

**Signage and Entry Marker Designs for the Holly Hills Neighborhood
Request for Proposals (RFP)**

Holly Hills Special Business District (SBD)

Due Date: March 31, 2023 Time: 5:00 p.m. CT

Proposals may be submitted in advance.

Proposals submitted after the due date and time will not be eligible for consideration.

Submit proposal responses by PDF to HollyHillsSBD@gmail.com.

For consideration, proposals must meet all requirements as instructed in this RFP.

Section I: INTRODUCTION/BRIEF DESCRIPTION

The Holly Hills Special Business District (SBD) is seeking proposals from qualified agencies to design signage and entry markers for the Holly Hills neighborhood. The winning agency is expected to work with the Holly Hills SBD Beautification and Infrastructure Committees.

Vendors must bid on all services listed below. The Request for Proposal establishes information to be included in the Vendor's response. The selection of the successful Vendor will be made based on evaluation and determination of the relative ability of each Vendor to deliver quality service in a cost-effective manner.

The Holly Hills SBD Board of Directors is not obligated to accept the lowest bid and reserves the right to reject any or all proposals or amend the scope of the project. All Bidders must be duly licensed or otherwise have the ability to perform work in accordance with all governing local authorities and to the satisfaction of those authorities.

Section II: SCOPE OF SERVICES: The Vendor must provide the following services to include at a minimum:

1. Participate in four (4) total meetings as required by the scope of work of this RFP: two (2) consultation meetings with the Holly Hills SBD Beautification and Infrastructure Committees, one (1) open house meeting for Holly Hills community members to provide comments and input on the desired signage and entry marker designs, one (1) community meeting to present the preliminary designs.
 - a. Meeting dates will be determined by the Holly Hills SBD in consultation with the vendor.
 - b. Meetings will be held in the evenings approximately between 5:30pm and 8:30pm CT. at locations designated by the Holly Hills SBD.
 - c. Meetings will average one hour.
2. Create preliminary designs based on community and SBD input to include at a minimum:
 - a. Three (3) sign design alternatives that may replace the current Holly Hills markers on light poles throughout the neighborhood.
 - b. Three (3) entry marker design alternatives located in the boulevards at Holly Hills and Morgan Ford, Holly Hills and Grand, and Leona and Loughborough.
 - c. Signs and entry markers should be made of durable materials with a 10+ year lifespan.
 - d. Visual renderings of signs and entry markers at specified locations.
3. Create a final signage and entry marker design based on community input and feedback of the preliminary design that meets all requirements. Final design and detailed information sheets must include at a minimum:
 - a. Cost estimates for signs and entry markers.
 - b. Suggested community maintenance plan.
 - c. Detailed sheets for fabricators to be able to construct and install.
4. Provide final design plans and detail sheets for the signs and entry markers within forty-five (45) business days from the preliminary design presentation meeting date.

Section III: INSTRUCTIONS TO BIDDERS – The Vendor must follow all instructions and requirements in this RFP:

Proposals are to address the following items in the response:

- Provide a brief Vendor history including years of experience, ownership information, and name and title of the personnel who would be directly responsible for the management and local supervision of this project.
- Provide at least three (3) past client references. Include reference name, address, email, and contact number.
- Indicate features or programs not covered elsewhere in the response which are offered to enhance Vendor’s ability to effectively carry out this project.
- Any and all questions must be e-mailed to HollyHillsSBD@gmail.com by 5:00 p.m., March 27, 2023. Responses to all questions will be posted at www.hollyhillssbd.com as soon as possible after the question due date.

Section IV: EVALUATION

Proposals will be evaluated based on the following:

- 1) Vendor meeting proposal instructions and requirements
- 2) Technical response evaluation criteria
- 3) Price

Evaluations shall be conducted in an impartial, objective, and professional manner. The technical evaluation and price are evaluated on a points-based scoring system.

Technical Evaluation

The possible technical points for this RFP evaluation is listed in the table below both by criteria point value and total points.

| Evaluation Criteria | Possible Points |
|---|------------------------|
| Provide documentation of all applicable licenses and certifications for design firms in compliance with city/county/state laws. | 20 |
| Describe vendor capacity to deliver project deliverables in a timely manner including estimated timeline, allowance for revisions and labor capacity. | 80 |
| Describe vendor experience in signage and placemaking design using durable and low-cost materials in neighborhoods and districts. | 100 |
| Describe the agency’s communication and reporting process for project status updates and reports. | 60 |
| Total Technical Points Possible | 260 |

Price Evaluation

Total possible price points: 60

Vendors will be award price points based on the following formula:

$$\text{Maximum Price Points} \times (\text{Lowest Price} / \text{Vendor's Price}) = \text{Total Price Points}$$

Holly Hills SBD Signage and Entry Marker Design Price: \$_____

In addition, include in Vendor response a breakdown of project costs including labor and applicable fees, and description of desired invoicing procedures.

The cost estimate must be inclusive of all RFP requirements.

MAXIMUM NUMBER OF EVALUATION POINTS: Technical and Price Points possible total 320 points.