



**CITY OF PEEKSKILL, NEW YORK
NYS DOWNTOWN REVITALIZATION INITIATIVE (DRI)
REQUEST FOR PROPOSALS (RFP)**

**WAYFINDING SIGNAGE
DESIGN, FABRICATION AND INSTALLATION**

RFP RESPONSE DUE DATE: January 18, 2023

1.0 Introduction

The City of Peekskill received funding through the NYS DRI to prepare and implement, (1) a Marketing, Branding, and Social Media Project, and (2) a Wayfinding Signage – Design, Fabrication and Installation Project. These 2 components constitute a branding, destination marketing, public communications and wayfinding program that will attract visitors, new residents and businesses to Peekskill. It will inform them about Peekskill’s attractions, and will direct them to points of interest and facilities.

Project consultant(s) are being sought through 2 RFP’s for these 2 components, which are being issued simultaneously but will be reviewed and awarded separately. The work of the 2 components will be coordinated through the Department of Planning. Consultants may respond to one or both RFP’s.

The selected Wayfinding Signage consultant will create a signage program to assist visitors in navigating Peekskill’s diverse Points of Interest (POI) for vehicles, cyclists, and pedestrians. This will be accomplished through the establishment of a dynamic and proactive locational information system, and leaving the City with a “Toolkit” to maintain this system into the future.

In its proposal the consultant should emphasize any Peekskill-specific stakeholder knowledge, as well as its understanding of Peekskill as a ‘place’ with a trajectory, a vibe and a diverse range of attributes. For example, the *NY Times* in its August 10, 2022 article (attached) referred to Peekskill as an “Artists Paradise on the Hudson River”.

Consultants can team with sub-consultants that must be identified and are subject to City acceptance, and for subcontracts greater than \$100,000, NYSDOS approval as well. The RFP response will indicate why your team best benefits the City through cost savings, scheduling, extraordinary expertise, and your familiarity with Peekskill. A list of potential consultants and sub-consultants including M/WBE sub-consultants is provided in reference materials.

A Proposal Pre-submission Event is planned FOR BOTH RFPS for December 14, 2022, 10 AM to Noon - for a brief bus tour; and then a meet and greet with DRI involved stakeholders, local and other potential consulting partners at the Lincoln Depot Museum, 10 South Water Street, Peekskill, NY. Attendance is NOT mandatory.

Reference Materials:

This RFP and the following background material are available on-line at www.cityofpeekskill.com/bids-rfps :

Background materials include:

1. DRI Project Profile 1C: Marketing & Branding Strategy with Wayfinding Signage
2. Peekskill Downtown Parking Study <https://www.cityofpeekskill.com/planning-and-development/pages/downtown-business-district-parking-survey-and-study>
3. Downtown Parking Map (draft)
4. Local Historic District Map
5. C-2 Zoning Map (Artist District and BID)
6. Points of Interest – Working List identifying Peekskill’s Assets and Attractions
7. *NY Times* August 10, 2022, Article, “*Peekskill, NY: An Artists Paradise on the Hudson River*”.
8. Image of current Historic District marker which may be recommended for redesign as per new branding, theme and design work.

2.0 Submission and Selection

2.1 Proposal Due date: January 18, 2022

2.2 Proposal Submittal:

3 paper copies of your proposal must be submitted to:

Debra Petrosky, City Clerk
840 Main Street
Peekskill, NY 10566
dpetrosky@cityofpeekskill.com

And send proposal by email to:

Matthew D. Rudikoff, Economic Development Specialist
Peekskill Department of Planning & Development
mrudikoff@cityofpeekskill.com

2.3 RFP Questions:

All questions about the RFP should be emailed to mrudikoff@cityofpeekskill.com by the date indicated below. Include your name, company, address and phone number. New information and clarifications will be posted at www.cityofpeekskill.com/bids-rfps.

The City of Peekskill is not responsible for any failure in the delivery of an inquiry.

2.4 RFP PROCESS:

The anticipated schedule for the RFP is below:

) Availability of RFP:	November 23, 2022
) Pre-submission Meeting in Peekskill	December 14, 2022*
) RFP Questions due by email until COB:	December 23, 2022
) RFP Questions' responses on or about	January 4, 2023*
) Proposals due by COB:	January 18, 2022
) Proposal review / creation of interview list:	January 21 – January 29, 2023
) Interviews conducted: Week of:	January 30 - February 10, 2023
) City Council and NYSDOS Review	February 15 – February 27, 2023
) Contract Award:	March 6, 2023
) Project Start:	March 7, 2023

* Updated information on the details of the Pre-submission Event and the RFP Questions' responses will be available on the DRI Website at...www.cityofpeekskill.com/bids-rfps

2.5 Content of RFP Responses:

The following must be included in the proposal submission:

-) **Project Approach Summary Statement:** One (1) page strategy - summarizing the intended approach to meet the objectives of this Project.
-) **Project Experience Profile:** Description of work prepared for similar projects with graphic representations. If a sub-consultant is part of the team, describe their approach and experience with similar projects.
-) **Personnel Descriptions:** Description of the Consultant's team members (including any sub-consultants), and a description of their role in the project. This description should identify the Project Manager who will be the primary contact person overseeing daily operations and the lead designer for the work.
-) **References:** A minimum of three (3) professional references for similar project work completed within the past 5 years. Provide the name, phone number and email address of each professional contact.

- J **Fee Proposal:** A completed Fee Proposal with a fee for each Work Task as described on the attached form. All relevant portions of the form must be filled out, with task completion dates. Billing rates for each personnel member must be included in a separate table.
- J **M/WBE Participation:** The consultant must demonstrate how they intend to meet the required 15% MBE and 15% WBE participation requirement pursuant to NYS Executive Law Article 15-A and 5NYCRR Parts 142-144. An on-line catalogue of M/WBE certified contractors is at:
<https://ny.newnycontracts.com/FrontEnd/SearchCertifiedDirectory.asp?XID=8235&TN=ny>
- J **Additional or Alternative Work Products:** Consultants may propose additional or alternate work tasks, or work products that would be more effective/efficient in accomplishing the stated objectives of the RFP. A budget line in the Fee Proposal is provided for additional or alternative work, if any. Consultants should submit a narrative or other materials to explain the additional or alternative work that is proposed and how it will enhance outcomes.
- J **Additional Assistance:** Indicate expected City actions to support Project implementation.
- J **Disclosure Requirement:** Provide disclosure statement of any Team member's current contracts with the City of Peekskill.

2.6 City Selection and Review:

The City will review proposals, conduct interviews, check references, obtain NYSDOS and City Council concurrence and hire the Consultant(s) to perform the required work. The Project Manager / lead designer must attend the interview. The contract will be awarded to the responsible Consultant who is the most qualified and whose proposal represents the best value. Past professional expertise, familiarity with Peekskill, proposed scope, work schedule and fee proposal will be used to evaluate the proposals and select the preferred consultant and sub-consultants. NYSDOS must approve the consultant and sub-consultant(s) to be hired by the City. The City reserves the right to authorize all or part of the work requested in this RFP.

The City will use the following criteria to evaluate submissions:

- | | |
|---|-----|
| J Quality and Completeness of the proposal | 25% |
| J Peekskill-specific knowledge and related experience | 15% |
| J Firm Qualifications, relevant experience, references and interviews | 20% |
| J Project Manager/ Lead designer qualifications and experience | 15% |
| J Fee for the Proposed Scope of Work | 25% |

2.7 Award:

The City of Peekskill will award the contract to the responding Consulting Team that best meets the RFP's needs and requirements. The City reserves its right to reject any or all proposals or component parts of the Proposals in the best interest of the City and the DRI Project. The successful candidate must be ready, willing, and able to proceed and sign an agreement satisfactory in form by the City's Corporation Counsel and NYSDOS including worker's compensation and liability insurance listing the City of Peekskill as an additional - insured.

3.0 SCOPE OF WORK (Tasks and Products)

Task 1:

-) Plan and participate in a Project Initiation Meeting with City staff. Create a project management and tracking tool such as Google Docs to be populated with work tasks, assigned parties, schedules, work in progress, meeting summaries, pending actions, etc.; which will be updated periodically during the course of the work.

Submit an M/WBE Utilization Plan that identifies the M/WBE firm(s), scope(s) of work and contract amount(s) for this project, so as to meet the State requirement that 15% of the contact amount go to minority-owned and 15% to women-owned businesses.

An on-line catalogue of M/WBE certified contractors is at:

<https://ny.newnycontracts.com/FrontEnd/SearchCertifiedDirectory.asp?XID=8235&TN=ny>

-) Conduct research into prior Peekskill wayfinding and signage strategies and measures taken, including a thorough review of the 2018 Downtown Parking and Signage Report including on-street parking and parking garage signage recommendations. Obtain input from Marketing, Branding and Social Media Consultants, facilitated by City staff.
-) Propose a wayfinding and signage strategy for Peekskill.

Task 2:

-) Conduct site visit(s) to identify existing signage in and around the DRI area.
-) Prepare Draft of wayfinding destinations and Points of Interest in Peekskill. (See attached POI Working List).
-) Develop a signage theme with types of new signage, approximate number of signs and a general plan for placement of new signage and replacement or removal of existing signage. The theme and plan will create a sense of arrival and will direct vehicles, pedestrians and cyclists to points of interest (POI) in and around Peekskill's DRI area.
-) Present and discuss your signage theme and plan at an in-person Advisory Committee Meeting.

Task 3:

-) Prepare two design options that include materials, size, content, types and graphics.
-) Propose both a medium level of signage coverage and a more extensive level of coverage for signage throughout the DRI area to obtain 2 price points which will be included in the fee proposal.

-) Design historic markers to be affixed to street signs that identify the downtown Historic District (an image of the existing Historic District Marker is in Reference Materials).
-) Prepare a preliminary budget for design, fabrication and installation of each sign option and level of coverage, including historic markers, installation hardware and removal and disposal of obsolete signs.
-) Prepare a Draft online Parking map including facility usage information such as hours of operation, costs or user restrictions.
-) Present and discuss sign options at an Advisory Committee Meeting.
-) Present revised options at an in-person Common Council meeting and at an in-person public workshop to finalize the preferred design and coverage plan.

Task 4:

-) Identify final sign locations and number of new, replaced and removed signs by type of sign. Identify historic marker locations and finalize on-line parking map... Prepare final sign content and meet with the Project Advisory Committee and Common Council for review and authorization to proceed.
-) Prepare final design specifications with line items and cost estimate for fabrication and installation of preferred sign option and historic markers.
-) Obtain permits if any, and coordinate utility connections if needed.
-) Prepare the Toolkit package for the City's future sign maintenance and replacement.

Task 5:

-) Fabricate and install all markers and signs with the preferred design and level of coverage, remove and dispose of unwanted signs.
-) Prepare a final report that identifies each installed sign with photographs and location in an Excel Spread sheet. The Final Report will include the Online Parking Map and Toolkit.

Task 6:

-) Identify and explain additional or alternative work that the consultant strongly recommends is needed, if any, to achieve the goals and scope of this program effectively and efficiently.

Note: Throughout the project term: maintain the Google doc-type project management tool and review draft materials with City staff and Project Advisory Committee. Anticipate four (4) Advisory Committee meetings, two (2) Common Council meetings, a presentation and discussion of sign options at one (1) Public Workshop, and make revisions as directed.

WAYFINDING SIGNAGE RFP FEE PROPOSAL			
Task #	Work Tasks/Products	Fee*	Completion Date (Week 1 is contract execution)
1	Project Initiation Meeting; Management and tracking tool; M/WBE Utilization Plan; Summary of City's previous signage strategies, and outline of proposed strategy.	\$	Week ____
2	Site visits to wayfinding destinations and points of interest; signage theme; signage types; signage placement plan. Review Work at an Advisory Committee Meeting.	\$	Week ____
3	Prepare two (2) design options and two (2) levels of coverage, historic marker design, Draft Online Parking Map and preliminary budgets. Present to the Advisory Committee, Common Council and hold a Public Workshop.	\$	Week ____
4	Identify sign and marker locations and sign content. Review with Advisory Committee. Prepare specifications, permits and final cost for markers and design and coverage option. Present Final Plan with Toolkit to the Common Council.	\$	Week ____
5	Sign and marker fabrication and installation, sign removal; and final report.	Medium Coverage \$ Extensive Coverage \$	Week ____ Week ____
6	Additional or Alternative Work (if any)	\$	
	Total Fee	\$	

*There will be no allowance for reimbursable expenses. All costs, including copying, mailings, and travel should be included in the tasks above. Fees for Work Tasks/Products that are not listed in this table are assumed to be included in the proposed fees including all meetings with City Staff.

ATTACHMENT A: DRI PROJECT AREA MAP

