



## Town of Superior RFP



## Wayfinding Signage Master Plan

**Request for Proposals**  
**Wayfinding Signage Master Plan**

**I. Introduction**

The Town of Superior is requesting proposals for professional services in the development of a wayfinding signage master plan for the Town of Superior. This signage program includes vehicle and pedestrian wayfinding signs across the Town of Superior directing visitors and residents to key destinations. The Town of Superior will select a firm whose responses meet the requirements laid out below and will help the Town to realize its goal for a wayfinding signage program.

**II. Background:**

The Town of Superior is a growing community in Pinal County, Arizona. With its growing population (over 3,160 and rising), the Town is seeking new wayfinding signs that can help residents and visitors, whether driving, biking, or walking, to find important locations throughout Superior.

**III. Objective:**

This Request for Proposals (RFP) is for a firm or team to design wayfinding signage as well as an implementation plan that designates sign locations. The design and implementation plan should be adaptable and updatable to account for future development and assets and locations changing over time. The design should incorporate the Town's recently adopted branding study (available by request). Deliverables should include:

1. Template/prototype designs for wayfinding signage, identifying a standard aesthetic, materials selection and specific signage elements, including final concepts/schematics for, at minimum:
  - a. Gateway signs
  - b. Automobile navigation
  - c. Destination signs, including public sites and municipal facilities
  - d. Pedestrian and bicycle navigation
  - e. Pathway signs
2. Establish style guidelines to inform future signage implementation
3. Develop statement of probable cost for fabrication and installation of wayfinding signage, i.e. bid-ready documents.
4. A wayfinding implementation plan, including identification of signage locations and prioritized phases of installation.

#### **IV. Submittal Requirements:**

One digital copy of the proposal should be submitted to:

Todd Pryor  
Town Manager  
(520) 689-5752  
[manager@superioraz.gov](mailto:manager@superioraz.gov)

Proposals received after 5pm on Friday, August 7<sup>th</sup>, 2020 will not be considered.

The detailed requirements set forth are mandatory. Failure to respond to a specific requirement may result in disqualification. The Town of Superior reserves the right to accept or reject any or all proposals. Proposers are reminded that proposals will be considered exactly as submitted. Points of clarification will be solicited from proposers at the discretion of Town of Superior. Those proposals determined not to be in compliance with provisions of this RFP and the applicable law and/or regulations will not be processed.

The Town of Superior reserves the right to enter into negotiations with a single firm OR may create a short list of firms, based upon qualifications and pricing and may conduct interviews, engage in further discussion, or negotiate pricing terms.

Responses to this RFP must include the following:

1. Cover Letter and Table of Contents

The RFP must include a cover letter giving a brief summary of the contents of the RFP and a table of contents laying out each section with corresponding page numbers.

2. Introduction and Qualifications

This section will need to contain an overview of the firm and any proposed sub-contractors. The introduction shall indicate the legal name, address, website, telephone number, and local contact. The firm will provide an overview and history of the firm including identifying all firm members who will be working on this project and their experience. The firm will also describe its history on similar wayfinding signage projects and identify other municipalities for which it has provided similar services in the past.

3. Cost Breakdown

Provide a fee schedule, including hourly rates for the completion of wayfinding signage design and implementation plan development.

4. References

Provide at least three references for which the firm has performed similar services. Provide the reference contact name, address, email address, telephone numbers, summary, and date of services provided (including project cost).

## 5. Sample Documents

Provide examples of wayfinding signage and planning documents for similar wayfinding signage services the firm has done for other municipalities.

## V. Evaluation

The Town of Superior will evaluate the proposals based on the factors outlined within section 4, which shall be applied to all eligible, responsive proposals in selecting the successful submitter. The Town of Superior reserves the right to disqualify any proposal for, but not limited to: person or persons it deems as non-responsive and/or non-responsible; a failure to respond to each section; or whose experience does not describe the competencies required. The Town of Superior reserves the right to make such investigations of the qualifications of the proposer as it deems appropriate. Award of any project may be made without discussion with proposers after responses are received. The Town of Superior reserves the right to cease contract negotiations if it is determined that the Proposer cannot perform services specified in their response. Proposals will be evaluated on the following factors:

1. Quality of Proposal
2. Technical Capabilities and Specialized Knowledge
3. Professional Qualifications, Knowledge and Experience
4. Pricing

## VI. Questions, Contact, Timeline

Submittal Deadline: Friday, August 7<sup>th</sup> at 5pm

Proposals will be reviewed by the Steering Committee the week of August 10<sup>th</sup>. Interviews with finalists will be held on the week of, August 17<sup>th</sup>, if necessary.

Questions about this RFP or about the process may be directed to Todd Pryor via email at [manager@superioraz.gov](mailto:manager@superioraz.gov).

Thank you for taking the time to respond to this RFQ,



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Todd Pryor, Town Manager