

**REQUEST FOR PROPOSAL:
INFORMAL SOLICITATION FOR
TRANSPORTATION WAYFINDING PLANNING AND SIGN DESIGN SERVICES**

The University of Washington (UW), through University of Washington Facilities (UWF), invites experienced companies (“firms,” “vendors,” “service providers”) to submit a proposal for transportation related wayfinding planning and design services for the Seattle campus. Submissions should focus on parking lot and garage identification for vehicular traffic for UWF Transportation Services department.

This solicitation is limited to 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.

Background

In 2015, UW developed signage and wayfinding design standards for a family of primary sign needs across campus. Transportation Services (“TS”) is interested in expanding this family of signage standards to incorporate parking lot / garage identification and wayfinding signage.

TS recognizes the need for more efficient configuration of both the Central Parking Garage and South Parking Garage. The current signage has caused confusion for visitors, faculty, and staff. TS has identified the need for exterior and interior identification and wayfinding signage to adequately direct visitors and staff. In addition, TS seeks to reconfigure parking areas with dedicated visitor and permit parking sections, resulting in improved signage and thoughtful wayfinding.

Specific deliverables, include, but are not limited to:

- (1) Development of a transportation wayfinding signage plan and sign standards, which should define the signs types, design, placement, and what kind of information they should include.
- (2) Development of standards for wayfinding signage for the Central Parking Garage and South Parking Garage;
- (3) Exterior lot identification sign design for surface parking lots interior to central campus and as accessed from city streets;
- (4) Exterior identification sign design for parking garages.

Scope of Work:

Task 1: Schematic Design

- Develop up to three (3) concepts for each type of sign, including size, fonts, color, and installation.
- Create actual-size paper mock-ups to test overall sign sizes, font size and visibility, clarity of content, etc. if requested.
- For exterior lot and garage signage, consider reuse/repurpose of existing versus new and recommend best value

- Review on site with Client and manufacturer/installer.
- 2 meetings (virtual and on campus)

Task 2: Design Development

- Refinement to preferred option(s)
- Review of actual-size paper & cardboard/foam mock-up of one sample sign for each sign type with all final content in place, to confirm on site.
- Develop preliminary signage location plans.
- Collaboration with fabricator (as selected by the University) regarding materials and detailing.
- *Design Intent Drawings* and outline specifications sufficient for cost estimate by fabricator.
- Assume 2-3 meetings (virtual and on campus).

Task 3: Construction Documentation

- Finalization of design intent documents and specifications.
- InDesign Template in electronic format to include sign guide with index for future ease of reproduction.
- Final signage location plan and type summary spreadsheet.
- Assume 2 meetings (virtual and on campus).

Task 4: Construction Administration

- Review shop drawings from fabricator, together with Client.
- Review material / printing samples, together with Client.
- Assume 1 shop visit and 1 site visit to review installation.

Specific Design Requirements:

At a minimum, the final wayfinding plan must provide the following:

1. Adherence to established conceptual design
2. A hierarchy of signs for each sign category
3. The signs must meet, or be able to be meet, UWF production and maintenance expectations, and proprietary to UW
4. Comply with industry standards for vehicular clearance, reflectivity, lighting, and safety standards.
5. Must meet ADA requirements where applicable

Timeline / Period of Performance:

In order of priority:

- (1) New visitor and permit wayfinding sign design for UW Central Parking Garage and South Parking Garage:
 - **DESIGN TO BE COMPLETED PRIOR JANUARY 2021**
- (2) Exterior lot identification sign design for UW surface parking lots
 - **DESIGN TO BE COMPLETED TO JUNE 2021**
- (3) Exterior lot identification sign design for parking garages

- **DESIGN TO BE COMPLETED PRIOR TO JUNE 2021**

University is interested in understanding how your firm would approach project management for this to meet the target completion dates.

Site Visits:

Site visit date and time will be communicated by email by Friday, September 19th. Please RSVP Joles Tahara, Maintenance Manager, Transportation Services UW Facilities at jtahara@uw.edu and copy Byron Chapman, Program Coordinator, Transportation Services -UW Facilities, by email at byronc@uw.edu.

Minimum Qualifications:

1. Licensed to do business in the State of Washington.
2. Firm must be on UWF's current vendor pool for Signage, Wayfinding, and Experiential Graphics.

Submittal Requirements:

Please prepare an organized proposal that addresses the following criteria. Please acknowledge the UW Form of Contract, and addenda issued. Please feel free to attach a cover letter that is on our firm's letterhead and includes contact information.

I. Relevant Experience and Approach

- A brief narrative that demonstrates your understanding of the project, a minimum of least 5 years' relevant experience on projects of similar scope and size. Artwork, design samples, and photographs may be submitted as exhibits.

II. Staffing and Key Personnel

Indicate a project lead and other members of your firm who would be assigned to this project

III. Project Management

A preliminary scope of work and timeline, phased according to each task and aligned with UW proposed project schedule. Confirm your firm's ability to complete project by target deadline noted above.

IV. Price Proposal

Submission shall include a lump sum cost proposal carefully interfaced with each task of the work plan identified in the *Scope of Services* section. Provide breakdown according to *Attachment B: UW Professional Services – Scope and Cost Summary*.

V. Business Equity Inclusion

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 specialty firms or subcontractors to accomplish similar projects. 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.)

Evaluation Criteria:

1. Experience, and Project Approach
2. Qualifications of proposed project team
3. Ability to complete work according to desired timeframes
4. Cost / Value to UW
5. BEE Utilization

Proposal Submission:

Please submit your Proposal to uwfbuy@uw.edu before 5 pm on **09/30/2020** for consideration. Questions can be submitted by 5 pm, **09/24/2020**. 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 exhibits should proposers choose to include.

Safety Requirements:

Prior to issuing a Notice to Proceed, the Awarded Contractor 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.

ATTACHMENTS AND EXHIBITS:

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| Attachment B: | Scope and Cost Summary |
| Attachment D: | University of Washington CAD and BIM Standards, PDF Requirements, and CAD Compliance Review Submittals |
| Exhibit A: | Form for the Contract and General Terms |
| Exhibit B: | UW Wayfinding Current State & Recommendations |
| Exhibit C: | UW Wayfinding Family |

IMPORTANT

1. The University intends to utilize its standard Agreement for Professional Services for the work. These Agreements are available for review on the UWF website at: <https://cpd.uw.edu/resources/contracts-forms>.
2. Fabrication and installation to be performed by UW personnel. Design specifications shall comply with any UW standards for production and maintenance.
3. Proposals received will be valid for 90 calendar days from the due date.

-END OF RFP-