



# TOWN OF WINCHESTER – CITY OF WINSTED

Town Hall – 338 Main Street

WINSTED, CONNECTICUT 06098

## REQUEST FOR PROPOSALS (RFP)

### for Study on Town Wayfinding Signage Needs

### & Implementation of Study Findings

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Date Issued:	August 19, 2023
Downtown Winsted Tour:	Available On Demand
Questions Deadline:	Monday, September 11, 2023
Answers Issued by:	Monday, September 18, 2023
Submission Deadline:	10:00 AM EDT on Monday, October 2, 2023.
Primary Contact:	Joshua Steele Kelly, Town Manager <a href="mailto:townmanager@townofwinchester.org">townmanager@townofwinchester.org</a>
Send Proposals To:	Winchester Town Hall
(Sealed and marked as RFP submission)	338 Main Street Winsted, CT 06098

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### **I. Introduction & Background**

The Town of Winchester/City of Winsted is requesting sealed proposals for the study of wayfinding signage needs in the downtown Winsted area and the implementation of that study's findings, which will include the fabrication of needed wayfinding signs (signs to be installed by employees of our Department of Public Works or local contractors). The Town issues this RFP in order to select the proposal that assures the best overall development of wayfinding signage and that will make the greatest impact for visitors to our downtown area.

### **II. Description of Site**

The Town of Winchester, CT is just over 33 square miles in the heart of northwestern Connecticut. Winchester's downtown, known as Winsted, is approximately 4 square miles surrounding Route 44, locally referred to as Main Street. Winsted's Main Street is one of the longest in the state (roughly 1.8 miles long) and is lined with a wide variety of shops, restaurants, apartments, offices, and historic buildings. Major attractions exist in and around Main Street such as Highland Lake, one of the largest natural lakes in Connecticut; the American Mural Project; the Whiting Mills artist community; R&B Sportsworld; Laurel Lanes duckpin bowling; the American Museum of Tort Law; the Winchester Historical Society; Northwest Connecticut Community College; Platt Hill State Park; and much more. The primary focus of this wayfinding effort is on downtown Winsted.

### **III. Proposal Process & Schedule**

*\*An asterisk denotes estimated dates.*

RFP Public Release/Posting	August 19, 2023
Tour of Downtown Winsted	Available on Demand
Deadline for submission of written questions about the RFP (sent by email to <a href="mailto:townmanager@townofwinchester.org">townmanager@townofwinchester.org</a> )	September 11, 2023 (by end-of-business)
Answers issued by	September 18, 2023
Deadline for Proposal Submission/Opening & Preliminary Review of Proposals	October 2, 2023 @ 10:00 AM
Interview Submitters*	By October 15, 2023
Completion of Evaluation/Scoring of Proposals*	By October 31, 2023
Select Winning Proposal & Public Announcement of Proposal Selection*	By November 15, 2023
Study Kickoff with Town Officials*	By December 1, 2023
Completion of Study*	By March 1, 2024
Final Installation of Wayfinding Signage*	By July 1, 2024

Notices of the availability of this RFP will be placed on the Town website and in the Town's usual posting locations online. A paper copy may be obtained during normal business hours by stopping into the Town Manager's Office.

#### ***Questions concerning this RFP:***

Questions concerning this RFP must be submitted in writing to the Town Manager at [townmanager@townofwinchester.org](mailto:townmanager@townofwinchester.org) or mailed to the Town Manager's Office at 338 Main Street, Winsted, CT 06098. All questions must be received by the Town Manager's Office as indicated above. Written responses will then be emailed to all proposers on record as having picked up or downloaded the RFP.

#### ***Proposal submission deadline:***

Sealed proposals are due in writing or via digital/electronic copy saved on a USB (jump/thumb) drive at the Town Manager's Office, 338 Main Street, Winsted, CT 06098 by the time and date detailed above. Faxed or emailed submissions WILL NOT be accepted.

Proposals may be corrected, modified, or withdrawn prior to the deadline for submission of proposals by submitting the required number of copies of such correction, modification, withdrawal or a new submission, clearly marked on the outside envelope with the appropriate heading, by the submission deadline listed above.

No proposer may withdraw its proposal for a period of ninety (90) days after the due date for submission of the proposals to the Town.

The Town reserves the right to conduct a standard criminal and business background check of each proposer which may include but is not limited to: contacting contractual business associates and practices, researching employment histories, conducting background checks with former colleagues or customers, and verifying a bidder's financial wherewithal to complete the proposed project. By submitting qualifications to the Town of Winchester, the submitter consents to such an inquiry and agrees to make available to the Town financial books, records, and references as the Town deems necessary to conduct the inquiry.

The Town may, at its option, interview submitters as part of this selection process. However, selection may take place without such interviews. Therefore, proposals should be complete as initially submitted. The Town reserves the right to reject any and all proposals, to negotiate any and all nonmandatory contract terms with the successful proposer, or to cancel this procurement at any time if it is in the Town's best interest to do so.

#### **IV. Goals of the Project**

This project shall aim to accomplish the following goals:

**1. Improve Wayfinding in Downtown Winsted**

Downtown Winsted is home to one of the longest Main Streets in Connecticut, and not everything is easy to find. We need signage that is straightforward, helpful to both pedestrians and motorists, and that makes Winsted a more inviting and exciting place to be.

**2. Create a Greater Sense of Place**

Downtown Winsted is well known in our region, but the town gets thousands of individuals driving through downtown Winsted on a weekly basis that do not stop to take part in the community. We want everyone who drives through our town or who goes out of their way to visit to know what town they are in at all times and should leave with a positive mental image of our town. Our wayfinding program should be a positive contributor to this mission.

**3. Implement Town Branding**

The Town is currently finalizing new branding, including a new logo and color palette. We will want any wayfinding signs that are installed to be in line with this new branding.

**4. Select a bidder who has experience with similar projects, provides solid references, and is able to proceed with the project in a timely manner.**

## **V. Submission Requirements**

Parties interested in responding to this RFP are invited to submit a proposal in accordance with the following terms and conditions. With submission of a response to this RFP, the proposer acknowledges that he or she has read and understands the requirements and conditions herein.

Each proposer shall submit three (3) paper copies of the proposal (one of which shall be the original) OR a digital/electronic copy saved on a USB (jump/thumb) drive, complete with all supporting materials, to the Office of the Town Manager, 338 Main St, Winsted, CT 06098, no later than the date and time as marked at the beginning of this RFP. The sealed proposal shall be marked "Wayfinding Proposal."

Responses to the RFP must include all required documents, completed, and signed per the instructions and attached forms included in this RFP package. Emailed and faxed proposals will not be accepted and will be deemed non-responsive and will not be evaluated. No proposals submitted after the above-referenced deadline will be accepted.

All proposals must include the following materials:

1. **Cover Letter.** A letter signed by the proposer, or, if the proposer is an entity, principal(s) of the proposer who is authorized to submit its RFP response, including a statement of interest, the identity of the proposer, and the name, address and contact information of all interested parties.
2. **Price Proposal.** Proposers must state their proposed offered price to be paid for the services rendered.
3. **Project Plan & Deliverable Dates.**
  - a. Each proposer must submit a narrative describing the process they will undergo to develop a plan for wayfinding signage in Winsted. The plan must, at a minimum, outline the locations where wayfinding signage is needed and a description of what the wayfinding signage at each location should entail.
  - b. Each proposer must commit to meeting with Town officials at least once (this can be virtual) prior to the commencement of the project to gain a better understanding of the needs of the community.
  - c. Each proposer should be prepared to visit town at least once to observe the downtown area and get a sense for its wayfinding needs; costs associated with travel will not be covered by the Town.
  - d. Proposers must also outline the dates when deliverables will be submitted to the Town. Deliverables will include, but are not necessarily limited to: a detailed plan outlining where wayfinding signage is needed, a design for the wayfinding signage, and the fabricated signage.

4. **Subcontractors.** If a subcontractor is needed to complete any part of this project, that must be specified in the proposal and it must be clear if any additional costs or fees will be charged to the town for the work that such contractors perform.
5. **References.** Each proposer shall include the names, telephone numbers and email addresses of three to six (3 to 6) references. Please state the relationship with each reference. By submitting qualifications to the Town, the submitter consents to such an inquiry and agrees to make available to the Town financial books, records and references as the Town deems necessary to conduct the inquiry.
6. **Certifications.** Proposers are required to certify, in their submission, that they have not colluded with any other person submitting a proposal; they must supply a Certificate of Legal Existence from the Secretary of the State's Office; and they must provide a Certificate of Authority in which the proposer, if an entity, identifies the names and addresses of the managers, directors, and/or other parties authorized to act on behalf of the entity.
7. **Other.** The proposer should include in this section any other information which the proposer believes the Town should know in order to fully evaluate the proposal, or any special conditions to the proposal. If a proposal is missing any of the required materials, or the required materials are combined, the Town reserves the right to evaluate the proposal if, in the sole discretion of the Town, the overall proposal is responsive to the evaluation criteria and required material.

Additional Instructions:

- If any changes are made to this RFP, an addendum will be issued. Each addendum will be emailed to all persons on record as having requested the RFP. Failure of any proposer to receive any such addendum or interpretation shall not relieve such proposer from the obligation to comply with the terms of such addenda. All addenda so issued shall become part of this RFP.
- At the time of the opening of bids each proposer will be presumed to have read and be thoroughly familiar with the RFP (including all addenda). The failure or omission of any proposer to examine any form, instrument, or document shall in no way relieve any proposer from any obligation to comply with the RFP.
- Proposers are cautioned that it is the responsibility of each individual proposer to assure that his/her proposal is in the possession of the responsible official or a designated alternate prior to the stated time and at the place of proposal by the due date. The Town is not responsible for proposals delayed by mail and/or delivery service of any nature. Late responses will not be accepted, nor will additional time be granted to individual respondents unless the Town extends the required submittal date for all proposers.

- All signatures must be handwritten and in ink by the submitter. All other words and figures submitted on the proposal shall be neatly written in ink or typed. Proposals that are conditional, obscure, or which contain additions not called for in the specifications, erasures, alteration, or irregularities may be rejected.
- All proposals become the property of the Town. All proposals are deemed to be public records, excluding financial supporting documentation, under Connecticut General Statutes.
- The Town will not be liable for any costs incurred by any respondents in the preparation and presentation of responses to this RFP, or in the participation in views, interviews, negotiations, or any other aspect of this RFP process.
- Failure to meet the submittal requirements may be sufficient cause to reject a proposal. Proposers are solely responsible for reviewing all the provisions of this RFP and any attachments prior to submitting the proposal. Proposals that are incomplete, not properly endorsed, or are otherwise in conflict with the requirements of this RFP, may be rejected.

## **VI. Evaluation Criteria & Selection Process**

The Town may, but is not required to, select a list of responders to invite to an interview. The use of an interview is dependent on the number and scope of the proposals submitted.

A. Evaluation Criteria: A small committee, formed by the Town Manager, will review all proposals to determine which one is most advantageous to Winsted. Evaluation will be based on the following criteria:

### **CRITERION 1: Experience (of proposer)**

- Has the proposer been in business for a reasonable period and had actual experience with similar projects?
- Does the proposer have examples of similar work and related materials?
- Has the proposer included at least 3 references for past projects?
- Has the proposer demonstrated that they have a solid understanding of the technical and logistical aspects of the project?

### **CRITERION 2: Ability to Meet Schedule**

- Has the proposer demonstrated that they could complete the project within a reasonable amount of time?
- Do they have sufficient staff and contractors/sub-contractors to perform work in a timely manner and are they able to make the necessary time commitment required to meet the schedule?
- Have they established a detailed timeframe for their activities, and are they committed to that timeframe?

### CRITERION 3: Quality of Proposal

- The proposer should identify how they will approach this project.
- Will the proposal enhance the physical appearance and the attractive nature of the town?
- How will expected difficulties and challenges be addressed/met?

### CRITERION 4: Financial Benefit

- Is the proposal affordable to the town?

- B. All proposals submitted by the proposal filing deadline set forth at the top of this RFP will be opened at the prescribed time, in public and recorded. All information contained in the proposals is public, excluding financial supporting documentation.
- C. Each proposer must include sufficient supporting material to allow a meaningful and comprehensive evaluation of its proposal. The Town of Winchester reserves the right to disqualify any proposal or response due to insufficient supporting or explanatory information, or to request additional supporting information. The Town may request additional information on one or more respondents relative to a proposal or qualifications. Requests shall be in writing with the expectation of a written response within a specified time.
- D. Following the receipt of any additional information requested of the proposers by the Town, if any, proposals will be evaluated and rated by the Town according to the comparative evaluation criteria set forth in this RFP. The Town will select the most advantageous proposal, taking into consideration all of the evaluation criteria set forth in this RFP.
- E. The selected proposer and the Town shall enter into a written agreement within sixty (60) days of selection unless extended by mutual agreement of both parties.

## **APPENDIX A: INFORMATION & RESOURCE LINKS**

1. Town of Winchester Website:  
<https://www.townofwinchester.org/>
2. Friends of Main Street Website:  
<https://www.fomswinsted.org/>
3. Discover Litchfield Hills Regional Marketing Website:  
<https://www.discoverlitchfieldhills.com/>
4. Town of Winchester Plan of Conservation & Development.  
[https://www.townofwinchester.org/sites/g/files/vyhlf1461/f/uploads/06\\_14\\_2021\\_pzc\\_approved\\_draft\\_pocd.pdf](https://www.townofwinchester.org/sites/g/files/vyhlf1461/f/uploads/06_14_2021_pzc_approved_draft_pocd.pdf)
5. Town of Winchester Zoning Regulations and Maps:  
<https://www.townofwinchester.org/planning-community-development/pages/zoning-regulations-and-maps>

For other information and documents, please send requests to [townmanager@townofwinchester.org](mailto:townmanager@townofwinchester.org) prior to September 11, 2023.