



**TOWN OF BERRYVILLE, VIRGINIA
REQUEST FOR PROPOSAL
PROFESSIONAL SERVICES - WAYFINDING SIGNS
RFP # 2022-02**

RFP ISSUE DATE: June 30, 2022

QUESTIONS DUE: July 15, 2022, 12:00 p.m. ET

ANSWERS POSTED BY: July 29, 2022, 12:00 p.m. ET

SUBMISSION DUE DATE: August 19, 2022, 5:00 p.m. ET

SUBMISSION DELIVERY ADDRESS: Cynthia Poulin
Director of Finance/Treasurer Town of Berryville
101 Chalmers Court, Suite A
Berryville, VA 22611

Berryville, Virginia Town Council is soliciting proposals from qualified firms to develop a program for the development and implementation of wayfinding signage. Because the primary roads in Berryville are maintained by the Virginia Department of Transportation (“VDOT”), the process must comply with the VDOT guidelines and requirements as established in the most recent update of the *VDOT Community Wayfinding Sign Manual*.

Community Overview

Berryville is the County seat and economic center of Clarke County (“County”). With just under 5,000 residents, Berryville is located within the Washington, D.C. Metropolitan Statistical Area. The County and Town of Berryville (“Town”) have been recognized nationally for their combined efforts to maintain the rural and agricultural nature of the community while creating a commercial and residential base in Berryville.

Scope of Services

The Town of Berryville is seeking a professional firm or consultant to develop a wayfinding sign package to include, but not be limited to, the following:

- Assistance with creating a local Task Group to ensure the appropriate stakeholders are identified.
- Identifying a list of criteria to locate specific signage including field work to identify travel

- routes and existing signs, and destinations.
- Develop schematic designs with the new Town brand.
 - Conduct meetings and presentations with local Task Group, elected officials, VDOT officials, and others to be determined.
 - Prepare submittals to the VDOT Wayfinding Sign Program Administrator (WSPA) as required.
 - Development of sign system program and cost estimates for engineering, survey work, legal documents, fabrication, installation, and maintenance of wayfinding signage.
 - Prepare Construction Intent Documents (CID) after final comments are approved by VDOT including specifications and details for all proposed signs.

Procedures

All proposals shall convey the following information in the following order:

1. Firm history and organization.
2. Firm experience, providing examples of branding, marketing, and graphic design projects to include work samples, description of services provided, and client contact information.
3. Firm experience working with the design and implementation of wayfinding signage packages and with VDOT.
4. Firm resumes of key project staff and other outside firms who may be used by the firm.
5. Outline of firm's approach to providing services and proposed project timeline.
6. Cost estimates for services identified above and firm's fee schedule.

Review and Award

To be considered for selection, respondents must submit a complete response to this Request for Proposal. Failure to do so may result in the rejection of the proposal. An authorized representative of the firm must sign the proposal.

Please submit responses via mail or deliver a physical copy to:

Cynthia Poulin
Town of Berryville
101 Chalmers Court, Suite A
Berryville, VA 22611

Please submit responses via email to treasurer@berryvilleva.gov.

All responses must be **received** by the Town of Berryville no later than **5:00 p.m. on Friday, August 19, 2022**.

Term of Contract

The Town reserves the right to extend this contract for related services upon mutual agreement between the Town and the selected firm.

The Town reserves the right to negotiate terms with the selected firm for goods/services other than those specifically stated in this informal Request for Proposal ("RFP") in the best interest of the Town and agreed to by the firm.

Applicants are encouraged to provide additional information not specifically identified as a requirement if that additional information is applicable to this RFP.

All work produced by the selected firm shall be the property of the Town and shall be deemed to have assigned any copyrights and any other rights exclusively to the Town.

This RFP does not commit the Town to enter into an agreement with any firm and is not a guarantee for contract. At its own discretion, the Town may reject any and all proposals, and may modify or terminate the application or selection processes without prior notice. The offeror certifies that the information contained in the submittal is true and correct to the best of their knowledge. The Town is not responsible for damage or loss of materials submitted. Failure to comply with all requirements of this RFP will result in a rejected proposal.

Timeline and Submissions

Proposals due: **Friday, August 19, 2022 by 5:00 p.m.**
Selected firm notified: **By Friday, September 16, 2022 by 5:00 p.m.**
Anticipated project completion: **On or before Friday, September 1, 2023 by 5:00 p.m.**

Physical copies will be accepted at the Town of Berryville Business Office at the address above. Email submissions must be sent to treasurer@berryvilleva.gov by no later than 5:00 p.m. EDT on Monday, August 19, 2022. No facsimile submissions will be accepted. The Town of Berryville is not responsible for delays in the delivery of the proposal.

All applicants shall abide by all applicable state and federal laws. The Town does not discriminate against small and minority businesses or faith-based organizations.

Any questions or comments concerning this Request for Proposal shall be directed in writing to: Christy Dunkle, Community Development Director
planner@berryvilleva.gov

The Town of Berryville has the ability to amend the offering as required.

Please see attached General Terms and Conditions for Requests for Proposals.