

# COUNCIL COPY

## PLANNING & ECONOMIC DEVELOPMENT COMMITTEE

10-0585R

RESOLUTION AUTHORIZING A PROFESSIONAL SERVICES AGREEMENT WITH VISUAL COMMUNICATIONS TO DEVELOP AND IMPLEMENT ALL ASPECTS OF A WAYFINDING PLAN FOR THE SKYLINE PARKWAY IN DULUTH FOR AN AMOUNT NOT TO EXCEED \$92,000.

### CITY PROPOSAL:

RESOLVED, that the proper city officials are hereby authorized to enter into an agreement, substantially in the form of that on file in the office of the city clerk as Public Document No. \_\_\_\_\_, with Visual Communications, Inc., to provide professional services in project management, public involvement, a cultural resources inventory, wayfinding, and signs, and web page development for the Skyline Parkway wayfinding project for an amount not to exceed \$92,000, payable from Special Projects Fund 210, Dept./Agency 030, Org. 3160, Object 5441.

Approved:

  
\_\_\_\_\_  
Department Director  
  
Dennis Sears  
Purchasing Agent

Approved for presentation to council:

  
\_\_\_\_\_  
Chief Administrative Officer

Approved as to form:

  
\_\_\_\_\_  
Attorney

Approved:

  
\_\_\_\_\_  
Auditor

PLNG/PROJ JM:le 11/10/2010

STATEMENT OF PURPOSE: This resolution authorizes an agreement with Visual Communications for professional services in providing project management, public involvement, a cultural resources inventory, wayfinding and signs, and web page development for the Skyline Parkway wayfinding project for an amount not to exceed \$92,000, payable from the special projects fund.

The project is being funded by a Minnesota Department of Transportation grant and an anonymous donor. Both grants were accepted by the Duluth city council through Resolutions 08-0114 and 08-0115 passed November 5, 2008. The budget for this project is set at \$92,000, with the federal government paying \$79,000, and the city of Duluth providing a required match of \$13,000.

The purchasing division posted a request for proposals (RFP) on the city's website October 11, 2010, and received four proposals by the closing date. A selection committee consisting of internal and external experts reviewed and evaluated the proposals. Experts included representatives from the city planning office, a former planner and community representative, city heritage preservation commission, city architect's office, Arrowhead Regional Development Commission/Metropolitan Interstate Council, and Skyline Parkway Preservation Alliance. The committee used a scoring system to rate each proposal based on its plan for project management, public involvement, cultural resource inventory, branding, map, signs, and web page. Ultimately, they determined that Visual Communications, Inc., submitted the best proposal for the cost.

The RFP summary is listed below:

Skyline Parkway Wayfinding Project RFP No. 10-0083/Project No. 0757TR		
Consultant	Location	Score
Visual Communications	St. Paul, Minnesota	522
The 106 Group, Ltd.	St. Paul, Minnesota	502
Experience Design, Inc.	Boston, Massachusetts	368
Let the Whole World Know	Duluth, Minnesota	363

Requisition No. 10-0083

# AGREEMENT FOR PROFESSIONAL SERVICES

## VISUAL COMMUNICATIONS, INC.

&

## CITY OF DULUTH

THIS AGREEMENT, entered into this \_\_\_\_\_ (day) of \_\_\_\_\_ (month/year), by and between the CITY OF DULUTH, a municipal corporation, hereinafter referred to as "City," and VISUAL COMMUNICATIONS, INC., located at 475 Cleveland Avenue North, Suite 223, St. Paul, Minnesota 55104, hereinafter referred to as "Contractor," for the purpose of rendering services to the City.

WHEREAS, the City desires to utilize Contractor's **professional services to undertake the development of the cultural resource inventory, professional graphic design, logo development, and conceptual planning; and sign fabrication and installation to develop wayfinding, including maps, a website, and signs at designated locations along Skyline Parkway in Duluth, Minnesota;** and

WHEREAS, Contractor has represented that it is qualified and willing to perform services set forth in its proposal;

NOW, THEREFORE, in consideration of the mutual covenants and conditions hereinafter contained, the parties hereto agree as follows:

I. Services to be Performed.

Contractor will provide the services listed on pages 3-5 of the City of Duluth Request for Proposal (**Exhibit "A"**) in accordance with the Contractor's Cost Proposal dated November 1, 2010, attached hereto as **Exhibit "B."** In the event of any conflict between the terms of the Proposal and this Agreement, the terms and conditions of this Agreement shall be deemed to be controlling.

II. Professional Fees and Payments.

It is agreed between the parties that the Contractor's maximum fee for the term of this Agreement shall not exceed the sum of **Ninety-Two Thousand and no/100 dollars (\$92,000)**, payable from the Special Projects Fund 210, Dept./Agency 030, Org. 3160, Object 5441, Resolution No. 10-0585R, Requisition No. 10-0083, Vendor Code \_\_\_\_\_. By mutual agreement, the City and Contractor may reallocate the budget among project tasks as long as the budget amount remains unchanged. All bills for services rendered shall be submitted monthly and accompanied by such documentation as City shall reasonably request to \_\_\_\_\_ of the **Duluth Planning Division.**

III. General Terms and Conditions.

1. Qualifications. Consultant (Service Provider) represents that it is qualified and willing to perform the services set forth herein.
2. Amendments. Any alterations, variations, modifications or waivers of terms of this Agreement including contract price shall be binding upon the City and Contractor only upon being reduced to writing and signed by a duly authorized representative of each party.
3. Assignment. Contractor represents that it will utilize only its own personnel in the performance of the services set forth herein; and further agrees that it will neither assign, transfer or subcontract any rights or obligations under this Agreement without prior written consent of the City.
4. Data and Confidentiality.
  - a. The City agrees that it will make available all pertinent information, data and records under its control for Contractor to use in the performance of this Agreement, or to assist Contractor wherever possible to obtain such records, data and information.
  - b. All reports, data, information, documentation and material given to or prepared by Contractor pursuant to this Agreement will be confidential and will not be released by Contractor without prior authorization from the City.
  - c. All notes, reports, records and other data prepared under this Agreement shall become the property of the City upon completion or termination of the services of Contractor. Any reuse of notes, reports, records or other data for anything other than its intended purpose will be at the City's sole risk and without liability or legal exposure to Contractor.
5. Standard of Performance.

Contractor agrees that all services to be provided to the City pursuant to this Agreement shall be in accordance with the generally accepted standards of the profession for the provisions of services of this type.
6. Contract Period.

Contractor shall commence performance of this Agreement upon the execution thereof and performance shall be completed by **July 1, 2011**.
7. Independent Contractor.
  - a. It is agreed that nothing herein contained is intended or should be construed in any manner as creating or establishing the relationship of copartners between the parties hereto or as constituting Contractor as an agent, representative or employee of the City for any purpose or in any manner whatsoever. Contractor

and its employees shall not be considered employees of the City, and any and all claims that may or might arise under the Worker's Compensation Act of the State of Minnesota on behalf of Contractor's employees while so engaged, and any and all claims whatsoever on behalf of Contractor's employees arising out of employment shall in no way be the responsibility of City. Except for compensation provided in Section II of this Agreement, Contractor's employees shall not be entitled to any compensation or rights or benefits of any kind whatsoever from City, including without limitation, tenure rights, medical and hospital care, sick and vacation leave, Worker's Compensation, Unemployment Insurance, disability or severance pay and P.E.R.A. Further, City shall in no way be responsible to defend, indemnify or save harmless Contractor from liability or judgments arising out of Contractor's intentional or negligent acts or omissions of Contractor or its employees while performing the work specified by this Agreement.

- b. The parties do not intend by this Agreement to create a joint venture or joint enterprise, and expressly waive any right to claim such status in any dispute arising out of this Agreement.
- c. Contractor expressly waives any right to claim any immunity provided for in Minnesota Statutes Chapter 466 or pursuant to the official immunity doctrine.

8. Indemnity.

Contractor agrees to defend, save harmless, and indemnify the City of Duluth, its agents, and employees from any loss, cost, or damage by reason of Personal Injury or property damage of whatsoever nature or kind arising out of, or as a result of, the performance of the work by the Contractor, its employees, agents, or subcontractors.

9. Insurance.

- a. Contractor shall provide the following minimum amounts of insurance from insurance companies authorized to do business in the state of Minnesota.
  - (1) Workers' compensation insurance in accordance with the laws of the State of Minnesota.
  - (2) Public Liability and Automobile Liability Insurance with limits not less than **\$1,500,000** Single Limit, and twice the limits provided when a claim arises out of the release or threatened release of a hazardous substance; shall be in a company approved by the city of Duluth; and shall provide for the following: Liability for Premises, Operations, Completed Operations, Independent Contractors, and Contractual Liability.

- (3) Professional Liability Insurance in an amount not less than **\$1,500,000** Single Limit; provided further that in the event the professional malpractice insurance is in the form of “claims made,” insurance, 60 days notice prior to any cancellation or modification shall be required; and in such event, Contractor agrees to provide the City with either evidence of new insurance coverage conforming to the provisions of this paragraph which will provide unbroken protection to the City, or, in the alternative, to purchase at its cost, extended coverage under the old policy for the period the state of repose runs; the protection to be provided by said “claims made” insurance shall remain in place until the running of the statute of repose for claims related to this Agreement.
- (4) **City of Duluth shall be named as Additional Insured** under the Public Liability and Automobile Liability, or as an alternate, Contractor may provide Owners-Contractors Protective policy, naming himself and City of Duluth. Contractor shall also provide evidence of Statutory Minnesota Workers' Compensation Insurance. Contractor to provide Certificate of Insurance evidencing such coverage with 30-days notice of cancellation, non-renewal or material change provisions included. The City of Duluth does not represent or guarantee that these types or limits of coverage are adequate to protect the Contractor's interests and liabilities. *An umbrella policy with a “following form” provision is acceptable if written verification is provided that the underlying policy names the City of Duluth as an additional insured.*
- (5) If a certificate of insurance is provided, the form of the certificate shall contain an unconditional requirement that the insurer notify the City without fail not less than 30 days prior to any cancellation, non-renewal or modification of the policy or coverages evidenced by said certificate and shall further provide that failure to give such notice to City will render any such change or changes in said policy or coverages ineffective as against the City.
- (6) **The use of an “Accord” form as a certificate of insurance shall be accompanied by two forms – 1) ISO Additional Insured Endorsement (CG-2010 pre-2004) and 2) Notice of Cancellation Endorsement (IL 7002) or equivalent, as approved by the Duluth City Attorney's Office.**

- b. The insurance required herein shall be maintained in full force and effect during the life of this Agreement and shall protect Contractor, its employees, agents and representatives from claims and damages including but not limited to personal injury and death and any act or failure to act by Contractor, its employees, agents and representatives in the negligent performance of work covered by this Agreement.
- c. Certificates showing that Contractor is carrying the above described insurance in the specified amounts shall be furnished to the City prior to the execution of this Agreement and a certificate showing continued maintenance of such insurance shall be on file with the City during the term of this Agreement.
- d. The City shall be an additional insured on each liability policy other than the professional liability and the workers' compensation policies of the Contractor.
- e. The certificates shall provide that the policies shall not be changed or canceled during the life of this Agreement without at least 30 days advanced notice being given to the City.

10. Laws, Rules and Regulations.

Contractor agrees to observe and comply with all laws, ordinances, rules and regulations of the United States of America, the State of Minnesota and the City with respect to their respective agencies which are applicable to its activities under this Agreement.

11. Applicable Law.

This Agreement, together with all of its paragraphs, terms and provisions is made in the state of Minnesota and shall be construed and interpreted in accordance with the laws of the State of Minnesota.

IN WITNESS WHEREOF, the parties have hereunto set their hands the day and date first above shown.

Countersigned:

**CITY OF DULUTH**

\_\_\_\_\_  
City Auditor  
Approved this \_\_\_\_ day of \_\_\_\_\_  
(month), 2010

\_\_\_\_\_  
By Mayor

\_\_\_\_\_  
Department Director  
Approved this \_\_\_\_ day \_\_\_\_\_  
(month), 2010

\_\_\_\_\_  
Attest City Clerk                      Date attested to:

**VISUAL COMMUNICATIONS, INC.**

\_\_\_\_\_  
Purchasing Agent

\_\_\_\_\_  
By Contractor's Representative

Date: \_\_\_\_\_

\_\_\_\_\_  
Assistant City Attorney

\_\_\_\_\_  
Representative's Printed Name/Title

Date: \_\_\_\_\_

Date: \_\_\_\_\_

# EXHIBIT A

## ***Request for Proposals for Skyline Parkway Wayfinding***

RFP Requisition Number     2010-00000-0083  
State-Aid Project Number    SP 118-060-02  
Duluth Project Number       0757TR

### ***City of Duluth, Minnesota***

To perform:                    Cultural resource inventory; professional graphic design, logo development, and conceptual planning; and sign fabrication and installation to develop wayfinding, including maps, a website, and signs at designated locations along Skyline Parkway in Duluth, Minnesota.

Issued By:                     The City of Duluth  
Duluth, Minnesota

Issue Date:                    October 11, 2010

Deliver To:                    Dennis Sears  
Purchasing Department  
City Hall – City of Duluth  
411 West First Street, Room 100  
Duluth, MN 55802

**Proposals Due:                November 1, 2010**

**Time:                             2:00 PM**

## ***Introduction***

The City of Duluth is requesting proposals from qualified firms for a cultural resource inventory, professional graphic design, logo development and conceptual planning, and sign fabrication and installation in order to develop an historical inventory, a wayfinding plan that includes maps and signs to be installed at designated locations along Skyline Parkway.

A “Qualification Based Selection” method will be used to review proposals submitted in response to this RFP, as required by federal statute.

Responses to this RFP will be public information under the Minnesota Data Practices Act, Minnesota Statutes Chapter 13.

This RFP does not obligate the City of Duluth to award a Contract or complete the project and the City of Duluth reserves the right to cancel the solicitation if it is considered to be in its best interest.

## ***Project Overview***

Skyline Parkway is a treasure in the city of Duluth. Through the vision of William Rogers, a city-wide boulevard was built across the hilltop, along the natural terrace as a part of a greater park system. The parkway was planned to connect parks and to be a park itself. It would be a road that could be traveled by all to take in the abundance of natural beauty that graces the City of Duluth.

The Parkway was constructed primarily as a recreational route for travelers who could experience the unique and stunning panoramas of the city and harbor. Presidential candidate, William Jennings Bryan, while campaigning in Duluth at the turn of the century, was taken on a tour across the Boulevard and agreed with the popular opinion that there was no finer drive in America.

The Parkway was built between 1889 and 1939, but it was during the sixteen years (1921-1937) Samuel Snively held the office as Mayor of the City of Duluth that the Parkway was mostly complete. And although Skyline Parkway was constructed in distinct segments, no segment was developed in isolation.

Through the planning efforts of the City of Duluth, and the Arrowhead Regional Development Commission and the grassroots efforts of the Skyline Planning and Preservation Alliance, *The Skyline Parkway Corridor Management Plan* (2003) and *The City of Duluth Comprehensive Land Use Plan* (2006) were developed and approved by the City Council. Other reports and papers have been written on the Parkway dating back to 1982.

*The Skyline Parkway Corridor Management Plan* was completed in 2003 and developed recommendations and priorities that incorporate the historic eligibility and the scenic

designation of the Parkway while providing a safe transportation route to the multiple modes that use the corridor.

*The City of Duluth Comprehensive Plan (2006)* further highlighted Skyline Parkway to preserve its identity, its future, and to “become more pedestrian and bike friendly.” Specific emphasis was placed on utilizing roadway design standards that are compatible with the context, as outlined in FHWA’s *Flexibility in Highway Design* and the *Secretary of the Interior’s Guidelines for the Treatment of Cultural Landscapes*.

But in all of the planning, the need for consistent and clear wayfinding along the entire length of Skyline Parkway was identified as an immediate priority. Over the intervening decades, Skyline Parkway has evolved more as a collection of road segments that simply serves to get travelers from one intermittent point to another. And as the City has grown and developed, the road has been increasingly severed and redirected. In an effort to preserve the route as a destination itself, several groups and individuals have engaged in actively studying and attempting to preserve and potentially resurrect the parkway to its original intention.

The Parkway’s length, winding character and diversity of natural and built terrain makes wayfinding and interpretation a particular challenge. The Parkway is composed of a series of streets, with different names, jurisdictions, configurations, and landscape character. The route can be confusing and inconsistent and insufficient signage often results in travelers losing their way.

### ***Description of Project***

There are two main objectives of this project: (1) Cultural Resource Inventory, and (2) Wayfinding Plan and Signs for Skyline Parkway.

- **Inventory** – To complete an inventory that identifies historic properties and serves as a basis for further evaluation.
- **Wayfinding** – To strengthen the Parkway’s identity that will make it more readily understandable and usable by visitors and residents. A Wayfinding Plan is the most logical “next step” in implementing the *Corridor Management Plan* and addressing the byway’s most pressing problems with real, tangible solutions – signage, markers, and visitor materials.

The successful consulting team would, in partnership with the City and the stakeholders, develop the inventory, the branding, and signing products. The consulting team may include the disciplines of graphic design, **qualified** historical research, and a sign fabrication and installation contractor.

The RFP is requesting to accomplish the following major tasks:

#### **Cultural Resource Inventory**

1. This task is to complete a comprehensive inventory of the buildings, structures, and landscapes of Skyline Parkway, in accordance with the Secretary of the Interior’s Standards for the Identification of Historic Properties. This inventory

will encompass the seven principal segments and the six secondary segments of the Parkway, as defined on pages 4 and 5 of the August 2003 Management Plan.

2.

The above tasks **must be completed by a consultant who meets the Secretary of the Interior's Professional Qualifications Standards for Historian or Architectural Historian**, and who has demonstrated experience in the inventory and evaluation of historic park landscapes under National Register guidelines. The survey work must conform to the Secretary of the Interior's Standards for Identification, Mn/DOT's Cultural Resource Unit Project Requirements and the Minnesota State Historic Preservation Office's Guidelines for History/Architecture Projects in Minnesota. The survey products and project deliverables outlined in these documents must be specifically identified in project proposals. *It will be necessary to allow for periodic consultation with MnDOT's Cultural Resource Unit, and review of all project products (including branding, signs, and map) by the Cultural Resources Unit, the Minnesota State Historic Preservation Office, and other interested parties, to ensure compliance with all applicable standards.* This is a requirement of the Federal Highway Administration's Section 106 review of the project.

### **Branding**

1. Develop a strong, clear, identifiable brand for Skyline Parkway
2. Develop a new or modified logo that will be used as the visual cue for wayfinding along Skyline Parkway.

Skyline Parkway wayfinding materials should be distinguished by consistent materials, colors, graphics. The historic logos may be considered for integration into the design. Participation in public outreach to obtain stakeholder input to the branding of Skyline Parkway may be required.

Deliverables: Logo development – up to three (3) logo design alternatives may be necessary during the design process. Logo Design should be able to be used in sign design, on web site, in brochures and on maps, and for one-color application. Submitted in versions compatible with end use, such as for web site, sign design, and maps, for example.

Attend up to three (3) meetings with City staff and stakeholders throughout logo development process. Also, up to two open houses with the public.

### **Map**

1. Create a new or modified map of Skyline Parkway that integrates the logo and the brand. Map should be accurate, yet artistic and follow the branding theme.
2. Develop a general map showing entire route, connections and points of interest, and streams and incorporate other project information into the text.
3. Provide digital format of map that could be posted and printed from a web site

Deliverables: Approximately 50,000 printed maps/brochures; also, have materials in electronic format for the City to use in the future.

### Signs

1. Fabricate scenic byway signs that use Skyline Parkway branding, according to sign design.
  2. Fabricate signs for placement at designated stream crossings that incorporate Skyline Parkway logo, according to sign design.
  3. Install signs at designated locations with **theft-proof** fasteners
- It may also be requested to develop stencils for painting the logo on roadway surface.

Deliverables: Approximately 150 Byway signs (up to 24" x 24"), 40 Stream signs, and 75 directional arrows, posts for byway and stream signs, and sign installation. Signs, posts, and installation per Mn/DOT and City Standard specifications and to include Gopher State One Call and moving traffic control for installation.

### Web Page

Build a website using [www.skylineparkway.org](http://www.skylineparkway.org) (the City already owns the rights to this site) with the following pages:

- Home (including about us, contact us, etc. links)
- History (content to be developed during this project)
- Map to print or download
- Skyline Today
- Photos (some may be provided)

Also with Links to City web site, Skyline Parkway Preservation Alliance, and St Louis county historical society website (and there may be a few others).

Deliverables: Web page with enough information and "pages" to convey the information requested above.

### ***Description of City Deliverables***

1. Project management
2. Sign design specifications and identify locations where signs will go.
3. Digital GIS mapping data (Arc View Maps) that encompass the Skyline Parkway route
4. Provide one copy of each of the following reports/studies/articles:
  - The Skyline Parkway Corridor Management Plan (2003)
  - The City of Duluth Comprehensive Land Use Plan (2006)
  - Other Scenic Byway Studies and Articles, including "Jewel of the North: Duluth's Parkway System" by Patrick Nunnally (1997) and "Snively's Road" by Mark Ryan (1994)
  - Minnesota Scenic Byways Program's *General Guidance for Logo Design and Development and Sign Placement*

## ***Project Schedule***

RFP issued:	October 11, 2010
Questions due:	October 18, 2010
Questions answered:	October 22, 2010
Proposals due:	November 1, 2010
Successful Consultant Contacted:	November 9 or 10, 2010
Council Action for Contract Approval:	November 22, 2010
Project Kick-Off Meeting:	November 23, 2010
30% Project Completion Due:	January 28, 2010
60% Project Completion Due:	March 25, 2010
Project Complete:	May 20, 2010

## ***Work to be Performed (Qualifications)***

This section serves to illustrate your firm's (team's) qualifications to prepare the requested deliverables specified in this RFP, as described above. Description of qualifications may include:

### **Project Management**

Discuss your management approach, coordination of tasks, coordination of the variety of consulting team members and expertise, city staff, and stakeholders. How would your team manage the approach and vision? Please include a project schedule and strategy to keep project on schedule and meet deadlines. Intermediate dates, as proposed in this RFP may be changed to better reflect how your team would manage the project. The City is not particularly interested in changing the project complete date, unless there is a compelling reason to do so.

### **Public Involvement**

Describe your experience with public input, multiple viewpoints, varied opinions and experience, and incorporating that into the brand development. How would the full breadth of perspectives be understood and captured? What strategy would you implement to recognize those ideas and concepts that emerge as preferred over others?

### **Cultural Resource Inventory**

Describe your experience with inventories of buildings, structures, and landscapes of roadway districts, in accordance with the Secretary of the Interior's Standards for the Identification of Historic Properties and delineating boundaries for National Register eligible historic districts. Explain how your firm (or team) meets the Secretary of the Interior's Professional Qualifications Standards for Historian or Architectural Historian, and describe your demonstrated experience in the inventory and evaluation of historic park landscapes under National Register guidelines.

### **Branding**

Describe what "branding" means to your consulting team and what benefits you foresee with branding a roadway like Skyline Parkway, a road eligible for the National Register of Historic Places. Describe the importance and relationship of branding and preservation of a unique resource. Please provide examples of previous branding projects

along with an explanation of the process used to arrive at the final product. Describe what went well, what might be revised, what were the results achieved, and where might the brand be viewed today. What was the general length of time to arrive at a final decision from the beginning of the project?

### **Map**

Describe the experience your team has with creating maps that are accurate, effective, and yet artistic. What would be your team's approach to develop the map and Parkway information? Please provide example materials that best convey your work with creating maps or other materials used in a similar way.

### **Signs**

List the sign and installation contractors you would use to fabricate the signs, particularly their experience with a multi-color, high quality product. Provide a list or examples of their work and ability to perform the work required in the project as per state and City standards and specifications for sign fabrication and installation.

### **Web Page**

Describe your team's experience with web page development. The demands of the page will be primarily for the viewer to receive information, essentially a one-way format, low maintenance, and with links to and from other sites. This site may have opportunity to evolve in the future, as needed.

Responders may propose additional tasks or activities or suggest best design practices and recommendations if they will substantially improve the results of the project. These items should be separated from the required items in the cost proposal.

## ***Proposal Content***

The entire proposal should be no more than 10 pages of content to express qualifications. Examples of work, cost proposal, and other required forms and documents can be in addition to the 10-pages.

The following is suggested content of the proposal and must be submitted in the order listed:

### **1. Cover Letter**

### **2. Project Team**

- 2.1. List all of the firms and individuals that will comprise the consultant's team and the primary role each will serve.
- 2.2. Clearly show the prime consultant along with their contact information.
- 2.3. Include responders' company name, business address, the contact person's name, telephone number, fax number, and email address.
- 2.4. Include the key personnel who will be assigned to the project and their area of responsibility. Provide brief statements for each of the key personnel detailing their training, work experience and qualifications relevant to the proposed work.

**Exhibit A**

No change in personnel assigned to the project will be permitted without the written approval of the City's Project Manager.

### **3. Qualifications Section**

- 3.1. A statement of the objectives, goals and tasks to show or demonstrate the responder's view of the nature of the project.
- 3.2. A detailed description of the items outlined in "Work to be Performed" section, which might include the consultant team's proposed project approach and methodology to be utilized, deliverables to be provided by the responder, a description of the proposed project management techniques, and background and experience with similar work.

### **4. Examples Section**

- 4.1. Examples of similar work, where requested in the "Work to be Performed" section, above. Please do not submit more than three examples for each type of work; you may submit fewer than three.
- 4.2. Indicate the responder's level of involvement in the project, and the key personnel involved with the project.

### **5. Cost Proposal**

- 5.1. The responder **must not include** price information either in the body of the proposal.
- 5.2. The cost proposal must be submitted in a separate and SEALED envelope.
- 5.3. List the cost components in a work plan format identifying the major tasks to be accomplished. This work plan will form the basis for cost negotiations after responder selection, major tasks to include:
  - 5.3.1. Cultural Resource Inventory and Evaluation
  - 5.3.2. Branding
    - logo development, project management, public involvement
  - 5.3.3. Map development
  - 5.3.4. Signs
    - Fabrication
    - Installation
  - 5.3.5. Web Site
- 5.4. The responder must have the cost proposal signed in ink by authorized member of the firm. The responder must not include any cost information within the body of the proposal response.

### **6. Other Required Forms and Documents**

- 6.1. The forms and documents required under any other section of this RFP found in the "General" section, below. Please note that those requirements can be in addition to the minimum page requirement.

### **Questions**

Prospective responders who have any questions regarding this RFP must submit questions **by e-mail only** to:

Jenn Moses  
Project Manager  
[jmoses@duluthmn.gov](mailto:jmoses@duluthmn.gov)

Questions regarding this RFP must be received by the City of Duluth no later than **2:00 p.m.** Central Standard Time on **October 18, 2010**.

The City of Duluth anticipates responding via e-mail the answers to such questions no later than 2:00 p.m. Central Standard Time on October 22, 2010 to all of the firms receiving this RFP.

No other department personnel are authorized to discuss the solicitation with anyone, including responders, before the submission deadline. Contact regarding this solicitation with any personnel not listed above may result in disqualification.

Late responses will not be considered. Fax and e-mail responses will not be considered. All costs incurred in responding to this solicitation will be borne by the responder.

**Submit:**

1. **Ten (10)** copies of the proposal (8-1/2 x 11, any larger size material may be printed on 11x17 and folded to be easily opened and viewed) and one copy of the cost proposal. Each copy of the response must be signed, in ink, by an authorized member of the firm.
2. Submit the Cost proposal in a separate SEALED envelope with the following information on the envelope
  - a. "Cost Proposal" marked on the outside of the envelope
  - b. Firm(s) Name(s)
  - c. Project Name ("Skyline Parkway Wayfinding")
  - d. Requisition Number ("2010-00000-0083")

**Rating the Proposal:**

Representatives of the selection committee will evaluate all responses received by the deadline. All responses will be evaluated on the basis of qualifications. A 100-point scale will be used to create the final evaluation recommendation. The factors and weighting on which proposals will be judged are:

Project Management	15%
Public Involvement	10%
Cultural Resource Inventory	20%
Branding	20%
Map	15%
Signs	15%
Web Page	5%

The qualifications will be judged based on the information requested in the "Work to be Performed" section, above, and scored accordingly.

**Cost proposal will be evaluated separately.**

***Project Budget:***

The budget for this project is \$92,000. The federal government is paying \$79,000 through a Scenic Byways grant and the City of Duluth is required to provide the remaining funding match of \$13,000. There are no additional funds available to complete this work.

Thank you for your submission.

***Attachments:***

- General Information
- Organizational Conflicts of Interest
- Conflict of Interest Checklist and Disclosure Form
- Disclosure of Potential Conflict of Interest
- Insurance Requirements

1 November 2010  
Dennis Sears  
Skyline Parkway Wayfinding Proposal

**Cost Proposal**

5.3.1	Cultural Resource Inventory and Evaluation	19,412.00
5.3.2	Branding <ul style="list-style-type: none"><li>• logo development, project management and public involvement (three meetings)</li></ul>	27,000.00
5.3.3	Map Development	3,000.00
5.3.4	Signs <ul style="list-style-type: none"><li>• Fabrication</li><li>• Installation</li></ul>	14,090.00 24,028.00
5.3.5	Website <ul style="list-style-type: none"><li>• Standard services</li><li>• Refer to potential additional services in attached Enet proposal</li></ul>	1,595.00

**Deliverables**

50,000 maps/brochures 2,875.00

Description: Trim Size : 8.5 x 11  
Paper One : 100lb. White Gusto Gloss Text  
Prepress : Print ready PDF furnished  
Proofs : Matchproof, Dylux  
Ink : 4-color process two sides, Bleeds : Yes  
Finishing : Trim to size,  
Packaging : Carton  
Medium coverage with bleed

Signs  
150 Byway signs (up to 24" x 24"), 40 stream signs,  
75 directional arrows, 150 posts for byway signs, and sign installation. Refer to 5.3.4 Above

**All product prices are plus applicable tax unless Tax Exempt**

**Total 92,000.00**

Billing is submitted on the first of each month computed from time cards and documented expenditures. Terms are Net 10 days. Other arrangements can be made at the client's request.

**Expenses**

Mileage, Lodging, Per Diem Included in Total Above  
Copies, Boards

  
Richard M. Lang 10/29/10  
Visual Communications  
Principal

**Exhibit B - Proposal**