



TOWN OF WINCHESTER – CITY OF WINSTED

Town Hall – 338 Main Street

WINSTED, CONNECTICUT 06098

REQUEST FOR PROPOSALS (RFP)

For Interpretive/Wayside Panel Design & Fabrication

For Downtown Interpretive City Walk

Date Issued:	September 5, 2023
Questions Deadline:	September 12, 2023
Answers Issued by:	September 15, 2023
Submission Deadline:	10:00 AM EDT on Friday, September 22, 2023.
Primary Contact:	Joshua Steele Kelly, Town Manager townmanager@townofwinchester.org

I. Introduction

The Town of Winchester/City of Winsted is interested in contracting with qualified firm(s) to design interpretive/wayside panel signs (hereafter referred to as “waysides”) to place along its downtown corridor in an effort to develop a “City Walk.”

This is a scalable project, and the number of waysides that will be developed as a part of this project directly correlates with the cost associated with designing, fabricating, and shipping each sign. The Town of Winchester is seeking proposals for this work on a per-sign basis.

II. About the Town

The Town of Winchester was founded in 1771, and recently celebrated its 250th anniversary. Winchester’s downtown corridor used to be legally designated as the “City of Winsted,” and is still better known around the region as “Winsted.” Today, Winsted is home to over 8,000 residents and one of the longest Main Streets in Connecticut, with a thriving restaurant scene, major attractions like the American Mural Project and the American Museum of Tort Law, and beautiful sights such as the Mad River and the foothills of the Berkshires. Winsted and Winchester have a colorful past that is well remembered and celebrated by longstanding residents, and it is the goal of the town to have more information about the town readily available to pedestrians visiting downtown Winsted.

In the past, Winsted has been home to factories such as the Gilbert Clock Shop, a railway, and a variety of mill buildings. Today, some of those buildings are gone, but many remain in various states of revitalization and repurposing. Railway rights of way are in the process of transitioning to become greenways, and old relics from the days of the railroad, such as a turntable, are still able to be seen around town. Winsted’s 1.8-mile-long Main Street is home

to businesses of all kinds including restaurants, boutique retail shops, antique stores, a dine-in movie theater, centers for sports and recreational activities, and more. The waysides developed and installed as part of this project will help capture the spirit of Winsted's past and present and provide enrichment to pedestrians who care to read them while they traverse downtown Winsted.

III. Scope of Services

The consultant will meet periodically with a small steering committee overseeing this project to review milestones, confirm deliverables, establish project protocols, and share information.

The Town of Winchester is seeking proposals that detail the cost of creating a single completed wayside, from conceptual discussions through fabrication and shipping. This is a scalable project, and the number of waysides that will ultimately be produced will vary depending on the cost of developing and fabricating each individual wayside from start to finish.

Waysides will be ½" thick, 24" x 36" high pressure laminate signs, mounted on 45-degree-angle metal frames and bases, generally designed and printed in accordance with [National Park Service \(NPS\) Wayside Guide standards](#). The design of the wayside will include a level of research, compiling information, finding and collecting photographs, and assembling these components in a manner that is highly enriching, aesthetically pleasing, and done in accordance with NPS standards. Final installation of these waysides shall be conducted separately, either by the Town's Department of Public Works or by a separate contractor. As such, any proposals should not include costs for installation. If the consultant cannot provide fabrication services, the submitted proposal should include the cost of hiring a sub-contractor to complete the fabrication work on a per-unit basis.

Submitted proposals also must acknowledge that all designs generated through this project shall become the property of the Town of Winchester, which shall have the ability and authority to use the waysides or components thereof in other materials as the Town sees fit. We ask that contractors commit, within reasonable limits, to making themselves available to the Town to complete updates to each design in the future in the event the Town wishes to refresh the content of the panels in the years to come.

IV. Project Tasks & Phases

1. Meetings with the Steering Committee: the consultant will attend an initial meeting with the project's steering committee, either in-person or virtually, to gather and review content information. The consultant shall plan to attend additional meetings to present design concepts and draft deliverables.

2. Phase I: Graphic Design & Text and Content Development. The consultant will develop and present one graphic design concept for each wayside (in PDF format) and shall be prepared to make up to two rounds of changes to the concept based on the comments, feedback, and recommendations of the steering committee. The graphic design will be approved by the steering committee prior to the consultant preparing draft panel proofs. If the photos for the waysides is not sufficient quality, the consultant will provide an artistic alternative to be used on the panel. The steering committee shall provide the consultant with draft content (text, photos, etc) for each wayside. The consultant will be responsible for editing content and incorporating the provided graphics, photos, and text into the draft wayside designs. The consultant may provide feedback and suggest changes on provided photos and graphics if they do not meet appropriate standards.
3. Phase II: Draft Sign Design. The consultant shall develop a series of two drafts (1st draft and a final draft) for each of the wayside panels incorporating provided content using agreed-upon panel design in Phase I. The first draft design will be reviewed by the steering committee prior to the consultant preparing the final draft design. Once the final draft design is reviewed and approved, the consultant will prepare the final design. The consultant will develop said final design and accompanying text for each wayside as dictated by the steering committee. The final design(s) will be provided to the steering committee with final proofs of each wayside in print and actual size prior to approval and fabrication.
4. Phase III: Fabrication of Panels. Fabrication shall not commence prior to consent from the steering committee. If the consultant is not planning to provide fabrication services in-house, the consultant shall provide three price quotes for fabrication of the final sign designs to the steering committee, and in turn the steering committee shall contract separately with the sign fabricator for that work. The consultant will coordinate the fabrication of the waysides with the selected fabricator. The consultant will ensure the artwork, design, and colors are correct prior to fabrication of the waysides.
5. Final Deliverables. The consultant shall provide electronic copies of all final sign designs in a format acceptable to the steering committee. All final artworks will be the property of the Town of Winchester for future re-prints, updates, or fabrication.
6. Other requirements that apply to all Phases:
 - a. Communications by electronic method is preferable. Files must be in readable PDF format. Steering committee can provide a site that will allow transfer and sharing of large electronic files, or consultant may suggest another electronic format for sharing files. The purpose of this preference is to expedite communication and design review and conserve paper resources.
 - b. If review of paper copy is required, the consultant shall provide three copies. Copies for the consultant's office use will not be reimbursed.
 - c. Throughout the entire process, maintain a project cost estimate with details commensurate with the phase and scope of design.

V. Bonds

Due to this project being partially funded by the State of Connecticut, certain requirements must be met related to the submission of bonds, as outlined below.

1. All proposals must be accompanied by a bid bond, in a form acceptable to the Town, equal to five percent (5%) of the bid amount. Any bid in an amount less than \$50,000.00 shall be exempt from submitting a bid bond.
2. A performance bond, in a form acceptable to the Town, must be submitted at the time the contract is signed. Any contract in an amount less than \$25,000.00 shall be exempt from submitting a performance bond.
3. A labor and materials payment performance bond, in a form acceptable to the Town, must be submitted at the time the contract is signed. Any contract in an amount less than \$100,000.00 shall be exempt from submitting a performance bond.

VI. Tentative Schedule

These are general guidelines for the project; however, there is flexibility in the schedule dependent on state funding accessibility and how expedient the consultant can be in certain aspects of the project.

Contract Execution: by October 15, 2023

Kickoff Meeting: by November 1, 2023

Project Completion: by July 1, 2024

VII. Payment Structure

Payments for service will be made after the completion of each Phase. The Town will initiate payment upon receipt and approval of an invoice in accordance with the agreed-upon fee schedule.

VIII. Proposal Format

- A. In the interest of reducing paper consumption and waste, bidders are asked to send proposals and information by electronic format only. Electronic files are required to facilitate distribution to the selection team and references to information on bidders' website are encouraged.
- B. Submittal Requirements: read all provided materials carefully. Do not submit paper proposals. Only electronic proposals will be accepted. Provide submittal information for the selection committee's evaluation in strict compliance with the requirements of the RFP and directions below.
 - a. Submit Project Proposal and Qualifications email with the subject line "PROJECT PROPOSAL AND QUALIFICATIONS – Winsted Interpretive Waysides" and the name of the design consultant/team/firm. Responses to this RFP should consist of a technical proposal consisting of:

- i. A cover letter expressing the firm's interest in working with the Town of Winchester including an identification of the principal individuals that will provide the requested services.
 - ii. A description of the general approach to be taken toward completion of the project and an explanation of any variances to the proposed scope of work as outlined in the text above.
 - iii. A scope of work that includes detailed steps to be taken, any products or deliverables resulting from each task, a summary of estimated labor hours by task, and an estimated timeline for each task, including meetings.
 - iv. A list of individuals that will be committed to this project and their professional qualifications. The names and qualifications of any sub-consultants shall be included in this list.
 - v. Demonstration of success on similar projects including a brief project description and contact name, address, and phone number to be used for reference checks.
 - b. The selection of the design consultant/team/firm will not be based on fee alone, but rather be holistically based on qualifications. The evaluation criteria for the project are summarized below. As these are the evaluation criteria upon which the selection will be based, your proposal should respond to each criterion in a well-organized manner and in the order in which they are listed (except for fee schedule). Respond to each criterion but limit the amount of information provided to that requested. Unorganized, non-responsible, or excessive and irrelevant information will impede our review of your proposal.
- C. Submission of the Proposal
- a. Provide an electronic copy by email of pertinent information. If file is too large, please provide a mechanism for downloading the proposals. The proposals must be received no later than the date posted on the cover of this RFP.

Town Manager's Office
338 Main Street
Winsted, CT 06098
Phone: 860-738-6962
Email: townmanager@townofwinchester.org

- b. Faxed and mailed proposals will not be accepted.
 - c. The Town of Winchester reserves the right to accept or reject any or all proposals. Town staff will evaluate the proposals.

IX. Proposal Format

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

A. Evaluation Criteria: Town staff 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 proposing design team)

- Has the design team been in business for a reasonable period and had actual experience developing interpretive signs?
- Does the design team have examples of similar work and related materials?
- Has this team demonstrated its ability to work together on similar projects to the Winsted Interpretive Waysides project?
- Has the design team included at least 3 references for past projects?

CRITERION 2: Strength of Design Team (proposing firm and sub-consultants)

- Has the team demonstrated that they have a solid understanding of the technical aspects of the project?
- Is the experience of the team members appropriate?
- Who will represent the consultants in the field?
- Can this team produce drawings and documents within the desired timeframe?

CRITERION 3: Ability to Meet Schedule

- Has the team demonstrated that it could meet the proposed schedule by including a chart showing labor hours for individual by task and proposed schedule including timelines by task and milestone dates?
- Do they have sufficient staff to perform 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?
- Can this team produce drawings and documents within the desired timeframe?

CRITERION 4: Project Approach

- The design team should identify how they will approach this project.
- Is the project approach thorough in addressing the scope of work?
- Does the team provide any creativity into the project?
- What difficulties might be expected?
- Has an anticipated permit list been provided?

- How will they address those difficulties?

CRITERION 5: Fee Structure

- Is the aggregate fee (on a per-unit basis) reasonable yet competitive?
 - Is the hourly rate structure competitive?
 - Is the number of hours for the project competitive?
 - Are the various rates for specific tasks reasonable, complete, and clear?
- B. The proposer should indicate how additional tasks could be handled beyond those proposed initially perhaps with unit process. The proposer should also indicate what reimbursable expenses are and what rates would apply to those expenses.
- C. Basis of Contract Award: The ultimate selection will be made, and the contract will be awarded in the best interest of the Town of Winchester following analysis of the evaluation criteria by the selection committee.
- D. Questions Concerning this RFP: the deadline for submitting questions and having those questions answered is listed on the front page of this RFP. There will be absolutely no extensions given on this date. Responses to all questions must be sent to the Town Manager at townmanager@townofwinchester.org.