

REQUEST FOR PROPOSAL
CITY OF DULUTH, MN
Development of Interpretive Signage for Hartley Park
March 23, 2016

PROJECT OVERVIEW

The City of Duluth's Parks and Recreation ("Parks") Division is seeking proposals for professional services to complete a comprehensive Interpretive Signage Plan ("Plan") for Hartley Park. This includes: 1) an inventory and analysis of identified features within the park; 2) historical information investigation; and, 3) written and graphic content for interpretive signage stations.

The Parks Division with its main partner, Hartley Nature Center, undertook a lengthy and intensive public process to develop the Hartley Park Mini-Master Plan. The Mini Master Plan identifies specific areas for park improvements and enhancements that will provide an enjoyable experience for all users including the interpretation of historical, cultural and environmental features of the park itself, as well as current Nature Center programs and activities.

Hartley is a much-loved neighborhood park that has regional significance. The 640-acre park features:

- Trails including the Superior Hiking Trail, a regionally significant trail that extends from just south of Duluth to the Canadian border; purpose built mountain bike/multiple use trails, including the Duluth Traverse, a trail that traverses across Duluth; groomed Nordic ski trails; and natural surface and accessible walking trails.
- Historic structures including Soap Box Derby Trail, Old Hartley Road, the farm's root cellar, and several rock quarry sites.
- Historically significant local stories including the history of the Hartley family and farm and the creation of the Hartley Nature Center.
- Geographically and environmentally significant park features including Hartley Nature Center, the Hartley pond, old stand pine plantations, park teaching sites and native and non-native plant species.

GENERAL PROJECT SCOPE

The project scope includes facility inventory and assessment, probable construction cost estimates, historical information research, signage recommendations, content development and implementation strategies to produce location specific interpretive signage. Signage installation shall follow the City of Duluth Parks Signage Standard. This signage standard is under development and will be made available to selected consultant when it has been completed.

Completion of the Plan will include the following deliverables:

- Site inventory and analysis of historical, cultural and environmental features to be interpreted
- Recommendation for interpretive signage locations within Hartley Park
- Professional, accurate printer-ready written content and graphics
- Budget estimate and narrative
- Biddable construction document plans and specifications

The City of Duluth intends to hire a consultant who will work with various city staff and the partners identified below to understand City and partnering organization's needs:

- Hartley Nature Center
- The Superior Hiking Trail Association
- Cyclists of Gitchee Gumees Shores
- Duluth Cross Country Ski Club
- Parks and Recreation Commission
- Others TBD - Birding organizations, Zenith City (or local historians), neighbors, First Nation groups, Duluth Invaders, 1854 Authority, climbing groups, etc.

Available Resources

The Hartley Park Mini Master plan can be seen here: <http://www.duluthmn.gov/parks/parks-planning/hartley-park-mini-master-plan/>. Additional historical information can be found on Hartley Nature's website at <http://www.hartleynature.org/>.

PROPOSAL REQUIREMENTS

Submittal of the Request for Proposals should include the following criteria and be structured accordingly:

1. Cover Letter
2. Firm Information
 - a. Name of Firm/Discipline
 - b. Contact Information
 - c. Staff Size
3. Three references we may contact with whom similar work has been completed within the last three years. References must be for projects where the proposed facilities and/or changes have been implemented.
4. Provide an overview and description of the firm's total qualifications including any special or unique services it may provide.
5. Specific name and qualifications of the lead member of the project team who will be the primary contact and have full responsibility for the project. Also, complete qualifications must be submitted for other members of the project team.
6. List whether or not this is a joint venture or if your agency is the prime consultant for the entire project. List any sub-contractors/consultants who will be working with your firm on this project and their area(s) of responsibility.
7. Describe your approach to the project and the scope of services included; touching on each specific element you would provide to achieve the desired plan.
8. Detail meetings with City Staff and stakeholder interviews.

9. Proposed schedule for the project.

FEES

The cost submittal must be in a sealed envelope, separate from the technical proposal.

Cost should be stated as a total, not to exceed fee for completion of the entire project, including any sub-consultant costs, travel and other reimbursable expenses. The proposal should also include a schedule for hourly billing rates for each employee who may be involved in services. Include rates for miscellaneous charges such as copies and mileage. Provide line item level detail, including the number of hours dedicated to each area defined within the scope of services. This will allow Parks and Recreation staff to selectively choose what services will be performed, additional or otherwise.

Cost will only be a factor after the selection process is completed. Failure to submit fee information may result in the rejection of your proposal.

SELECTION

The proposals will be reviewed by an evaluation team composed of City Staff and rated using a 100-point scale. The factors and weighting on which proposals will be judged are:

- Work Plan 25%
- Qualifications/experience of the personnel and company working on the project 20%
- Understanding of the project scope 15%
- Completeness of the proposal 10%
- History (completeness & timeliness) of past work with the City of Duluth 10%
- Project costs/fees 20%

Each proposal will be evaluated based on qualifications.

PROJECT COMPLETION DATES

March 23, 2016	Request for Proposals posted
March 31, 2016	Pre-bid Meeting for Consultant’s Questions
April 6, 2016	Proposals Due (Close of Business, 4:00 PM)
April 7, 2016	Selection Complete
April 8, 2016	Notice to Proceed
April 2016	Stakeholder Input collected
August 31, 2016	Final Product Submitted

Submittal Requirements

Send one paper copy and a CD with an electronic version of the proposal (pdf preferred) no later than 4 pm on Friday, April 6, 2016 where they will be time stamped in and acknowledged as received as compliant to proposal requirements. Send to:

City of Duluth
411 W First St
City Hall, Purchasing Room 100
Duluth, MN 55802

RFP inquiries can be directed to Judy Gibbs, Trail and Bikeway Coordinator, Parks and Recreation at 218-730-4308 or jgibbs@DuluthMN.gov with a copy to the purchasing office at purchasing@duluthmn.gov .

LIMITATIONS

This Request for Proposal does not commit the City of Duluth to award a contract and pay costs incurred in the preparation of the proposal of this request, or to procure a contract for services or supplies.

The City of Duluth specifically reserves the right to accept or reject any or all proposals, to negotiate with any qualified sources, to cancel in part or its entirety this Request for Proposal, to waive any proposal requirements, to investigate the qualifications of any proposal, to obtain new proposals, or proceed to have the service provided in any way as necessary to serve the best interests of the City of Duluth.

All materials submitted in response to this RFP will become property of the City and will become public record after the evaluation process is completed and an award decision made.