



# GLASGOW

— M O N T A N A —

**MORE OF WHAT MATTERS**

**Request for Proposals  
Glasgow Wayfinding Plan**

Issued by:  
The City of Glasgow  
In Cooperation with  
Two Rivers Economic Growth

January 17, 2018

406.228.2476 • 319 3<sup>rd</sup> St. S, Glasgow, MT 59230 • [cityofglasgowmt@hotmail.com](mailto:cityofglasgowmt@hotmail.com)  
[CityofGlasgowMT.com](http://CityofGlasgowMT.com)

## **Section 1 General Information**

The City of Glasgow is the grantee of a Montana Main Street Program planning grant award under the Montana Department of Commerce for development of a Glasgow Wayfinding Plan and will provide grant administration. The City of Glasgow and Two Rivers Economic Growth will provide oversight of the project activities identified in this Request for Proposal (RFP). Grant and local match funds totaling \$21,000 will be used to fund a contract executed under this RFP.

Correspondence concerning this RFP is to be sent to the following:

Glasgow Wayfinding Plan  
Attention: Michelle Tade  
c/o Two Rivers Economic Growth  
213 Klein Ave.  
Glasgow, MT 59230  
406.830.0178  
[michelle@cwimt.net](mailto:michelle@cwimt.net)

Any necessary clarification concerning any correspondence will be the responsibility of the City of Glasgow representative:

Stacey Amundson  
City Clerk  
City of Glasgow  
319 3<sup>rd</sup> St. S  
Glasgow, MT 59230  
406.228.2476  
[cityofglasgowmt@hotmail.com](mailto:cityofglasgowmt@hotmail.com)

## Section 2

### Introduction, Background, Timeline

#### **Introduction**

This RFP is issued by the City of Glasgow in cooperation with Two Rivers Economic Growth for the purpose of engaging a contractor to develop a Glasgow Wayfinding Plan.

The selected firm will be expected to implement a scope of work that satisfies the wayfinding program goals outlined in Section 3 and results in a Glasgow Wayfinding Plan that can be used by the City of Glasgow and Two Rivers Economic Growth for a final design, fabrication and installation of wayfinding components. Disadvantaged business enterprises (DBE's) are encouraged to apply.

#### **Background**

The City of Glasgow is an affiliate member community of the Montana Main Street Program with the Montana Department of Commerce. The Main Street Program assists communities in revitalizing and strengthening downtown commercial districts, while also offering technical assistance, expertise and competitive grant funding.

The City of Glasgow and Two Rivers Economic Growth have partnered with other local organizations and multiple individual businesses that provide support including:

Glasgow Area Chamber of Commerce & Agriculture  
Tourism Business Improvement District (TBID)  
Glasgow Downtown Association (GDA)  
Building Active Communities Initiative (BACI)

A wayfinding program has been identified by this partnership as a project that can be implemented successfully in a short period of time, providing further impetus and energy for the partnership to successfully develop a longer term revitalization goal of developing historic commercial downtown preservation project proposals while following guidelines within the existing Downtown Master Plan and City Growth Plan.

A wayfinding program is desperately needed throughout Glasgow as residents and visitors are unable to navigate throughout the city without proper signage and direction. Many who live and travel through Glasgow are unaware of many amenities and businesses that are available. Efforts in historic downtown revitalization fall short without signage that draws vehicles and pedestrians into downtown from Hwy 2.

By identifying key points of interest such as schools, healthcare facilities, museums & exhibits, public restrooms, parks, trails, galleries, library, Civic Center & City Pool, city and county offices, police department, women's services, food bank, etc., residents and visitors will be able to navigate throughout the city with ease and readily find available services.

The City of Glasgow, Two Rivers Economic Development and its partners desire to incorporate the new Brand for Glasgow, "More of What Matters," in a wayfinding program to attract more visitors and help Glasgow become a destination versus a location.

The Glasgow Downtown Master Plan, May, 2015, recommended several goals and strategic actions that meet the current definition of wayfinding. Goals identified within the Downtown Master Plan state that Glasgow's Brand should be utilized on street signage, public art, etc. It goes on further to specifically mention the need for "the installation of iconic gateway art on Highway 2 that leads people to downtown. Currently there is little indication to motorists traveling on Highway 2 that downtown even exists. A large iconic piece of art located strategically on Highway 2 could serve to attract people to downtown and leave a positive impression of Glasgow. Ideally the piece would reinforce Glasgow's identity - agriculture, trains, Scottish heritage, or fishing – but could be anything that the community decides."

Glasgow's City Growth Policy, October, 2013, identifies a strategy to provide visitors with information about parking options and reiterates the four national main street elements for a healthy central business district.

The City of Glasgow was selected as one of just 8 Montana communities to participate in the Building Active Communities Initiative (BACI) and their plan outlines the need for wayfinding of trails to support a healthy lifestyle and increase safe walkability avenues throughout the area.

It is the intent to select a qualified consultant through an open and competitive process to determine if the response from qualified firms will achieve the objectives and meet the goals of the Glasgow Wayfinding Program.

**RFP Process Timeline**

**Dates**

Issue RFP	January 17, 2018
Questions Due By 5:00 pm	January 26, 2018
Proposals Due By 5:00 pm	February 16, 2018
Evaluation Completed By Partnership	February 26, 2018
Interviews, If Necessary	February 27 - March 2, 2018
Contract Award By City Council	March 5, 2018
Proposed Start Date	March 19, 2018
Final Plan Due	May 2018

## Section 3

### Glasgow Wayfinding Program Goals

The wayfinding program goals documented in this section are to be used by the consultant in the preparation of a detailed proposed scope of work that results in a Glasgow Wayfinding Plan that can be used by the City of Glasgow, Two Rivers Economic Growth and their partners for a final design, fabrication and installation of wayfinding components.

The primary goals of the Glasgow wayfinding program are to:

- (1) Establish a new, effective, creative and thematic approach that connects people to shopping, public spaces, landmarks and gateways while creating a hierarchy and simplified understanding of the layout of Glasgow.
- (2) Utilize the recently completed community branding efforts, "Glasgow, Montana, More of What Matters," in the development of a wayfinding program.  
(<https://www.growvalleycounty.com/newsroom>)

While the wayfinding program is to be designed to promote resident and visitor access to all destinations within the City, an emphasis is to be made to direct persons to Downtown Glasgow, particularly the core downtown area between & inclusive of 1<sup>st</sup> Avenue S – 3<sup>rd</sup> Avenue South and 3<sup>rd</sup> Street S – 7<sup>th</sup> Street S for the purpose of addressing the concern of the continuing decline in the retail sector as identified in the Glasgow Downtown Master Plan.

A few key buildings in the downtown area are candidates for commercial redevelopment and preservation. The success of projects such as restoration of the Rundle Building & Suites, the Goodkind Building and Roosevelt Hotel is dependent upon programs such as wayfinding to provide navigation routes for those unfamiliar with the location.

It is desired that the wayfinding program include, as appropriate, street signs such as (1) directional signs, (2) identification (directional) signs, (3) regulatory, safety, advisory or prohibition signs, and (4) print or digital signs or mobile applications such as maps, map boards/kiosks, interpretive features, orientation and schedules.

It is further desired that the wayfinding program include, as appropriate, decorative elements to create identity for an area, help orient people to their location and provide focal points.

## **Section 4**

### **Proposal**

#### **Proposal Contents**

Consultants are expected to prepare proposals that address the following elements:

1. Name, physical and mailing address, e-mail contact and telephone number(s) of the lead firm and any other firms on the consulting team.
2. Past experience of the consulting team with developing a wayfinding program.
3. References from at least two projects where the consultant has provided similar wayfinding program services. The references must include complete contact information as well as a brief description of the project completed.
4. The names and qualifications of the principal team members who will perform the proposed work, their individual responsibilities and expected time commitment.
5. Capacity to assume new business.
6. Proposed scope of work that addresses the goals of the wayfinding program documented in Section 3 and the evaluation criteria documented in Section 5.
7. Description of the public outreach process.
8. Deliverables, budget and preliminary timeline for completion of the project. Include in the budget the personnel by name including level of effort, the direct costs not attributable to personnel to include travel, printing and other (specify), and subcontractor cost.

#### **Proposal Submission**

Five copies of the proposal must be submitted no later than 5:00 pm, Mountain Time, Friday, February 16, 2018 to the following:

Glasgow Wayfinding Plan  
Attention: Stacey Amundson  
c/o: City of Glasgow  
319 3<sup>rd</sup> St. S  
Glasgow, MT 59230

## Section 5

### Proposal Evaluation and Consultant Selection Processes

#### Initial Evaluation

Proposals received will undergo an initial review to determine:

- Compliance with proposal submittal date and time.
- Compliance with proposal contents.

#### Evaluation Criteria

The proposals will be scored based upon the following criteria:

Qualifications and ability to perform requested services (15 points subtotal):

- |   |          |
|---|----------|
| • Past experience with developing a Wayfinding & References | 5 points |
| • Firm and personnel qualifications                         | 5 points |
| • Location as it relates to provision of services           | 5 points |

Quality of Proposal (20 points subtotal):

- |  |          |
|--|----------|
| • Description of proposed scope of work        | 5 points |
| • Description of public outreach process       | 5 points |
| • Present and Projected Projects               | 5 points |
| • Deliverables, budget and completion schedule | 5 points |

TOTAL 35 points

#### Selection of Consultant

The City of Glasgow and Two Rivers Economic Growth reserves the right to award the contract solely upon the consultant's submitted materials. The City and Two Rivers also reserves the right to request oral interviews with the highest ranked firms to allow expansion upon the written responses. If interviews are conducted, a maximum of three firms will be selected, with the final determination to be made through a qualification-based selection.

## **Section 6**

### **Information for Consultants**

#### **Disclaimer**

This RFP does not form or constitute a contractual document. The City of Glasgow and/or Two Rivers Economic Growth shall not be liable for any loss, expense, damage or claim arising out of advice given or not given or statements made or omitted to be made in connection with this RFP. The City and/or Two Rivers will not be responsible for any expenses that may be incurred in the preparation of this RFP.

A professional services contract will be required of the selected firm and if the contract fails to be negotiated in a timely manner, the City reserves the right to contract with another qualified firm.

#### **Questions**

Questions regarding the Request for Proposals contents may be sent to the contact person listed in Section 1 via email no later than 5:00 pm Friday, January 26, 2018. Two Rivers Economic Growth will coordinate with the City to provide a written response within five business days. Whenever responses to inquiries would constitute a modification or addition to the original RFP, the reply will be made in the form of an addendum to the Request for Proposals, a copy of which will be posted on Two River's website, under the Wayfinding Plan page at <https://www.growvalleycounty.com/newsroom>.

#### **Section 3 of the Housing and Urban Development Act of 1968**

Consistent with the requirements of Section 3 of the Federal Housing and Community Development Act of 1968, to the greatest extent feasible, opportunities for training and employment arising in connections with project activities will be extended to lower-income residents. Further, to the greatest extent feasible, business concerns located or substantially owned by residents of the project area will be utilized.

#### **Non-Responsive Proposals**

Proposals that offer not response on a response "to be determined" to any item will be deemed "non-responsive" and returned to the submitted without being scored.

#### **Examination of Documents**

Before submitting the proposals, the proposer shall carefully review the terms of this request, be informed of the existing conditions and limitations, and include with the proposal sufficient information to cover all items required in the specifications and evaluation. Upon the submission of the Proposal, the consultant acknowledges that all information is accurate and complete.

#### **Proposal Modifications**



Modifications, additions or changes to the terms and conditions of this request for proposals may be cause for rejection of the proposal. No oral, telephone, email, fax or telegraphic proposals or modifications will be considered.

### **Certification of Alteration or Erasure**

A proposal shall be rejected should it contain any material alteration or erasure, unless, before the proposal is submitted each such alteration or erasure has been initialed in ink by the authorized agent signing the proposal.

### **Signature**

All proposals shall be typewritten or prepared in ink and must be signed in longhand by the proposer or proposer's agent or designee, with his/her usual signature. A proposal submitted by a partnership must be signed with the partnership name to be followed by the signature and designation of the partner signing. Proposals by corporations must be signed with the legal name of the corporation, followed by the name and signature of an authorized agent or officer of the corporation. Proposals submitted by the proprietorship must be signed by the owner and the name of each person signing shall be typed or printed legibly below the signature.

### **Withdrawal of Proposals**

Proposers may withdraw their proposal either personally or by written request at any time prior to the due date set for receiving proposals. No proposal may be withdrawn or modified after the due date and time, unless and until the award of the contract is delayed for a period exceeding 90 days.

### **Quote Valid**

The proposer must honor their budget/cost proposal for a period of 90 days after the RFP due date.

### **Certification**

The proposer certifies that the proposal has been arrived at independently and has been submitted without any collusion designed to limit competition. The proposer further certifies that the materials, products, services and/or goods offered herein meet all requirements of the stated specifications and are equal in quality, value and performance with the highest quality, nationally advertised brand and/or trade names.

### **Disposition of Proposals**

All materials submitted in response to this RFP become the property of the City of Glasgow and Two Rivers Economic Growth. One copy of each proposal submitted shall be retained for the official files of and will become public record after award of the Contract.

### **Contract**

Within 14 calendar days after the date the Professional Services Contract is sent to the successful firm, the successful firm must fully execute and deliver the contract to The City of Glasgow. Contract delivery may be completed through a scanned copy of the executed document, followed by a fully executed original copy sent via mail or other delivery service. If the successful

firm fails to execute the contract, The City and/or Two Rivers has the right to cancel the recommended award and reject the proposal. The City and/or Two Rivers may then proceed with the next most responsive firm.