



**CITY OF COTATI**

**REQUEST FOR PROPOSALS (RFP)**

**BICYCLE AND PEDESTRIAN WAYFINDING DESIGN SERVICES**

**Date Issued:  
September 07, 2017**

**Proposals Due:  
October 12, 2017, by 5:00 p.m. PDT**

For additional information or assistance, please contact:

**Jon-Paul Harries**  
Community Development Department  
707-665-3634  
[jpharries@cotaticity.org](mailto:jpharries@cotaticity.org)

## SECTION I: GENERAL INFORMATION

### 1.1 Introduction

The City of Cotati ("City") is seeking proposals from qualified firms or teams ("Consultant") with proven experience in community wayfinding programs to deliver a family of wayfinding sign designs for the City's pedestrian and bicycle wayfinding signage program. The bicycle and pedestrian wayfinding signage program will be well-designed, functional, and reflective of Cotati's unique heritage. Ultimately, the City intends to expand the wayfinding program to include vehicular signage, business markers, parking, and the City gateways; however, the initial work effort will be focused on the overall design development and production of the bike and pedestrian wayfinding program.

This Request for Proposals ("RFP") is intended to provide information to prospective consultants by providing a basic description of the project, detailing the services and deliverables desired by the City, the City's expected consultant qualifications, and content of the proposal.

### 1.2 Project Background

The City of Cotati, with a population of roughly 7,300 residents, is located approximately 40 miles north of San Francisco at the gateway to Sonoma County's wine country. Cotati has long been considered the "Hub" of Sonoma County by virtue of its central location and its distinct and historic hexagonal plaza, which is the heart of the City and its principal retail, entertainment, and services center.

Cotati's roots are steeped in agriculture and music as the City played host to a number of well-known rock artists of the 60's and 70's. Today, music continues to be an important part of our local culture with a number of venues in the City, as well as the internationally known Green Music Center at Sonoma State University. And we are also a college town, home to many students from the University who frequent the downtown shops, restaurants and entertainment venues.

In the past year, the City completed several bicycle and pedestrian enhancing infrastructure projects, including the construction of pedestrian plazas at the downtown's northern gateway, new sidewalks, lighted crosswalks, class 2 bike lanes, and streetscaping. A new train station was also recently constructed in anticipation of the new SMART commuter train that just began service in August. The City is looking to complement and encourage the use of existing and future bicycle and pedestrian facilities by developing a bike and pedestrian wayfinding signage program. Development of a wayfinding signage program is listed as a high-priority project in our 2014 Bicycle and Pedestrian Master Plan and our Downtown Specific Plan.

The City has initiated and completed much of the study and planning for a wayfinding signage program by identifying key generators and attractors, routes, and points of connection to the growing regional bicycle and pedestrian network. The City has also identified preliminary locations that would benefit from wayfinding signage. These areas include locations of existing signage, ideal informational areas, directional and route-finding decision points, warning/caution areas, and highlighting of destinations. This information will be made available to the selected Consultant.

### 1.3 General Info

- All information in the proposal should be organized and presented in a clear and concise format. Accuracy and completeness are essential. The successful response may be incorporated into a contract as an exhibit.
- The City reserves the right to reject any and/or all proposals, to waive any informality or minor defects in the proposals received, and to request or negotiate modifications to a proposal, if it is in the City's interest to do so.
- Proposals that offer no response or a response "to be determined" to any item will be deemed "non-responsive" and returned without being evaluated.
- The City is not liable for any costs incurred by Consultant in preparing proposals in response to this RFP.
- All deliverables will become the property of the City of Cotati.
- The successful Consultant must be an Equal Opportunity Employer.

### 1.4 Submission Instructions

Five (5) complete printed copies of the proposal, as well as a digital version of the same (submitted as a single PDF file) must be received by the City of Cotati no later than 5:00 p.m. PDT on Thursday, October 12, 2017. The digital submittal may be submitted on CD or thumb drive with the printed proposals or emailed to [jpharries@cotaticity.org](mailto:jpharries@cotaticity.org) with the RFP name and Consultant name clearly shown in the email title. Late proposals will not be considered. Respondents take full responsibility for the City's receipt of the proposal. The City is not responsible for emails not received. All proposals and attached documents become the property of the City of Cotati.

Proposals should be submitted to:

City of Cotati  
Community Development Department  
Attn: Jon-Paul Harries  
201 West Sierra Ave.  
Cotati, CA 94931-4217

### 1.5 Proposal Content and Requirements

Proposals shall be bound (8.5" x 11"), so that they can lay flat when opened, and should not exceed 25 pages (excluding resumes). Proposals must include, but are not limited to, the following:

1. Cover page:  
Include firm name and project manager contact information.
2. Statement of Qualifications:
  - a. Provide a clear and concise response as to why the City of Cotati should select your firm for this work.
  - b. Provide a detailed description of similar wayfinding projects successfully completed by the Consultant in the past three to five years and the results of that work. Include the name and telephone number of a contact person for each client who can verify the information provided.

- c. Describe your firm's experience with utilizing a public participation process to design a community wayfinding program and design.
3. Consultant Personnel Experience:
  - a. Name of project manager. Provide resume and experience record of project manager. Identify the wayfinding projects from the Statement of Qualifications that the project manager has worked on, and describe their role with the project(s).
  - b. Flow chart of team personnel who will actually be assigned to perform substantial amounts of work on this project, and the role of each.
  - c. Provide a resume and experience record for each person, including years of experience, education, and anticipated amount of time each will actually work on the this project, and the location of each person.
4. Sub-Consultant Personnel Experience:
  - a. Names and addresses of any outside consultants or associates proposed to be involved with this project.
  - b. Include each proposed sub-consultant's experience and qualifications as described above for the Consultant's personnel experience.
5. Project Approach:
  - a. Provide a detailed description of how the Consultant proposes to approach this project. Include sufficient discussion of methodologies, techniques, deliverables, and procedures for each work item listed in the Project Scope (Section 2).
  - b. Provide a breakdown and description of tasks assigned per project team member. Describe the hierarchy of project management.
  - c. The work program should indicate the formats and anticipated number of meetings proposed for the public involvement component of the project as well as the number of meetings with City staff that will be provided. Include the timing and purpose of those meetings.
6. Project Schedule:
  - a. Provide a proposed time schedule, and a method of assuring that the time schedule is met, including the name of the person responsible for the time schedule.
  - b. Provide a schedule for completion of key tasks in each phase, and the method to assure that the time schedule will be met.
7. Budget Proposal:
  - a. Itemized costs for the elements listed in Scope of Work (Section II).
  - b. Hourly rates of team members.
  - c. Costs for travel, meals, and lodging (for consultants traveling from outside the San Francisco Bay Area).
  - d. If additional items beyond those outlined in this RFP are incorporated in the proposal, the estimated budget shall list those items separately with a full explanation of why the items are necessary.

- e. Provide a fee schedule for supplemental charges that may be charged for additional unforeseen work tasks, if such services should be required through a future contract addendum, such as: fees for conducting additional public meetings, additional meetings with City staff, additional stakeholder/community meetings, and additional iterations of design samples, etc.

### 1.5 Questions and RFP Addenda

Questions or concerns regarding any aspect of this RFP shall be forwarded via e-mail to Jon-Paul Harries at [jpharries@cotaticity.org](mailto:jpharries@cotaticity.org) so that they can be addressed in writing prior to the deadline for proposals. Answers will be sent out via an addendum and posted on the City’s website. It is the responsibility of the bidding Consultant to monitor the “Bids and RFPs” portal on the City’s website for any updates or addenda regarding this RFP. E-mail notifications of addenda sent to known bidders is provided as a convenience only. It is the responsibility of the Consultant to track, understand and comply with any addenda to this solicitation. The “Bids and RFPs” web address is: <http://www.ci.cotati.ca.us/sections/departments/business-cotati.cfm>.

### 1.6 Key Dates

Activity	Date
RFP Issued	September 7, 2017
Deadline for submitting questions	October 4, 2017
Deadline for submitting proposals	October 12, 2017, by 5 p.m.
Anticipated award date	November 13-16, 2017
Proposed start date	November 28, 2017

## SECTION 2: SCOPE OF WORK

### 2.1 Purpose and Objectives

The primary goal of the project is to develop a family of bike and pedestrian wayfinding signs that empower and encourage residents and visitors to explore and discover Cotati’s destinations, businesses, and natural features on foot and bicycle. The signage system should communicate that the City is unique, bicycle and pedestrian friendly, and organized. Consultant will ensure the signage system is visually interesting and functional and also sensitive to issues of sign clutter, maintenance, longevity, and cost. The City also seeks a core sign design that is scalable and that can be utilized in the future to locate parking areas, serve the vehicular corridors and gateways, and promote the City’s business districts.

Ideally, the selected Consultant will provide a review of the wayfinding planning that has been completed by City staff, assist in finalizing sign locations and messaging, develop a series of alternate sign design concepts, incorporate the selected design concept into a family of signs, and produce construction documents that can be used for sign fabrication and installation.

The City envisions a project process described in sections 2.2 and 2.3 below, and the Consultant should develop a scope of work and set of deliverables based on those project components. The Consultant may, however, suggest changes or alternatives in their response to this request for proposals based on their previous experience designing civic wayfinding systems.

## 2.2 Background Review

The selected Consultant will meet with City staff to gain an understanding of the City, its organization and approval process, its primary bicycle and pedestrian routes and destinations, and review the wayfinding analysis that has been completed.

- Evaluate the City's wayfinding signage location plan.
- Review the City's Bicycle and Pedestrian Master Plan.
- Review destination names and the need, if any, to use alternative names that would clarify and enable wayfinding.

## 2.3 Design of Wayfinding Components

### Phase I – Schematic Sign Design

- Analysis of City architecture, historical elements, and town imagery to develop design concepts.
- Identify user groups and their specific needs, with particular attention paid to the disabled, senior citizens, and visitors.
- Evaluation of proposed sign locations and identification of signage needs (i.e. wayfinding map kiosks, trailblazers, directional/distance, etc.).
- Preparation of preliminary sign designs. Consultant will deliver a set of templates including dimensions, color palette(s), fonts or font families, symbols and icons.
- Develop a preliminary budget for sign fabrication and installation to assist in choosing which sign design(s) to further develop.
- Prepare design concept presentations and attend at least two public meetings. One meeting with the Design Review Committee and one meeting with the Planning Commission.

### Phase II – Sign Programing

- Develop final sign location plan and number of signs. Develop hierarchy of installation points.
- Determine typical sign messaging and terminology.
- Determine sign types.

### Phase III – Design Development

- Finalization of sign designs, materials, colors, typography font and size, and nomenclature.
- Preparation of mock-ups, sign materials, and prototype sign(s).
- Field survey and mark-out of individual sign placement.
- Solicit and review cost estimates from fabricators.
- Prepare presentations and attend at least two public meetings. One meeting with the Design Review Committee and one meeting with the Planning Commission.

### Phase IV – Pre-Production Documentation

- Finalize any remaining design details, locations, and cost estimates.
- Prepare construction documents for sign fabrication and installation.

## 2.4 Alternative Additional Tasks

The City is considering and evaluating potential alternative project elements that could complement the bike and pedestrian wayfinding signage program, and we are seeking best practices input from respondents. The City expects that any responses or estimates related to these additional tasks will be preliminary in scope and costs. *Proposal scores will not be marked down if they do not cover these tasks.*

- Generation of printed maps highlighting the primary bike and pedestrian routes
- Orientation map design, if not included in main proposal
- Website and/or mobile phone apps
- Interpretive signage for historical sites
- Historic/Nature walking tour
- Vehicular signage, most notably identification of public parking areas

## SECTION 3: PROCESS INSTRUCTIONS

### 3.1 Evaluations and Selection Process

#### Initial Evaluation

Proposals received will undergo an initial review to determine compliance with the proposal submittal deadline and proposal contents.

#### Evaluation Criteria

Proposals that satisfy the initial evaluation will be further evaluated based on the following criteria:

- A. Project Management
  - i. Demonstrable success delivering similar design projects within scope, according to schedule, and within budget
  - ii. Firm and personnel qualifications
  - iii. References of project manager, lead designer, and other key team members
  - iv. Location as it relates to provision of services
- B. Experience
  - i. Past experience developing and designing civic wayfinding signage systems
  - ii. Exhibits a strong design aesthetic
  - iii. Work samples
  - iv. Experience receiving community input at public meetings and incorporating the input into designs
- C. Execution of Scope of Work
  - i. Understanding of the scope of work to be performed
  - ii. Response to project goals and scope of work
  - iii. Consultant's deliverables, methods and procedures
  - iv. Budget and completion schedule

### Selection Process

A committee comprised of City staff from several departments will review all submitted proposals. The City reserves the right to award the contract solely upon the Consultant's submitted proposal, and also reserves the right to request oral interviews with selected firms to allow for clarification and expansion upon the written responses. If interviews are conducted, a maximum of three (3) firms will be selected for interviews. Selected firms will be notified by the City of the date, time, and place for their interviews and any other pertinent information. The project manager and key staff must present at the interview.

Shortly after the last interview, the committee will rank the firms based on the Evaluation Criteria, fee, and performance at the interview. City staff will then attempt to negotiate an agreement with the top-ranked firm. If no agreement can be reached with the top-ranked firm, that firm will be dismissed, and staff will proceed with discussions with the second-ranked firm. This process may be repeated as many times as necessary until an agreement can be negotiated that is satisfactory to both parties.

### 3.2 Price

In the event two or more responses are technically equivalent, the award may be made to the lower-priced proposal. The award may also be made to a higher-priced proposal if the City determines the higher price is justified due to technical merit.

### 3.3 Contract Implementation

Upon award notification and prior to final contract approval, the successful Consultant will be required to submit:

1. Proof of insurance [as specified in Section 4 of this RFP];
2. A completed W9 form and, if applicable, non-resident withholding exemption form, if not already on file with the City; and
3. Proof of a current City of Cotati business license.

### 3.4 Period of Performance

At the next available meeting date following contract negotiations, the agreement will be presented to the City Council for approval. If approved, performance will begin immediately following execution of contract agreement and will run through the completion of contract scope, estimated to be no later than June 30, 2018.

## SECTION 4: INSURANCE REQUIREMENTS

### 4.1 Minimum Scope of Insurance

The **selected Consultant only** will be required to procure and maintain, for the duration of the Agreement, insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the Consultant, Consultant's agents, representatives and employees.

Coverage shall be at least as broad as:

- A. Insurance Services Office Commercial General Liability coverage (occurrence form CG 0001).

- B. Insurance Services Office form number CA 0001 (Ed. 12/90) covering Automobile Liability, code 1 (any auto), or code 8, 9 if no owned auto.
- C. Workers' Compensation Insurance as required by the State of California and Employers' Liability Insurance. If no employees are utilized, the Consultant shall sign a declaration as described in California Health and Safety Code Section 19825.
- D. Errors and Omissions liability insurance appropriate to the Consultant's profession. Architects' and Engineers' coverage is to be endorsed to include contractual liability.

#### **4.2 Minimum Limits of Insurance**

Consultant shall maintain limits no less than:

- A. General Liability: \$2,000,000 per occurrence for bodily injury, personal injury and property damage. If Commercial General Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit.
- B. Automobile Liability: \$1,000,000 per accident for bodily injury and property damage.
- C. Workers' Compensation, Statutory Limits: \$1,000,000 per accident for bodily injury or disease.
- D. Errors and Omissions liability: \$1,000,000 per occurrence or claim as approved by the City Manager.

#### **4.3 No Coverage Limitations or Restrictions**

It shall be a requirement under the Agreement that any available insurance proceeds broader than or in excess of the aforementioned specified minimum insurance coverage requirements and/or limits shall be available to the Additional Insureds (defined below). Furthermore, the requirements for coverage and limits shall be (1) the minimum coverage and limits specified in the Agreement; or (2) the broader coverage and maximum limits of coverage of any insurance policy or proceeds available to the named insured; whichever is greater.

#### **4.4 Deductibles and Self-Insured Retentions ("SIR")**

All deductibles or SIR must be declared to and approved by the City and shall not reduce the limits of liability. At the option of the City, either: the insurer shall reduce or eliminate such deductibles or SIR as respects the City, its officers, officials, employees and volunteers, or the Consultant shall provide a financial guarantee satisfactory to the City guaranteeing payment of losses and related investigations, claim administration and defense expenses. Policies containing any SIR provision shall provide or be endorsed to provide that the SIR may be satisfied by either the named insured or the City. City reserves the right to obtain a full certified copy of any insurance policy and endorsements. Failure to exercise this right shall not constitute a waiver of the right to so exercise later.

#### **4.5 Other Insurance Provisions**

The Commercial General Liability and Automobile Liability policies are to contain, or be endorsed to contain, the following provisions:

- A. The City, its officers, officials, employees and volunteers ("Additional Insureds") are to be covered as insureds as respects: liability arising out of work or operations as

performed by or on behalf of the Consultant; or automobiles owned, leased, hired or borrowed by the Consultant.

- B. The Additional Insured coverage under Consultant's policy shall be "primary and non-contributory" and will not seek contribution from the City's insurance or self-insurance, and shall be at least as broad as CG 20 01 04 13.
- C. Each insurance policy required by this clause shall be endorsed to state that coverage shall not be canceled by either party, unless thirty (30) days prior written notice by certified mail, return receipt requested, has been given to the City.
- D. The Workers' Compensation endorsement shall contain a Waiver of Subrogation against the City. The Consultant shall provide to the City an endorsement from the Worker's Compensation insurer, if any, agreeing to waive all rights of subrogation against the City for injuries to employees of the insured resulting from work for the City or use of the City's premises or facilities.
- E. The limits of insurance required in the Agreement may be satisfied by a combination of primary and umbrella or excess insurance. Any umbrella or excess insurance shall contain or be endorsed to contain a provision that such coverage shall also apply on a primary and non-contributory basis for the benefit of City (if agreed to in a written contract or agreement) before the City's own insurance or self-insurance shall be called upon to protect City as a named insured.

#### **4.6 Acceptability of Insurers**

Insurance is to be placed with insurers with a current A.M. Best's rating of no less than A:VII, unless otherwise acceptable to the City.

#### **4.7 Verification of Coverage**

Consultant shall furnish the City with original certificates and amendatory endorsements effecting coverage required by this clause. The endorsements should be on forms provided by the City or on other than the City's forms provided those endorsements conform to the City's requirements. All certificates and endorsements are to be received and approved by the City before work commences. The City reserves the right to require complete, certified copies of all required insurance policies, including endorsements affecting the coverage required by these specifications at any time.

#### **4.8 Subconsultants**

Consultant agrees to include with all subconsultants in their subcontract the same requirements and provisions of this Agreement, including the indemnity and insurance requirements to the extent they apply to the scope of a subconsultant's work. Subconsultants hired by Consultant agree to be bound to Consultant and City in the same manner and to the same extent as Consultant is bound to City under this Agreement. Subconsultants shall further agree to include these same provisions with any sub-subconsultant. A copy of these indemnity and insurance provisions will be furnished by Consultant to a subconsultant on request. Consultant shall require all subconsultants to provide a valid certificate of insurance and the required endorsements included in their agreement prior to commencement of any work and Consultant shall provide proof of compliance to City.

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