architectural environment of UW athletic buildings and facilities, and incorporate a variety of building materials intended for a long life-cycle. Vendors may be selected for an MSA based on their overall capabilities and experience, together with their past work most consistent with the UW visual.

II. Fabrication, Manufacturing, and Installation

Please list your specific experience in fabrication and installation; and provide examples of each. Awarded vendor shall have the capability of fabricating all designed graphics in house or contracting with a third party. The UW has its own sign shop allowing fabrication of some signs, either painted or cut from vinyl. Awarded vendor would be responsible for providing designs for any UW fabricated signs installed in stadiums, school units, or specific program experience needs. Awarded vendors shall also have the capability, or resources, to *install their products* in accordance with any applicable codes and regulations.

Vendors will be responsible for complying with any required building, construction, or installation codes, should individual projects fall within such regulations. Vendor will also be required to pay prevailing wage for any scopes that fall within the scopes of work regulated by the Washington State Department of Labor and Industry or Washington State Administrative Code 296.

<https://www.lni.wa.gov/TradesLicensing/PrevWage/default.asp>

III. Experiential Graphic Specific Experience and Approach:

For the purpose of this RFP, briefly describe how you have, or would, approach *three (3)* of the following potential projects. Please cite specific experience where applicable.

A. Specific Experience

1. Branding, logos, and signage in a new athletic facility;
2. Complete rebranding of a major existing athletic facility;
3. Development of displays to highlight a prominent team championship(s), individual athletic achievement(s), or team history;
4. Experiential graphics used to showcase team sponsor logos and messages;
5. Experiential graphics to enhance locker rooms, weight rooms, training facilities or other spaces used by students-athletes or potential recruits;
6. Use of experiential graphics in guest area to improve attendee experience, including entrances, concession stands, VIP areas, and seating areas.
7. Comparable experiential design work in other types of facilities typical of a major university campus such as visitor spaces, student areas, or unique school programs.

B. Timing and Delivery of Products

University is interested in understanding how your firm would approach project management in this sort of delivery. Please describe your firm's approach to understanding the client's needs, scheduling projects, developing milestones, engagement, execution, and similar. Please provide a past project schedule of similar scope to assist in articulating what a process would look like. Please be sure to highlight design review, discipline engagement, trades coordination, subcontractor utilization (if applicable) and any changes that occurred.

IV. Pricing

Submissions shall include how your company would be compensated for the services requested. UW expects complete transparency with respect to fees and fabrication costs associated with this

engagement. At a minimum, itemized invoicing would be required to understand if any finished products would be categorized as fixed assets and what type of labor will be involved.

1. Design – Describe how design fees are structured and calculated. Provide a list of current hourly rates.
2. Fabrication– Describe how fabrication costs are calculated. If applicable, provide a list of current pricing structures, rates, or deposit requirements
3. Installation– Describe how installation costs are estimated and priced.
4. Typical “additional charges” – Describe items required to deliver products that are typically not included in your base estimates. (An example might be shipping.) Discuss how you estimate these types of charges and keep your clients informed.

V. Subcontracting

UWF anticipates that, on certain projects, vendors may need to subcontract services (e.g. electricians, plumbers, etc.) to complete projects. Please discuss a project where your firm coordinated with all specialty firms. Please include approach to identifying partners, coordinating schedules, or similar. Be sure to include a discussion around utilization of **Business Equity Enterprises (BEE)** (diverse firms) in your work. If you are yourself a diverse firm please indicate. (Note: the UW’s program around diverse business inclusion is focused on subcontractor/2nd tier opportunities.)

Safety Requirements:

Prior to issuing a Notice to Proceed on any resultant work authorizations, the Awarded vendor(s) will be required to provide a site-specific safety plan which includes any COVID-19 work practice safety requirements. UWF reserves the right to have a 3rd party review and approve any safety requirements.

Scoring Criteria:

	Criteria	Description	Points
1	Design Services	Experiential Graphics Design experience with athletic facilities or similar higher-educational unique campus program. Relevancy and experience of staff.	30
2	Fabrication and Installation	Approach and experience of vendor team in fabricating and installing the various experiential graphic products.	30
3	Project Approach	Past management experience and approach to overseeing projects.	20
4	Pricing	Evaluating for overall approach, value and competitive pricing.	10
5	Subcontracting and BEE Utilization	Plan and approach to partner with various trades and provide opportunities for	10

diverse firms to be involved in these types of work/projects.	
Total Available Points	100

DATES:

Please submit your Proposal to uwfbuy@uw.edu before 5 pm on Friday, **August 21, 2020** for consideration. Questions can be submitted by 5 pm, Wednesday, **August 12, 2020**.

SELECTION:

All submittals/responses will be reviewed by a University-wide stakeholder group. Responses will be scored, and ranked, in order to consensus on the "pool" of vendors to award Master Services Agreements. Selection for Award will also take into consideration a "pool" that provides diverse and unique offerings of experience taking into account different programs and project needs.

UWF reserves the right to interview vendors, should it be necessary to determine the selected pool.

IMPORTANT

1. The apparent successful bidder(s) will be expected to enter into a contract for design, fabrication, and installation services. The Contract Form is under development and will be consistent with other UW Standard Agreements and subject to UW [General Terms and Conditions](#).
2. Fabrication and installation work may be subject to prevailing wage requirements in accordance with RCW 39.12.
3. Depending on the nature of individual projects assigned under any resulting contract(s), additional requirements for bonds, retainage, or closeout documentation may be required.
4. The UW reserves the right to have services performed by UW personnel.
5. Unless otherwise specified, insurance requirements shall comply with Section 22 of UW [General Terms and Conditions](#).
6. Proposals received will be valid for 90 calendar days from the due date.
7. General signage, wayfinding, or other types of design and marketing needs are addressed in other contracting opportunities throughout the University.

-END OF INVITATION-