

MAYOR & CITY COUNCIL OCEAN CITY, MARYLAND



PROCUREMENT DEPARTMENT

PROPOSAL DOCUMENT FOR

Boardwalk Regulatory and Information Signage Consulting Services

Introduction:

The Town of Ocean City, Maryland, is currently accepting proposals for design services for a Boardwalk Regulatory and Informational signage program.

- **Proposals will be received in the Procurement Department:**
 - **Address: 214 65th Street, Ocean City, Maryland, 21842**
- Sealed Proposals will be accepted no later than **Thursday, July 25, 3 PM**
- The sealed Proposal will be opened on **Friday, July 26, 10 AM in the Procurement Office conference room**
- A pre-proposal meeting will be held in the first-floor community room of City Hall on **Monday, June 24, at 2 PM.**
- Last day of Questions Due - **Monday, July 1st, 2024 – 3 PM**
- Addendum due – **Friday, July 5th – 3 PM**
- Notice-to-Proceed is expected to be issued on **August 12, 2024**

Interested firms should submit four (4) copies of a written proposal prepared in accordance with this RFP. The Proposal shall be in an envelope marked "**Proposal for Boardwalk Regulatory and Information Signage Consulting Services.**"

Written proposals will be evaluated in accordance with this RFP. The evaluation team may invite up to three firms for interviews for additional clarification. The firm or team that is deemed to provide the best value to the city will then be awarded the design contract.

Successful proposers will have a broad range of experience in the creation of signs and way-finding program design.

Successful proposers must be willing to cooperate fully with City officials and other stakeholders in all phases of the design.

Mandatory contract provisions include Maryland corporate registration as related, a certificate of liability insurance, and an Ocean City business license.

For questions regarding this RFP, please contact the City Procurement Manager, Scott Wagner, at swagner@oceancitymd.gov (410)723-6647 or Dawn Webb at dwebb@oceancitymd.gov or call 410-723-6643.

Copies of the Proposal documents are available on the Town's website:

(<https://oceancitymd.gov/oc/procurement-bids/>)

Context:

The Town of Ocean City is a seasonal resort community located on the Atlantic Coast of Maryland. The Town has a permanent year-round population of just over 8,000, which swells to over 300,000 part-time residents and visitors during the summer season. The historic Ocean City Boardwalk is one of the main attractions in the city. An estimated 90% of the all visitors to Ocean City will spend at least some time on the boardwalk.

Located in downtown Ocean City, the boardwalk runs from the inlet (South 2nd street) to 27th Street, a distance of approximately 2.25 miles and ranges between 32' and 66' in width. The boardwalk acts primarily as a pedestrian way but also accommodates bicyclists, the city-operated site-seeing tram, and various parades and other special events.

Currently municipal signage on the boardwalk includes street signs, guide signs, way-finding signs, and regulatory signs. These signs use a variety of design templates and styles depending on when the sign was added and the purpose of the sign. Examples are attached at the end of this RFP. The Town wishes to create a more standardized sign program using consistent branding, sizes, styles and locations.

Scope of Work:

Geographic Scope: The project consists of creating a sign program for the entire length of the boardwalk including the two pedestrian plazas at South First Street and Somerset Street

Outline Scope of Services:

General: The final deliverable of this project is to provide a set of bid plans and specifications for the fabrication and installation of a complete new boardwalk sign program.

Task 1: Data Collection:

- Create an inventory of existing municipal signs and their locations along the boardwalk.

Task 2: Schematic Design:

- Work with the Ocean City Public Works Department and Police Department to evaluate and make recommendations regarding regulatory sign content and locations. The goal should be to make signs clear and concise and reduce sign clutter.
- Work with the Ocean City Tourism Department, Public Works Department, and the Ocean City Development Corporation to evaluate and make recommendations for guide signs, way-finding signs, and street identification signs. The goal should be to make signs clear and concise and reduce sign clutter.
- Work with the Tourism Department to incorporate the City brand into the overall design scheme for each sign type.

Task 3: Design Development:

- Prepare preliminary design drawings showing each sign type and proposed location in the plan view
- Prepare a cost estimate for materials and installation.

Task 4: Construction Documents & Procurement

- Prepare construction documents, including drawings, details, and specifications for the fabrication and installation of all proposed signs and removal of existing signs to be replaced.
- Prepare a list of potential qualified bidders.
- Assist in the bidding process by answering Requests for Information, attending the pre-bid meeting, and reviewing bids.

Selection Procedure

The Written Proposal shall indicate the firm's desire to perform services, provide a conceptual description of the major work elements, how the project should proceed (including bar schedule), and indicate the specific tasks or areas of expertise which will be subcontracted and to whom. Interested firms must submit the material required in the RESPONSE FORMAT to be considered for the project.

Proposals should stress previous work of a similar nature (i.e. sign planning and design).

The project selection committee, made up of the City Manager, Tourism Director, and Public Works Director will evaluate each Proposal.

Selection criteria will be weighted as follows:

Experience: 45%

Project approach and understanding: 25%

Schedule: 5%

Price: 25%

The Project Selection Committee may award solely based on the evaluation of the written proposals or may select up to three firms for an interview. The selection committee will recommend a single firm for contract award.

Response Format:

Key Personnel

Identify and provide resumes for the following individuals:

1. Principal-in-Charge
2. Project Manager
3. Project Designers
4. Sub consultants and their Key Personnel

Resumes should stress the individual's experience with related projects.

List the proposed design team and the key individual of each major component with a proposed percentage and extent of responsibility for each firm and each key individual.

Experience

Discuss the general background and experience of the proposing firm or firms. What unique qualifications does the team bring to the project.

Provide specific examples of completed similar projects designed by firms in the design team in the last ten (10) years. Include client's name, contact point, address and phone number.

Provide specific examples of completed similar projects designed by individual members of the design team in the last ten (10) years whether or not with the current firm.

Project Approach

Explain the interaction, and coordination of the various professional disciplines being provided by the team. Provide a list of sub-consultants along with their associated responsibilities.

Explain the team's approach to each portion of the work outlined in the SCOPE OF SERVICES.

Project Schedule

Provide a bar type schedule to show how the work will be completed.

References

Provide a minimum of five (5) individuals who are directly familiar with the technical work of the following:

1. Your client the individual represents
2. Your firm's work for the client.
3. The performance of your firm's key individual working for that client.

These references may include those provided under the other above provisions of this section (Experience).

Fee:

Under separate sealed cover from the Technical Proposal and clearly identified with the same information noted on the Technical Proposal submit one (1) original signed paper copy of the proposed fee.

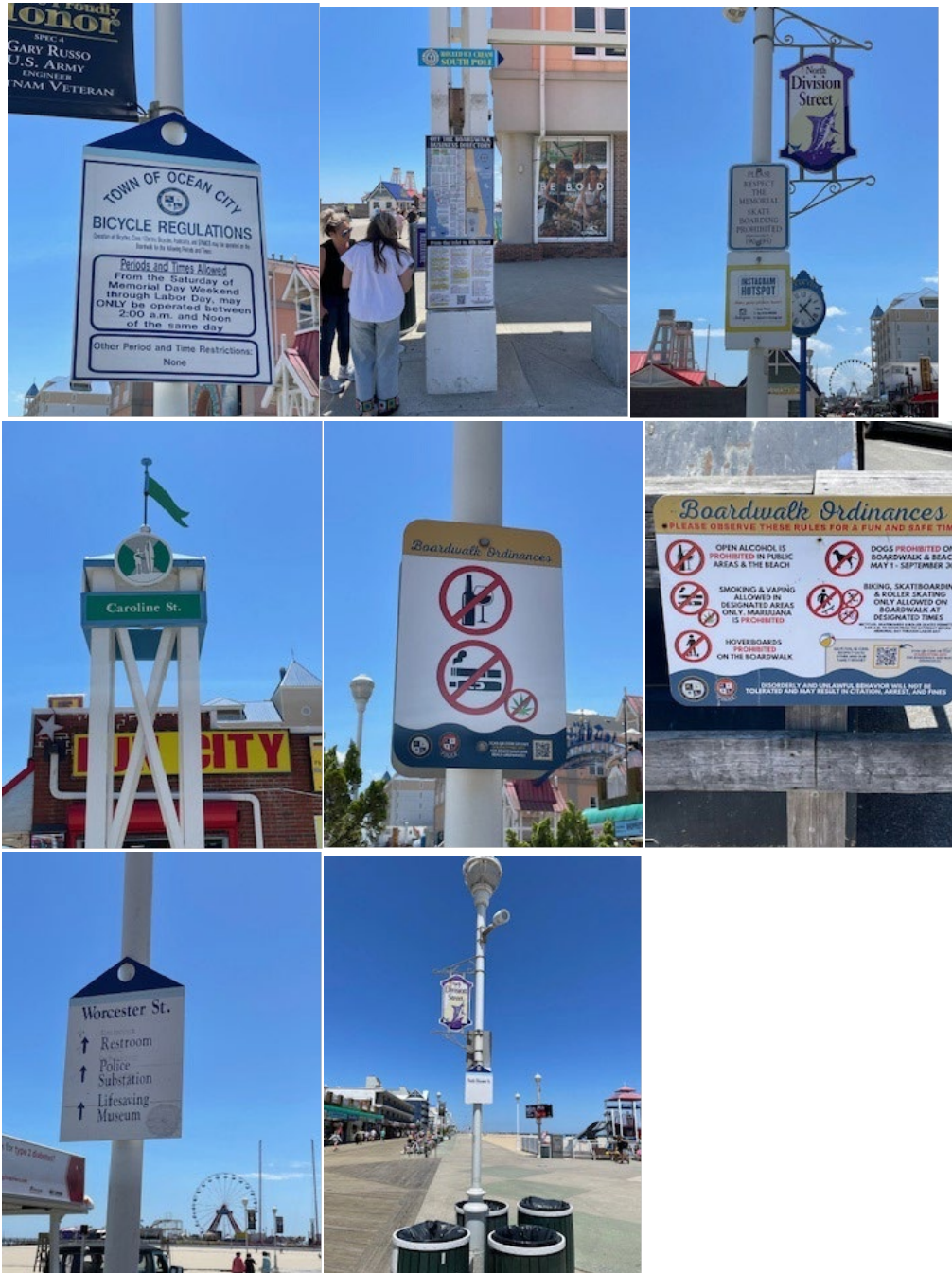
The Fee Proposal shall state the following:

The total fee, inclusive of all costs and reimbursables that will be charged to Ocean City to complete desired services, broken down by the following phases: Data Collection, Schematic Design, Design Development, Construction Documents and Bidding Services. Include cost to attend the following meetings:

- Project kick-off – In Person
- Schematic Design: 3 progress meetings (minimum 1 in person)
- Schematic Design Presentation – 1 in person meeting with graphics

- Design Development: 2 progress meetings can be all virtual
- Design Development Presentation – 1 in person with graphics
- Construction Documents/Bidding: 2 progress meetings can all be virtual
- Bidding: attend pre-bid meeting in person

Provide hourly rates and multipliers for additional services and Construction Inspection services.



REFERENCES

List five (5) references for similar Services successfully completed within the last three years. Include contact name, address, telephone number and Services consumed.

Company Name:		Company Name:	
Type of Work:		Type of Work:	
Address:		Address:	
Town, State, Zip Code:		Town, State, Zip Code:	
Contact Person:		Contact Person:	
Telephone Number:		Telephone Number:	
Date of Service:		Date of Service:	
Company Name:		Company Name:	
Type of Work:		Type of Work:	
Address:		Address:	
Town, State, Zip Code:		Town, State, Zip Code:	
Contact Person:		Contact Person:	
Telephone Number:		Telephone Number:	
Date of Service:		Date of Service:	
Company Name:			
Type of Work:			
Address:			
Town, State, Zip Code:			
Contact Person:			
Telephone Number:			
Date of Service:			

Sign for Identification

Printed Name

INDIVIDUAL PRINCIPAL

Vendor Name: _____

Signed By: _____ In the presence of: _____

Address of Vendor: _____ Town, State, Zip _____

Telephone No.: _____ Fax: _____

CO-PARTNERSHIP PRINCIPAL

Name of Co-Partnership: _____

Address: _____ Town, State, Zip _____

Telephone No.: _____ Fax: _____

Signed By: _____ In the presence of: _____
Partner Witness

Signed By: _____ In the presence of: _____
Partner Witness

Signed By: _____ In the presence of: _____
Partner Witness

CORPORATE PRINCIPAL

Name of Corporation: _____

Address: _____ Town, State, Zip _____

Telephone No.: _____ Fax: _____

Signed By: _____ In the presence of: _____
President Witness

Attest: _____
Corporate Secretary

Affix Corporate Seal

VENDOR'S AFFIDAVIT OF QUALIFICATION TO PROPOSAL

I HEREBY AFFIRM THAT:

I, _____ am the _____
(Printed Name) (title)

and the duly authorized representative of the Vendor of _____ whose address is
(name of corporation)

(Street Address/PO Box)

(City, State, Zip)

and that I possess the legal authority to make this affidavit on behalf of myself and the Vendor for which I am acting.

Except as described in paragraph 3 below, neither I nor the above Vendor, nor to the best of my knowledge any of its officers, directors or partners, or any of its employees directly involved in obtaining contracts with the State or any county, bi-county or multi-county agency, or subdivision of the State have been convicted of, or have pleaded nolo-contendere to a charge of, or have during the course of an official investigation or other proceeding admitted in writing or under oath acts or omissions which constitute bribery, attempted bribery, or conspiracy to bribe under the provisions of Article 27 of the Annotated Code of Maryland or under the laws of any state or federal government (conduct prior to July 1, 1977 is not required to be reported).

(State "none" or, as appropriate, list any conviction, plea or admission described in paragraph 2 above, with the date, court, official or administrative body, the individuals involved and their position with the Vendor, and the sentence or disposition, if any.)

I acknowledge that this affidavit is to be furnished to the Town, I acknowledge that, if the representations set forth in this affidavit are not true and correct, the Town may terminate any Contract awarded and take any other appropriate action. I further acknowledge that I am executing this affidavit in compliance with section 16D of Article 78A of the Annotated Code of Maryland, which provides that certain persons who have been convicted of or have admitted to bribery, attempted bribery or conspiracy to bribe may be disqualified, either by operation of law or after a hearing, from entering into contracts with the State or any of its agencies or subdivisions.

I do solemnly declare and affirm under the penalties of perjury that the contents of this affidavit are true and correct.

Sign for Identification

Printed Name

NON-COLLUSIVE AFFIDAVIT

_____ being first duly sworn,
deposes and says that:

1. He/she is the _____, (Owner, Partner, Officer, Representative or Agent) of _____, the Vendor that has submitted the attached Proposal Document;
2. He/she is fully informed respecting the preparation and contents of the attached Proposal Document and of all pertinent circumstances respecting such Proposal Documents;
3. Such Proposal Document is genuine and is not a collusive or sham Proposal Document;
4. Neither the said Vendor nor any of its officers, partners, owners, agents, representatives, employees or parties in interest, including this affiant, have in any way colluded, conspired, connived or agreed, directly or indirectly, with any other Vendor, Vendor, or person to submit a collusive or sham Proposal Document in connection with the Goods and/or Services for which the attached Proposal Document has been submitted; or to refrain from bidding in connection with such Goods and/or Services; or have in any manner, directly or indirectly, sought by agreement or collusion, or communication, or conference with any Vendor, Vendor, or person to fix the price or prices in the attached Proposal Document or of any other Vendor, or to fix any overhead, profit, or cost elements on the Proposal Document price or the Proposal Document price of any other Vendor, or to secure through any collusion, conspiracy, connivance, or unlawful agreement any disadvantage against (Recipient), or any person interested in the Goods and/or Services;
5. The price or prices quoted in the attached Proposal Document are fair and proper and are not tainted by any collusion, conspiracy, connivance, or unlawful agreement on the part of the Vendor or any other of its agents, representatives, owners, employees or parties in interest, including this affiant.

Signed, sealed and delivered in the presence of:

Witness

By: _____
Signature

Witness

Printed Name

Title

ADDENDA ACKNOWLEDGEMENT

The undersigned hereby certifies that, except as listed below, or on separate sheets attached hereto, the enclosed Proposal Document covers all items as specified.

EXCEPTIONS:

(If none, write NONE) _____

THE VENDOR HEREBY ACKNOWLEDGES RECEIPT OF THE FOLLOWING ADDENDA.

<u>Number</u>	<u>Date</u>	<u>Initials</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

Sign for Identification

Printed Name