Village of Tinley Park, Illinois

REQUEST FOR QUALIFICATIONS

2017-RFQ-011

Roadway and Pedestrian Wayfinding System

This Request for Qualifications (RFQ) is to identify an individual or firm with professional civic wayfinding expertise to assist the Village in developing a Roadway and Pedestrian Wayfinding System (hereafter also referred to as the “Wayfinding Plan”), which incorporates the Village’s new music-focused Branding initiative—“Life Amplified!” Signage could include gateway signs, wayfinding within the downtown core, information kiosks, and seasonal pole banners.

To create the Wayfinding Plan, the scope of services to be provided by the chosen consultant will include: 1) An assessment of existing signage, 2) Identification of user groups and their specific needs and potential wayfinding difficulties, 3) Establishment of a destination hierarchy and recommendations for program content, 4) Identification of needed sign locations, 5) Sign design incorporating the “Life Amplified” brand into a wide range of sign types, 6) Establishment of design standards and specifications that take into account street level visibility and safety, and 7) Statements of Probable Cost (to fabricate, install, and maintain for individual sign types).

GENERAL REQUIREMENTS: Responders are to submit ten (10) packets, to be opened and evaluated in private. Submit one (1) original plus nine (9) complete copies of the qualifications.

SUBMISSION LOCATION: Village of Tinley Park—Clerk's Office
16250 South Oak Park Avenue
Tinley Park, IL 60477

SUBMISSION DATE: Monday, November 13, 2017 by 4:30 p.m. Responses received after the time specified will not be opened.

CONTACT/QUESTIONS: Absolutely no informal communication shall occur regarding this RFQ, including requests for information, or speculation between Offeror’s or any
of their individual members and any Village elected official or employee. Submit questions via email to The Village of Tinley Park, attention Donna Framke, at dframke@tinleypark.org.

Questions may be submitted no later than Friday, November 3, 2017. All questions will be answered, with a copy of the question and answer, to all known responders. To ensure receipt of any additional information distributed via Addendum, firms intending to submit a response should indicate their intent in writing to Donna Framke, at dframke@tinleypark.org by Friday, November 3, 2017. Addendum will be posted at www.tinleypark.org/RFP.

CONTENTS:
The following sections, including the cover sheet, shall be considered integral parts of this solicitation:

* Notice of RFQ (2 Pages)
* General Terms and Conditions (5 Pages)
* Project Overview (4 Pages)
* Submittal Requirements and Timeline (3 Pages)
* Traffic Count Map (1 Page)
GENERAL TERMS AND CONDITIONS

1. Negotiations:
The Village of Tinley Park reserves the right to negotiate specifications, terms and conditions, which may be necessary or appropriate to the accomplishment of the purpose of this RFQ.

2. Confidentiality.
RFQ’s and the responses thereto, are subject to the Illinois Freedom of Information Act.

3. Reserved Rights:
The Village of Tinley Park reserves the right at any time and for any reason to cancel this RFQ or any portion thereof, to reject any or all RFQ’s, and to take any other action determined to be in its best interests. The Village reserves the right to waive any immaterial defect in any RFQ. The Village may seek clarification from a responder at any time, after the submission date, and failure to respond promptly is cause for rejection. The Village reserves the right to negotiate with the highest ranked responsive responsible responder. However, should the Village not be able to negotiate a fair and reasonable price with the highest ranked responsive responsible responder, it reserves the right to proceed to negotiations with the next highest ranked responsive, responsible responder.

4. Incurred Costs:
The Village of Tinley Park will not be liable for any costs incurred by responders in replying to this RFQ.

5. Award:
Award will be based on the highest ranked responsive, responsible responder as determined by the Village of Tinley Park. The award, if any, will be based on the Village’s determination as to the best qualified and most cost effective responder.

6. Discussion of RFQ:
The Village of Tinley Park may conduct discussions with any responder who submits a response. During the course of such discussions, the Village shall not disclose any information derived from one RFQ to any other responder.

7. Contract Period:
Time is of the essence. The responder shall be able to devote sufficient resources to this project.

8. Responsibility & Default:
The responder shall be required to assume responsibility for all items listed in this RFQ. The successful responder shall be considered the sole point of contact purposes for this contract.

9. Payments:
Payments shall be made in accordance with the Local Government Prompt Payment Act.
10. **Interpretations or Correction of Request for Qualifications:**
Responders shall promptly notify the Village of any ambiguity, inconsistency, or error that they may discover upon examination of the RFQ's. Interpretation, correction and changes to the RFQ's will be made by written addendum. Interpretation, corrections or changes made in any other manner will not be binding.

11. **Addenda:**
Addenda are written instruments issued by the Village of Tinley Park prior to the date of receipt of responses to the RFQ, which modify or interpret the RFQ by addition, deletions, clarifications, or corrections. Addenda will be placed on the Village website at [www.tinleypark.org/RFP](http://www.tinleypark.org/RFP).

12. **Taxes:**
The Village is exempt from paying certain Illinois State Taxes

13. **Non-Discrimination:**
Responders shall comply with the Illinois Human Rights Act, 775 ILCS 5/1-101 et seq., as amended and any rules and regulations promulgated in accordance therewith, including, but not limited to the Equal Employment Opportunity Clause and the Illinois Drug Free Workplace Act, Title 44, Chapter 10.

14. **Insurance:** *Please submit certificate with your response.*
The responders must obtain, for the Contract term and any extension of it, insurance issued by a company or companies qualified to do business in the State of Illinois and provide the Village with evidence of insurance. Insurance in the following types and amounts is necessary:

- **Worker's Compensation Insurance** covering all liability of the Responder arising under the Worker’s Compensation Act and Worker’s Occupational Disease Act at statutory limits.

- **General Liability:**
  - General Aggregate Limit $2,000,000
  - Each Occurrence Limit $1,000,000

- **Professional Liability** to include, but not limited to, coverage for Errors and Omissions to respond to claims for loss therefrom.
  - General Aggregate Limit $2,000,000
  - Each Occurrence Limit $1,000,000

- **Comprehensive Automobile Liability, Bodily Injury, Property Damage:**
  - General Aggregate Limit $1,000,000
  - Each Occurrence Limit $500,000
Responder agrees that with respect to the above required insurance, The Village of Tinley Park shall:

- Be named as additional insured by endorsement as their interest may appear;
- Be provided within thirty (30) days notice, in writing, of cancellation or material change; and
- Be provided with Certificates of Insurance evidencing the above required insurance, prior to commencement of this Contract and thereafter with certificates evidencing renewals or replacements of said policies of insurance at least fifteen (15) days prior to the expiration of cancellation of any such policies.

15. Change in Status:
   The responder shall notify The Village of Tinley Park immediately of any change in its status resulting from any of the following: (a) responder is acquired by another party; (b) responder becomes insolvent; (c) responder, voluntarily or by operation law, becomes subject to the provisions of any chapter of the Bankruptcy Act; (d) responder ceases to conduct its operations in normal course of business. The Village of Tinley Park shall have the option to terminate its contract with the vendor immediately on written notice based on any such change in status.

16. Precedence:
   Where there appears to be variances or conflicts, the following order of precedence shall prevail: The Owner and Responder Agreement; The Village of Tinley Park Request for Qualifications; and the Responders Response to RFQ.

17. Submittal and Evaluation Factors:
   The contract will be awarded to the responder determined by the Village of Tinley Park to be in the best interest of the Village, who meets or exceeds the criteria and provisions sought by the Village. The Village reserves the right to reject any or all responses or to waive any details in the responses received whenever such rejection or waiver is in the best interests of the Village. The Village also reserves the right to reject the RFQ of a responder who has previously failed to satisfactorily perform a contract.

   In determining the most qualified responder, the following criteria will be considered by the Village. The relative importance of each evaluation criteria is shown in parenthesis to the right of each selection criteria:

   A. Design Quality (30%)  
      The chosen firm will demonstrate their creative expertise in designing a wide range of sign types and their ability to interface with a community's branding package. Responses should provide examples of signage executed in other communities and include a discussion of the costs to fabricate and the expected maintenance costs associated with those sign programs, if known.

      When choosing examples, please be aware that the Village will be interested in knowing the chosen firm's:
• ability to provide unique design services which interface with a branding package,
• incorporation of new technologies into designs,
• understanding of long term maintenance needs for the signage proposed in a Wayfinding System, and
• experience in design of durable products with predictable longevity.

B. Wayfinding Expertise in Proven and Equal Communities (30%)
Response to this RFQ should demonstrate prior experience in developing a comprehensive Roadway and Pedestrian Wayfinding System for communities of equal size and/or with similar amenities. Responses should demonstrate experience working in mid-sized communities with a destination downtown, and/or convention center, cultural arts and music venues, interstate access, and commuter rail service. The Village seeks wayfinding signage which provides continuity to a visitor moving through the community, without benefit of a GPS system, identifying complete routes to major venues for those traveling by automobile.

The Village will be interested in knowing the chosen firm's:

• proven record of effectively assisting similar communities with development of a Roadway and Pedestrian Wayfinding System, including facilitation of public discussion and recommendations for sign content and placement,
• understanding of urban design and wayfinding principles,
• expertise in certain sign types: arenas, convention centers, and others referenced in this RFQ,
• use of subcontractors (and, if so, for what), and

C. Complete Capabilities (20%)
The chosen firm will demonstrate their capacity to deliver the range of products and services described in this RFQ including:

• Assessment of existing signage,
• Identification of user groups and their specific needs and potential wayfinding difficulties,
• Development of a Roadway and Pedestrian Wayfinding System to include, but not limited to:
  o Establishment of a destination hierarchy and recommendations for program content
  o Identification of needed sign locations
  o Sign graphics incorporating the Village brand – Life Amplified!
• Design of a wide range of sign types for a wide variety of tourism uses including downtown business district wayfinding, convention centers, music venues, and civic buildings
• Establishment of sign standards and specifications that take into account street level visibility and safety, and
• Experience preparing a Statement of Probable Cost for the fabrication, installation, and maintenance of the system, including various sign types and locations.
• Ability to execute certain tasks associated with execution of a wayfinding sign program which are not included within the design scope of this project:
  o understanding of and experience in addressing infrastructure requirements for sign installation,
  o understanding of and experience in preparing construction documents,
  o overseeing bids and fabrication, and
  o overseeing installation.

Preparation of construction documents, oversight of bidding, fabrication, site preparation, ROW acquisition, and installation are not within the scope of this project. The chosen’s firm experience in these aspects of implementing a Wayfinding System will be considered a plus.

D. References (10%)
References will be contacted to determine the character, integrity, reputation, judgement, experience and efficiency of the responder.

E. Current Work Load and ability to meet deadlines. (10%)
The Village is interested in the chosen firm’s ability to dedicate sufficient resources to The Village.
PROJECT OVERVIEW:

1. Intent:
The Village seeks professional civic wayfinding expertise to assist the Village in developing a Roadway and Pedestrian Wayfinding System which incorporates the Village’s new Branding initiative—“Life Amplified!” Signage could include gateway signs, wayfinding within the downtown core, information kiosks, and seasonal pole banners.

To create the Wayfinding Plan, the scope of services provided by the chosen consultant will include 1) An assessment of existing signage, 2) Identification of user groups and their specific needs and potential wayfinding difficulties, 3) Establishment of a destination hierarchy and recommendations for program content, 4) Identification of needed sign locations, 5) Sign design incorporating the “Life Amplified” brand into a wide range of sign types, 6) Establishment of design standards and specifications that take into account street level visibility and safety, and 7) Statements of Probable Cost (to fabricate, install, and maintain for individual sign types).

Preparation of construction documents, oversight of bidding, fabrication, site preparation, ROW acquisition, and installation are not within the scope of this project. The chosen’s firm experience in these aspects of implementing a Wayfinding System will be considered a plus.

2. Background information
The Village is a dynamic, growing community of 57,000, located at the southwest edge of the Chicago metropolitan market. The Village is the 20th largest city in Illinois and the 14th largest city in metropolitan Chicago. Two METRA stations in the Village provide access to downtown Chicago and extend outbound to Joliet. Easy access to Interstates 57, 80, and 294, the Village has brought significant commercial development, especially on 159th Street, 183rd Street, Harlem Avenue, and LaGrange Road. Visitors may also arrive via bicycle; the Village has adopted a “Complete Streets” policy and continues to expand the Bicycle Trail system.

The Village of Tinley Park is committed to assuring the long term viability of the community, providing a signature downtown as a community focal point, and supporting tourism. Through the vision of the community leaders and support of dedicated residents, the Village completed a branding initiative in February 2017. The initiative identified that regionally the Village of Tinley Park is known for music. Information on the Village 2017 Branding, Development, and Marketing Action Plan is at: www.tinleypark.org/branding.

While Chicago and other urban centers are steeped in the music industry, fewer small communities are known for their local music scene. Extensive marketing from the Hollywood Casino Amphitheater has raised regional awareness of Tinley Park as one of the top venues for big name entertainment in the greater Chicago area, and in the neighboring states of Wisconsin, Iowa, and Indiana. Additionally, Tinley Park clubs and restaurants are well known for hosting live music and the Village produces numerous special events centered on music. Even our schools are known for their music skill as exhibited in concerts and competitions.
Recommendations from the 2017 Branding, Development, and Marketing Action Plan include transitioning to a new brand identity (logo and tagline), and contracting for the redesign and expansion of the vehicular and pedestrian wayfinding system which incorporates the Village's new music themed Branding initiative – “Life Amplified!”

The present wayfinding system was installed over 15 years ago and is considered inadequate and in need of improvement and expansion. For example, signs are too small to be read at posted speed limits and visibility and ease of readability could be improved. Gateway signage is old and in the wrong locations due to growth and expansion of the Village. Wayfinding signs at municipal buildings no longer reflect the correct location of Village departments. The Village's intent is to create a wayfinding program which incorporates marketing and branding, as well as addressing traffic mitigation and directional needs. The Wayfinding Plan should increase the ease of visiting – by directing visitors to their destination, aiding in the selection of parking, and identifying public amenities at the destination (for example restrooms, box offices, information areas).

Tinley Park has a daytime employment of about 49,000, including 22,600 workers and 27,000 residents (source: ESRI). A traffic count map is included as an Exhibit with this document. Ten hotels are located in the Village with 990 available rooms. Downtown Tinley Park welcomes tens of thousands of visitors each year with an exciting array of events to entertain families and friends during the winter, spring, summer, and fall. Major events in Downtown Tinley include the Music in the Plaza concert series, Classic Car Shows, Parades, the Tinley Farmer’s Market, the annual Block Party, Public Art, Parades, Bridal Showcase, St. Patrick's Day, Easter, Halloween, and Christmas celebrations.

Many visitors are here to enjoy Downtown Tinley Park, the Tinley Park Convention Center (which hosts 1300 events a year), the Hollywood Casino Music Amphitheater (which hosts 30 concerts a year (note, this is a music venue for which naming rights were purchased, not an active casino), the Odyssey Fun World, and the 550,000 SF Brookside Marketplace Open Air Shopping Center. The Village would like to encourage visitors to these major destinations to also patronize Downtown Tinley.

3. Project Scope of Services:
The Village seeks an individual or firm with professional civic wayfinding expertise to design, a comprehensive roadway and pedestrian wayfinding system which incorporates the Village’s new Branding initiative – “Life Amplified!” While personal GPS systems in vehicles and cars are used to assist visitors, the Wayfinding Plan is intended to also educate visitors on what is available in the Village and reinforce branding activities.

The wayfinding signage program will be directional as well as educational. Services will include facilitation of decision making and recommendations for destinations to be included in the program. For example, which government facilities will be included? Will private venues be included? Is there a threshold square footage, for example, for shopping centers to be included on the destination list?

The chosen firm will assist the Village in these actions:
• Assessment of current wayfinding signage.
• Identification of user groups, and their specific needs and potential wayfinding difficulties.
• Development of the Wayfinding Plan which will include. This will include:
  o Recommendations for a Wayfinding Plan policy regarding content/destinations
  o Recommendations for the list of locations for sign installation (both public and private property) for individual sign types. Note, the Village has a map of all traffic poles and existing signage.
• Graphic design of a range of sign types for a wide variety of tourism uses including downtown business district wayfinding, convention centers, music venues, and civic buildings. Design will incorporate the Village brand – Life Amplified!
• Preparation of “Statements of Probable Cost” for the fabrication, installation, and maintenance of the system, including number of various sign types and locations.

As noted, the scope of work does not cover preparation of construction ready sign specifications and documents, oversight of bids, fabrication, site preparation, ROW acquisition, installation, or development of a maintenance program. As qualifications of responding firms are assessed, however, the Village is interested in knowing if firms are capable of this type work.

At a minimum, the Village Wayfinding System should consider signage needs for these locations:

1. Downtown Tinley (centered on Oak Park Avenue between 167th and 183rd Streets):
   • Commercial business clusters off Oak Park Avenue (“more shops this way....”)  
   • Downtown parking  
   • Downtown public bathrooms (eventually)
2. Village Facilities:
   • Directional signage to each facility  
   • Building signage and parking lot directional sign indicating location of individual departments in each facility
3. The Tinley Park Convention Center
4. The Hollywood Casino Music Amphitheater
5. Tinley Park Library
6. Vogt Visual Arts Center
7. Brookside Marketplace at 191st Street and Harlem Avenue
8. White Water Canyon Water Park
9. Directional signage to the Village’s ten (10) Local Hotels
10. Downtown METRA Train Station
11. 80th Avenue METRA Train Station
12. Victor J. Andrew High School and Tinley Park High School
13. Sporting Fields
14. The Odyssey Fun World
15. Temporary signs to be used downtown during special events to identify closed streets and direct visitors to parking.
16. Temporary signs which would be used to indicate “businesses are open” during road/sidewalk closures for construction/ utility work and/or train line work/repairs. These signs could be placed on existing poles or saw horses.

It is recognized that a Wayfinding Plan could potentially include additional destinations and the consultant will assist the Village with policy recommendations for inclusion of these types of amenities and destinations:

- Shopping Centers
- Public Schools
- Public and Private recreational facilities including golf, bowling, skating
- Banquet facilities and dining
- Country Clubs
- Park District facilities
- Cultural venues
- Local colleges

Note for future reference that the Village will request the following requirements be implemented in any designs that are submitted by the chosen firm:

- Incorporate the Village’s Branding Initiative – “Life Amplified!” Design will be changeable.
- Use the international symbols for parking, restrooms and ATM locations.
- Incorporate durable, long-lasting materials which do not require yearly maintenance.
- Respect the surroundings.
- Adhere to all IDOT, CDOT, WDOT, and Village requirements.
- Shall conform to Section 9 of the Village Zoning Ordinance and be consistent with commercial sign requirements.
- Be legible by passing motorists who are traveling at 45 mph.
- Incorporate landscaping (adjacent to or surrounding the sign) where required by the Village Code. Depending on sign type, the Village requires 2 s.f. of landscaping with every 1 s.f. of sign face area (as measured on one side). For certain locations a design concept, with and without, landscaping may be requested, depending on specific location and available space. Landscaping materials must be no/low maintenance perennials. Landscape design will incorporate salt tolerant plants.
- Gateway signage may incorporate solar-powered LED lighting for night time visibility

Please note the task list above does not represent the final scope of the work. The Village will begin negotiations with the top firm(s) on actual scope and fee.
SUBMITTAL REQUIREMENTS

The Village seeks a creative firm capable of designing a Wayfinding Plan that is unique to Tinley Park, designing signage, and providing probable cost estimates for individual sign types. The new Roadway and Pedestrian Wayfinding System will incorporate the Village's new Branding initiative—“Life Amplified!”

Responders are instructed to submit their Qualifications in a bound format. To simplify the evaluation process, the firm's response shall be submitted in the format outlined below:

- **Letter of Transmittal** – The cover letter shall be addressed to Donna Framke and shall include the complete name of the firm or person(s) submitting the RFQ response, the main office address, primary contact person's name, title, telephone number, and email, as well as a signature of the representative legally authorized to bind the response.

- **Table of Contents** – Clearly defined sections and pages numbered.

- **Executive Summary** – Include a brief summary of the firm's qualifications and the firm's understanding of the request. Include a brief summary which describes and highlights your firm's experience, qualifications, and expertise and why your team would be the best choice for the Village.

- **Company Profile and Qualifications** – Include executive information, including management team, resumes, and qualifications of key staff that would be assigned to the project. Please state your firm's business organization type (Sole Proprietor, Partnership, Corporation, etc.).

- **Experience** – In replying to this RFQ, provide examples of work installed elsewhere including budgets and/or cost estimates from these communities. Address the firm's experience (if any) with design of these types of products:
  
  - Community and downtown gateway signage
  - Destination signage
  - Vehicular directional signage
  - Amenities wayfinding at Convention Centers and/or Music Amphitheaters (public parking, restrooms, reader boards, and visitor information kiosks, etc.)
  - Bike Trail signage
  - Downtown Business District pedestrian wayfinding, including Business Directory Kiosks
  - Signage to encourage visitors and shoppers to explore side streets.
  - Downtown Parking
  - Bus Shelter and Train Station signage welcoming visitors and indicating nearby amenities
  - “Branded” regulatory street signs including “do not enter” and “left turn only.”

Decorative posts may be a consideration.
- Marquee or “place identifiers” in front of public buildings, services, and parks
- Seasonal pole banners (Spring, Summer, Fall and Holidays)
- Building directional signage
- Signage for use during special events to indicate road closures and re-routes
- Signage for use during construction indicating businesses remain open

- Methodology – Explain your methodology and approach to creating a Roadway and Pedestrian Wayfinding System, including how you will identify and create a hierarchy of destinations, identify sign locations, set standards, and design signage.

- Subcontractors – Indicate if your firm typically use any subcontractors. And, if so, for what function.

- Capability to complete additional work for Wayfinding Signage. As qualifications of responding firms are assessed, the Village is interested in knowing if firms are capable of additional related work which is not within the scope of this project. Therefore, though not in the work scope of this project, would you please identify your firm’s ability and/or experience with developing construction ready sign specifications and documents, oversight of bids, fabrication, site preparation including utility extension and ROW acquisition, sign installation, and development of a maintenance program.

- Timeline – indicate a timeline for each phase of the project.

- Cost of Services – The Village will select a consultant to begin discussions with, based on their presented Qualifications. A Scope of Services will be negotiated with the consultant determined to best meet the qualifications as in the Submittal and Evaluation Factors section of this RFQ. Would you please, however, indicate:
  - The hourly billing rates of the key staff who will be assigned to this project
  - An estimated hours for these project deliverables:
    - Assessment of current wayfinding signage
    - Identification of user groups, and their specific needs and potential wayfinding difficulties
    - Development of the Wayfinding Plan (content/destinations and location) which will include policy recommendations for program content, sign types, and locations for sign installation (both public and private property).
    - Graphic Design incorporating the Village brand – Life Amplified!
    - Preparation of “Statements of Probable Cost” for the fabrication, installation, and maintenance of the system, for each sign type proposed in the Wayfinding Plan.

- References – Provide at least five (5) references of current clients of similar scope with the response. Include name, title, address, phone number and email of contact person.
• Additional Information – Please provide any other information you feel is important for consideration during our evaluation of responses.

4. Preliminary Selection Schedule

<table>
<thead>
<tr>
<th>Task</th>
<th>Completion Date</th>
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<tbody>
<tr>
<td>a) Review by the Village’s Economic Development and Marketing Committee</td>
<td>October 24, 2017</td>
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<tr>
<td>b) RFQ Issuance</td>
<td>October 26, 2017</td>
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<tr>
<td>c) Deadline for any questions</td>
<td>Friday, November 3, 2017</td>
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<tr>
<td>d) RFQ due @ 4:30 p.m.</td>
<td>November 13, 2017</td>
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<td>e) Firm Interviews (as necessary)</td>
<td>tentatively the week of December 14, 2017</td>
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<tr>
<td>f) Firm recommendation to Village’s Economic Development and Marketing Committee</td>
<td>January 23, 2018</td>
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<tr>
<td>g) Approval at Village Board Meeting</td>
<td>February 6, 2018</td>
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</tbody>
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Exhibit A

Traffic Counts

Tinley Park, Illinois