



REQUEST FOR PROPOSALS

WATERFRONT SIGNAGE PLAN

TOWN OF BOWDOINHAM, MAINE

RESPONSES DUE BY:

12:00PM (EST) ON NOVEMBER 13, 2024

TOWN OF BOWDOINHAM, MAINE
DEVELOPMENT OF A WATERFRONT SIGNAGE PLAN

Sealed Requests for Proposals, plainly marked "Planning Consultant Services – Development of a Waterfront Signage Plan" on the outside of the mailing envelope, addressed to the Planning Department, 13 School Street, Bowdoinham, Maine 04008 will be accepted until 12pm (est) on Wednesday, November 13, 2024. Addenda to this proposal, if any, including written clarifications to this RFP, will be posted on the Town of Bowdoinham website under the project heading.

PROJECT FUNDING

This Project is expected to be funded by the Town with assistance from a Community Outdoor Recreation Assistance Recovery Program grant funded through the US Economic Development Administration (EDA) American Rescue Plan Act (ARPA) managed by the Maine Office of Outdoor Tourism (MOOR). The consultant must comply with all of the terms and conditions, including but not limited to the Standard and Specific Award conditions and the Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards of 2 C.F.R. part 200.

PROJECT OBJECTIVES

The Town is interested in developing interpretative signage, which will increase the number of visitors to the waterfront and improve their experience. Through interpretative signage our focus is to attract a larger group of users and support individuals with physical and cognitive limitations as they enter the park and engage in its recreational opportunities, trail system, and social and civic events. The contractor will design within the Maily Waterfront Park (1-2 signs), the new waterfront park (~5 signs), and within the Cathance River Trails (~5 signs) and present the signs to the community. The outcome will be the creation of approximately (10-12) scaled drawings of potential sign types and concepts, preliminary sign location plan, and message schedule with number of various sign types ready for fabrication on high pressure laminate up to 20" x 30" in size about local history, fauna and flora, and other park features.

Interpretive signage will include community input regarding location of signage, concept designs, content, and language on proposed signs. Input will be sought from our local organizations, residents, local business owners, and committees on content and language as well. Further, the consultant will work with our wayfinding signage sub awardee for the project area Community Geographics who will provide accessibility feedback on the interpretive signs and drafting content for the ADA hand-carry kayak launch signage. The Community Development Advisory Committee (CDAC) will lead the project to ensure that the plan is well-founded in relevant local knowledge with assistance from the Director of Planning & Development who will act as a liaison between contractors, CDAC, and MOOR.

The services should address, at a minimum, the areas outlined in the following Scope of Services. Consultants should indicate how each of these tasks will be undertaken and the specific

TOWN OF BOWDOINHAM, MAINE
DEVELOPMENT OF A WATERFRONT SIGNAGE PLAN

steps necessary to accomplish those tasks. The consultant will work with the CDAC to ensure that the Plan is well-founded in relevant local knowledge.

SCOPE OF SERVICES

Phase 1: Existing Interpretive Signage Analysis and Development

The consultants shall review existing signage, regulatory issues, plans/reports and Bowdoinham's architectural/historic style to develop signage recommendations. The consultant shall present the project to CDAC and the general public at meetings. Assessment work to include:

1) EXISTING CONDITIONS

- a. Document and analyze signage location, design and content of existing interpretive signage in the project areas.
- b. Analyze existing traffic patterns, points of entry, pedestrian patterns, parking and map recommended locations for new signage in the project area. See CORA grant application for suggested signage locations and content.
- c. Review existing reports, studies, plans and surveys including: comprehensive plan, Mailyly and new waterfront park plans; and other related studies and plans.
- d. Analyze Bowdoinham's architectural/historic and current wayfinding signage style to develop an appropriate design aesthetic for the system.

Additional reference material related to existing conditions, and signage locations and content for the project can be found here:

<https://www.bowdoinham.com/town-document/waterfront-signage-plan-rfp-supporting-documents>

2) KICKOFF MEETINGS & COMMUNITY INPUT

- a. Conduct a kickoff meeting with town staff and Community Geographics and Kennebec Estuary Land Trust (another awardee providing natural area content for interpretive signage) between November 27 and December 3.
- b. On Tuesday, December 3, 2024 at 6:30 PM: conduct a kickoff meeting with the CDAC, staff and Community Geographics for introductions; review of project goals, principles, needs and expectations; committee to review and deliver any relevant existing reports or studies; set dates for future meetings including the public information meetings. Consultant and Community Geographics to review schedule, goals, and milestone dates for delivery.
- c. On Tuesday, January 7, 2025, at 6:30 PM: conduct an open public informational meeting where the broader stakeholder community is invited to provide their input regarding appropriate location of signage, concept designs, and language on proposed signs;

TOWN OF BOWDOINHAM, MAINE
DEVELOPMENT OF A WATERFRONT SIGNAGE PLAN

3) ANALYSIS

Delivery of Phase I Analysis and Recommendations document; delivery date target of late February 2025 is dependent on whether or not the scope as outlined in the agreement has changed, ability for Committee and consultant to meet as outlined in this schedule, and the amount of revisions required to document. The document will:

- Determine what interpretive sign types are needed and wanted by the community.
 - Determine what destinations should be included in the signage system.
 - Determine what interpretive information is needed and wanted by the community.
 - Address budget and phasing issues.
- a. On Tuesday, February 4, 2025, at 6:30 PM: Conduct a second meeting with the Community Development Advisory Committee. Consultant to present draft Analysis and Recommendations document with the goal of having completed an existing conditions inventory, understanding of primary destinations, and access points; Committee and consultant to discuss any questions and work to refine potential areas which require additional information in the document; discuss phasing and budget information; discuss how to incorporate public input into document.

Deliverables: "Analysis and Recommendations" document (hard copy and digital version). In addition, a suggested schedule for project completion and a plan showing primary destinations, and existing signage locations that may be reused in the project areas for signage at the Maily Waterfront Park (1-2 signs), the new waterfront park (~5 signs), and within the Cathance River Trails (~5 signs) by late February 2025.

Phase 2: Waterfront Signage Plan Development

Develop a Comprehensive Signage Plan. This shall include the consultant providing interpretive concepts, proposed designs, samples and prototypes for signage at the Maily Waterfront Park (1-2 signs), the new waterfront park (~5 signs), and within the Cathance River Trails (~5 signs). Work shall include:

- Prepare detailed designs for select sign types and installation logic for each sign type to be presented to CDAC on March 4, 2025, at 6:30 PM for feedback and discussion on how to best present the concepts at a public meeting.
- Conduct an open public meeting on April 1, 2025, at 6:30 PM where two initial design concepts will be presented for review with written statements regarding rationale for design choices and materials. Also, a statement of probable cost for the fabrication and installation of the system. (The Community Development Advisory Committee will select one design concept for additional refinement).

TOWN OF BOWDOINHAM, MAINE
DEVELOPMENT OF A WATERFRONT SIGNAGE PLAN

- Complete a round of refinements to design concepts based on the public meeting input and present them to the CDAC on May 6, 2025 at 6:30 PM and discuss how public comments were incorporated. CDAC may provide final feedback to apply to the selected design concept.
- Apply the approved design to the remaining sign types.
- Present the full sign type prototype array at an open public meeting on June 3, 2025.

Deliverables: Seven (7) color copies of a Signage Master Plan including the "Analysis and Recommendations" with scaled drawings of final sign types and concepts; preliminary sign location plan; message schedule with number of various sign types ready for fabrication. The Plan shall also be provided in .PDF format.

PROJECT SCHEDULE

Final award of the bid is expected to be made by the Board of Selectmen on November 26, 2024. The selected consultant will be expected to begin work in late November 2024 and be prepared to have their kick-off meeting with Town Staff and other project partners between November 27 and December 3 and the Community Development Advisory Committee on Tuesday, December 3 at 6:30 PM. Subsequent meetings involving the Community Development Advisory Committee meets monthly on the 1st Tuesday of the month at 6:30 PM.

TOWN ROLE

Town Planning Department staff will be responsible for administering the project and overseeing the consultant's work on this project.

PROPOSAL REQUIREMENTS

Proposals shall include the following:

A. Firm Description - Provide a brief description of the firm including firm size and area(s) of specialization, location of corporate headquarters, and potential satellite office proposed to handle this project.

B. Project Team - Provide names and resumes of key professionals who would be assigned to the project. Each team member's education and experience shall be listed. The project manager shall be clearly identified, and a description of his/her relevant previous projects listed.

C. Relevant Experience – Provide a list and brief description of past projects within the state of Maine that have included relevant components. Proposed project staff must have been involved with said projects.

TOWN OF BOWDOINHAM, MAINE
DEVELOPMENT OF A WATERFRONT SIGNAGE PLAN

D. Statement of Project Understanding & Scope of Services - The consultant shall state in succinct terms their understanding of the scope of services that is to be addressed as a result of selection pursuant to this Request for Proposals and provide a description in narrative form of the consultant's approach and technical plan for accomplishing the work.

E. Schedule - The Consultant shall submit a proposed schedule for completing the scope of services associated with the project.

F. Fee Proposal - The Consultant shall submit a proposed budget for performing the scope of services, stated as a not-to-exceed fee.

G. References – Provide two (2) references, including current contact name and phone number, for projects with relevant components.

NUMBER OF COPIES

Seven (7) bound copies of the proposal must be submitted no later than the date and time identified above.

EVALUATION CRITERIA

Proposals will be evaluated according to the following:

1. Responsiveness to submission requirements. 10 points
2. Qualifications of firm and project team members. 20 points
3. References and past Community experience. 20 points
4. Understanding of required project work. 20 points
5. Proposal price. 20 points
6. Project timeline. 10 points

The Town of Bowdoinham reserves the right to reject any or all proposals, to waive technical or legal deficiencies, and to accept any proposal that it may deem to be in the best interest of the Town.

OTHER REQUIREMENTS

The successful Consultant will be required to maintain insurance in such form as will protect the Consultant from claims and liabilities for damages for bodily injury, including accidental death, and for property damage, which may arise from operations under this contract. The Consultant shall also be required to maintain professional liability insurance. Amounts and coverage shall be subject to contract negotiations.

TOWN OF BOWDOINHAM, MAINE
DEVELOPMENT OF A WATERFRONT SIGNAGE PLAN

The Town of Bowdoinham reserves the right to negotiate directly with the firm(s) selected for additional project work including assistance with implementation of portions of the resulting Master Plan

The Town of Bowdoinham reserves the right to undertake such investigation as it deems necessary to evaluate the qualifications of the Consultant and to evaluate its submittal. All concepts, designs, information and ideas that may be generated during the selection process shall become the property of the Town of Bowdoinham.

Requests for additional information should be directed to Yvette Meunier, Director of Planning & Development, at (207) 666-3096 or planning@bowdoinham.com.

ADMINISTRATIVE INFORMATION AND CONDITIONS FOR SUBMITTAL

- I. **Compliance:** All participating Offerors shall agree to comply with all conditions, requirements and instructions of this RFP as stated or implied herein. Should the Town of Bowdoinham omit anything from this packet which is necessary to the clear understanding of the requirements, or should it appear that various instructions are in conflict, the Offerors shall secure instructions from the Planning Department prior to the date and time of the submittal deadlines shown in this RFP.
- II. **Altering Proposals:** Any alterations made prior to opening date and time must be initialed by the signer of the proposal, guaranteeing authenticity. Proposals cannot be altered or amended after submission deadline without express approval from the Town of Bowdoinham.
- III. **Withdrawal of Proposal:** A proposal must be firm and valid for award and may not be withdrawn or canceled by the Offeror prior to the sixty-first (61st) day following the submittal deadline date and only prior to award.
- IV. **Acceptance of Proposal Content:** The contents of the proposal of the successful Offeror shall become contractual obligations if acquisition action ensues. Failure of the successful Offeror to accept these obligations in a contract shall result in cancellation of the award.
- V. **Exceptions and Substitutions:** All proposals meeting the intent of this RFP shall be considered for award. Offerors taking exception to the specifications shall do so at their own risk. The Town of Bowdoinham reserves the right to accept or reject any or all substitutions or alternatives. When offering substitutions and/or alternatives, the Offeror must state these exceptions separately. Exceptions/substitution, if accepted, must meet or exceed the stated intent and/or specifications. The absence of such a list shall indicate that the Offeror has not taken exceptions, and if awarded a contract, shall hold the

TOWN OF BOWDOINHAM, MAINE
DEVELOPMENT OF A WATERFRONT SIGNAGE PLAN

Offeror responsible for performing in strict accordance with the specifications or scope of work contained herein.

- VI. **Minimal Standards for Responsible Prospective Offerors:** A prospective Offeror must affirmably demonstrate their responsibility. A prospective Offeror must meet the following requirements:
- a. Have adequate financial resources, or the ability to obtain such resources as required
 - b. Be able to comply with the required or proposed completion schedule
 - c. Have a satisfactory record of performance
 - d. Have a satisfactory record of integrity and ethics
 - e. Be otherwise qualified and eligible to receive an award and enter into a contract with the Town of Bowdoinham
 - f. Be able to pass a background check as may be conducted by the Town of Bowdoinham
- VII. **Amendment:** No oral statement of any person shall modify or otherwise change, or affect the terms, conditions or specifications stated in the resulting contract.
- VIII. **Assignment:** The Contractor shall not sell, assign, transfer or convey any contract resulting from this RFP, in whole or in part, without the prior written approval from the Town of Bowdoinham
- IX. **Contract:** This Request for Proposal submitted documents, and any negotiations, when properly accepted by the Town of Bowdoinham, shall constitute a contract equally binding between the Town of Bowdoinham and the Contractor. All verbal communications and/or commitments made during the negotiation process that are deemed agreeable to both the Town of Bowdoinham and selected Offeror shall be submitted in written form and made part of any resulting contract. No different or additional terms shall become a part of the Contract except for an Amendment.
- X. **Contract Termination:** this contract shall remain in effect until any of the following occurs: (1) contract expires; (2) completion of services; (3) acceptance of services, or, (4) for convenience terminated by either party within a written *Notice of Cancellation* stating therein the reasons for such cancellation and the effective date of cancellation of at least thirty days past notification.
- XI. **Indemnification:** Contractor shall defend, indemnify and save harmless the Town of Bowdoinham, and all its officers, employees, insurers and self-insurance pool, from and against all liability, suits, actions, or other claims of any character, name and description brought for or on account of any injuries or damages received or sustained by any person, persons, or property on account of any negligent act or fault of the Contractor, or of any

TOWN OF BOWDOINHAM, MAINE
DEVELOPMENT OF A WATERFRONT SIGNAGE PLAN

Contractor's agent, employee, subcontractor or supplier in the execution of, or performance under, any contract which may result from proposal award. The contractor shall pay any judgment with cost which may be obtained against the Town of Bowdoinham growing out of such injury or damages.

- XII. **Costs of Response:** All costs borne by the Offeror in submitting a response to this RFP shall remain the sole responsibility of the Offeror.