

**4C. Consideration to authorize a request for proposals for a Community Sign Guide at an estimated cost of \$15,000**

<p><b>Prepared by:</b> Community Development Director</p>	<p><b>Meeting Date:</b> 8/22/2022</p>	<p><input type="checkbox"/> Consent Agenda Item <input checked="" type="checkbox"/> Regular Agenda Item</p>
<p><b>Reviewed by:</b> Public Works Director/City Engineer, Finance Director, Park &amp; Recreation Director</p>	<p><b>Approved by:</b> City Administrator</p>	

**ACTION REQUESTED**

Motion to authorize a request for proposal for development of a community sign guide at an estimated cost of \$15,000.

**REFERENCE AND BACKGROUND**

Public identification and facility signs will be an important element of upcoming City projects. Signage for City buildings, community entrances, public parking lots, and wayfinding for pathways and parks will be necessary for projects ranging from Block 52 to the proposed Public Works facility. The 10-year Capital Improvement Plan includes funding of the production of various public sign types on a year-by-year basis for both replacement and addition at key locations throughout the community.

The development of a comprehensive sign guide is an important first step in preparation for the addition and replacement of public signs. A comprehensive sign guide will provide the City with a cohesive look and feel for all public signage, promoting the community’s identity and aiding in clarity of place. The sign guide will ensure compliance with the Minnesota Manual of Uniform Traffic Control Devices (MNMUTCD) for signs located within the public right-of-way. A sign guide ensures that public signs are reflective of the City’s more recent brand, logo, and color components, while incorporating style references already in place.

It is requested that the Council authorize a request for proposal process for the completion of the community sign guide. The accompanying draft RFP outlines a scope of work which includes the preparation of design templates for individual sign types for all community buildings and facilities, and the preparation of plans and specifications for each individual sign. The plans and specification component allows the City to bid sign packages out project-by-project or include them within a given project scope.

The desired plan will support the addition of new signs, gradual replacement of existing signs and consolidation of signage where appropriate. With a guide in place, the City can also budget

and schedule for signage improvements throughout the community and in tandem with projects as they occur.

If authorized, the selected proposal and proposed contract for services will be a future consideration of Council.

- I. **Budget Impact:** The development of the sign guide was not budgeted in 2022. However, given the timing of several highly visible public projects, preparation of the sign guide will provide the necessary plans and specifications for signage for these projects. Funding for this project will come from the Administration department in the General Fund and is estimated at \$15,000. Future sign installations will be funded from the appropriate department in the General Fund, depending on sign type and purpose.
- II. **Staff Workload Impact:** Staff involvement includes preparation of this report and RFP, as well as future time in reviewing RFP responses and preparing selection information for Council. Staff would also be involved in providing direction for the guide itself. Total staff impact is expected to be 20-25 hours.
- III. **Comprehensive Plan Impact:** The Monticello 2040 Plan's Implementation Chapter includes the following statement: "Strategy 2.3.4 - Develop a cohesive community signage program which develops and utilizes common elements to unify both public and neighborhood signage - including common branding elements, design and materials." The Implementation chapter then further supports the use of this guide by recommending the introduction of branded signage to enhance neighborhoods and commercial corridors, as well as the need for wayfinding signage throughout the pathway system.

#### **STAFF RECOMMENDED ACTION**

City staff recommends authorizing the request for proposals. A cohesive community signage program is specifically cited as an implementation strategy of the City's comprehensive plan and will provide value for years to come as the City invests in public signage through the community.

#### **SUPPORTING DATA**

- Request for Proposals



## ***City Of Monticello***

505 Walnut Street, Suite 1  
Monticello, Minnesota 55362

[www.ci.monticello.mn.us](http://www.ci.monticello.mn.us)

## **Request for Proposals**

### ***Community Sign Guide Design & Specifications***

***Proposals Due: September 19, 2022***

Proposers are solely responsible for delivering their proposals to the city before the deadline. Any proposal received after the deadline will not be considered.

Interested firms should register by sending an email to Hayden Stensgard to ensure inclusion on any addenda or additional information provided to interested parties.

In the interest of fairness to all respondents, please do not contact other staff or elected or appointed officials unless instructed to do so.

*Hayden Stensgard*  
*Community & Economic Development Coordinator*  
*(763)-271-3206*  
*hayden.stensgard@ci.monticello.mn.us*

**CITY OF MONTICELLO  
REQUEST FOR PROPOSALS**

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## I. INTRODUCTION

### A. General Information

The City of Monticello (City) is requesting proposals from qualified firms for preparation of a comprehensive community sign guide, to include sign design, plans and specifications.

There is no expressed or implied obligation for the City to reimburse responding firms for any expenses incurred in preparing proposals in response to this request. The City of Monticello shall not be liable for any expenses incurred by the applicant including but not limited to expenses associated with the preparation of the proposals, preparation of a compensation (fees) schedule or final contract negotiations.

To be considered, one electronic copy of the proposal must be mailed or delivered to the contact listed below and received prior to the deadline.

#### **City of Monticello**

**Attn: Hayden Stensgard**

**Community & Economic Development Coordinator**

505 Walnut Street, Suite 1 Monticello, MN 55362

(763)-271-3206

*Hayden.stensgard@ci.monticello.mn.us*

The proposal must be received no later than **4:00 p.m. on Monday, September 19, 2022**. Proposers are solely responsible for delivering their proposals to the City before the deadline. Any proposal received after the deadline will not be considered.

The City reserves the right without prejudice to reject any or all proposals submitted.

During the evaluation process, the City reserves the right, where it may serve the City's best interest, to request additional information or clarifications from proposers, or to allow corrections of errors or omissions. Firms may be requested to make oral presentations to the Selection Committee as part of the final evaluation process.

The City reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in this request for proposals, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the City and the firm selected.

It is anticipated the selection of a firm will be completed by **September 22, 2022**. Following the notification of the selected firm, it is expected a contract will be executed between both parties following the **September 26, 2022** meeting of the City Council.

### B. Project Context

The City of Monticello is seeking a comprehensive plan to guide placement of public facility signage. The desired plan will support the addition of new signs, gradual replacement of existing signs and consolidation of signage where appropriate. As signs are added or replaced, the City desires the development and installation of signage which

is reflective of the City's more recent brand, logo and color components, while incorporating style references already in place to maintain consistency and cohesion as transitions are made within the community.

Existing sign style reference images and brand information is provided as Appendix B of this document.

**C. Term of Engagement**

The length of this contract will be less than 90 days from award date to final deliverables received by the City.

**D. Subcontracting**

No subcontracting will be allowed without the express prior written consent of the City.

**II. NATURE OF SERVICES REQUIRED**

**A. Scope of Work to be Performed**

The City of Monticello is requesting proposals for professional services related to development of a community sign guide. The scope of work includes consultation with City staff to prepare design templates for all community buildings and facilities, including wayfinding signage. The scope of work includes the preparation of plans and specifications for each individual sign.

Engagement and Meetings

1. Initial project scoping meeting to confirm deliverables
2. Project team/staff coordination meetings at regular intervals
  - a) At least two general design concepts should be provided at the first regular team meeting for purposes of guiding future work and project direction; this should include variations in sign orientation (horizontal/vertical)
3. 2 public board meetings
4. General public engagement is not requested as part of this proposal and project

**B. Standards to be Followed**

Contracted firm will follow Minnesota Manual on Uniform Traffic Control Devices requirements as applicable, including reflectivity requirements. Contracted firm will meet any roadway jurisdiction signage requirements applicable.

Signs shall be in compliance with Americans with Disabilities Act (ADA).

Signage for park facilities shall follow National Park & Recreation Association standards.

Signs shall meet City ordinance requirements.

**C. Deliverables**

All materials to be delivered in AutoCAD and .pdf forms.

1. Style guide, including:
  - a) Materials
  - b) Colors
  - c) Typography
  - d) Patterns
  - e) Symbols and icons
  
2. Scaled plan specification sheet including dimensions, materials and construction notes for each sign listed:
  - a) City Building Facility Identification
    - I. Main
    - II. Secondary/Secondary Entrance
    - III. Shingle
    - IV. Building
  - b) Community Gateway/Entrance
    - I. Primary
    - II. Secondary
    - III. Pathway
  - c) Community Corridor Wall Entrance
  - d) Park Identification
    - I. Main
    - II. Secondary/Secondary Entrance
    - III. Parking
    - IV. River Access
    - V. Field/Facility Identification
  - e) Vehicular Directional
    - I. Primary Corridor
    - II. Secondary
    - III. Signal or Pole Standard Directional
  - f) Pedestrian Directional
    - I. Street Corridor
    - II. Pathway Corridor
  - g) Wayfinding Kiosk
    - I. Districts/Nodes
    - II. Parks
    - III. Pathway System
  - h) Historic Interpretive Signage
  - i) Parking Lot Identification
    - I. Main
    - II. Shingle
    - III. Building

**D. Additional Services**

None.

**E. Retention of Workpapers and Access to Working Papers**

All working papers and reports must be retained, at the firm's expense, for a minimum of three years, unless the firm is notified in writing by the City of the need to extend the

retention period. The firm will be required to make working papers available, upon request, to the following parties or their designees: City of Monticello.

All materials, including models, reports, design, diagrams, images, plans and specifications and other information generated in connection with performance of this Agreement shall be the property of the City.

### III. DESCRIPTION OF THE CITY OF MONTICELLO

Classified a 501(a) entity under the Internal Revenue Code, the city of Monticello was organized as a municipality in 1856. Monticello is located approximately 45 miles northwest of the Minneapolis-St. Paul metropolitan area along the I-94 corridor in Wright County. Monticello's population is estimated at 14,455 and the city encompasses an area of 8.94 square miles.

The city is categorized as a 501(a) entity by IRS Code and operates under the "Optional Plan A" form of government as defined in Minnesota Statutes. Under this plan, the government of the city is directed by a city council composed of an elected mayor and four elected city council members. The city council exercises legislative authority and determines all matters of policy. The city council appoints personnel responsible for the proper administration of all affairs relating to the city. Council members serve four-year terms, with two members elected every two years. The mayor is elected for a two-year term. The mayor and members of the city council are elected at large

### IV. TIME REQUIREMENTS

#### A. Anticipated Proposal Calendar

The following is a list of key dates regarding the selection process:

1. Request for Proposals Released .....*August 23, 2022*
2. Proposals Due.....*September 19, 2022*
3. Vendor Selected .....*September 21, 2022*
4. Contract Approved by City Council .....*September 26, 2022*

#### B. Notification

It is anticipated that the staff recommended firm will be notified on September 21, 2022.

#### C. Schedule for Completion of Work

Completion of the work as detailed within the scope and all deliverables are expected by November 30, 2022.

### V. PROPOSAL REQUIREMENTS

#### A. General Requirements

##### 1. Inquiries



Inquiries concerning the request for proposals and the subject of the request for proposals must be addressed to:

Hayden Stensgard  
Community & Economic Development Coordinator  
(763)-271-3206  
Hayden.stensgard@ci.monticello.mn.us

All responses, questions, and correspondence should be directed to Hayden Stensgard. In the interest of fairness to all respondents, do not contact other staff or elected or appointed officials.

## **2. Submission of Proposals**

The following material is required to be received by September 19, 2022, at 4:00 p.m. for a proposing firm to be considered.

- a) Transmittal Letter/Summary of Project Understanding  
A signed letter of transmittal briefly stating the proposer's understanding of the work to be done, the commitment to perform the work within the time period, a statement why the firm believes itself to be the best qualified to perform the engagement.
- b) Detailed Proposal  
The detailed proposal should follow the specifications set forth in this request for proposals. The selected consultant will understand and convey their ideas for signage which is reflective of Monticello as a community, as well as considers the location and context in which signs will be located.
- c) Detailed Project Timeline with Meeting and Deliverable Dates
- d) Comparable Project References & Examples  
Provide links to or samples of three (3) reference projects. Provide summary information on the consultant's experience with the three comparable projects including specific descriptions of proposed team members' roles on the referenced projects. Provide a contact name and information for each comparable project.

### **B. Detailed Proposal**

#### **1. General Requirements**

The purpose of the proposal is to demonstrate the qualifications, competence and capacity of the firms seeking to undertake platting services of the City in conformity with the requirements of this request for proposals. As such, the substance of proposals will carry more weight than their form or manner of presentation. The proposal should demonstrate the qualifications of the firm and of the staff to be

assigned to the engagement. It should also specify a work approach that will meet the request for proposals requirement.

The proposal should address all the points outlined in the request for proposal. The proposal should be prepared simply and economically, providing a straightforward, concise description of the proposer's capabilities to satisfy the requirements of the request for proposal. While additional data may be presented, the following subjects must be included. They represent the criteria upon which the proposal will be evaluated.

## **VI. EVALUATION PROCEDURES**

### **A. Review Committee**

A selection committee including City staff will recommend the most qualified team to the City Council.

### **B. Evaluation Criteria**

The following represent the principal selection criteria that will be considered during the evaluation process:

#### **1. Mandatory Deliverable Elements**

#### **2. Price Consideration**

Fees should be broken down by item and rate and should equal the total all-inclusive maximum price proposed. A description of the proposer's billing process should be included. Cost will not be the only factor the review committee will use to evaluate proposing firms.

### **C. Final Selection**

It is anticipated that the Council will approve the recommended firm on September 21, 2022.

### **D. Right to Reject Proposals**

Submission of a proposal indicates acceptance by the firm of the conditions contained in this request for proposal unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the City and the firm selected. The City reserves the right to reject any and all proposals, waive all technicalities and accept any proposal deemed to be in the city's best interest.

## **APPENDIX A: INSURANCE REQUIREMENTS**

Insurance shall be in such form as will protect the Contractor from all claims and liabilities for damages for bodily injury, including accidental death, and for property damage, which may arise from operations under this contract, whether such operations by himself or anyone directly or indirectly employed by Contractor.

### **Amount of Insurance**

- A) Comprehensive General Liability: Bodily Injury or Property Damage - \$1,000,000 each occurrence and general aggregate
- B) Automobile and Truck Liability: Bodily Injury or Property Damage - \$1,000,000 each occurrence and general aggregate

\*Comprehensive General Liability coverage and Automobile and Truck Liability coverage may be met with a combination of coverage including excess and umbrella liability coverage.

### **Type of Insurance for Contractor**

- A) Workers Comprehensive Insurance: Coverage for all people employed by the Contractor to perform work under this contract. This insurance shall be in the amount of \$500,000 for each accident, illness or disease or such other amount that may be required by the most current laws of the State of Minnesota, whichever is greater.
- B) Comprehensive General Liability Insurance: Covering bodily injuries and property damage and also including coverage for:
  - 1) Injury to or destruction of wires, pipes, conduits, and similar property located below the surface of the ground, whether public or private.
  - 2) Collapse of or structural injury to any building or structure except those on which work under this Contract is being performed.
  - 3) Contractual liabilities related to bodily injury and property damage.
- C) Automobile and Truck Liability Insurance: Covering bodily injury and property damage relating to operation of all motor vehicles and equipment, whether or not owned by the Contractor, being operated in conjunction with work under this contract.
- D) Product and Completed Operations Insurance: Coverage to be included in the amounts specified above for Comprehensive General Liability.

### **Evidence of Insurance**

The City of Monticello shall be listed as an Additional Insured on the certificates of insurance. The Contractor shall submit Certificates of Insurance to the Owner at the time of execution of the Service Contract.

Written notice shall be given to the City of Monticello at least thirty (30) days prior to cancellation or non-renewal of such insurance coverage.

As evidence of insurance coverage, the Owner may, in lieu of actual policies, accept official written statements from the insurance company certifying that all the insurance policies specified are in force for the specified period of the contract.

**APPENDIX B: STYLE REFERENCES**





# Color Usage City of Monticello



Swan gradient: White, Aqua, Dk. Blue



Fonts:

Monticello: PERPETUA REGULAR (106.25) horizontal scale: 80%  
 leading: -50 (-85 between M and o; 0 between t and i)

CITY OF: OPTIMA REGULAR (21) horizontal scale: 100%; leading: 200



Dark Blue

CMYK: c100 m76 y31 k16  
 RGB: r 12 g71 b14  
 HEX #0c4772



Green Wave gradient

CMYK: c87 m42 y42 k11  
 c62 m0 y100 k0  
 RGB: r 21 g113 b127  
 r 108 g190 b69  
 HEX #15717f  
 #6cbe45



AQUA

CMYK: c73 m19 y34 k.0  
 RGB: r 63 g159 b167  
 HEX #3f9fa7

## COLOR PALETTE

A consistent color scheme ensures that a cohesive image is represented across all City of Monticello communications. They are appropriate for use when developing any collateral, printed materials, advertising, Web sites or multimedia campaigns for the City of Monticello. Graphic designers and printers understand the codes associated with these colors. (PMS codes are registered trademarks of Pantone, Inc.)