



CASPER AREA

METROPOLITAN PLANNING ORGANIZATION

Bar Nunn | Casper | Evansville | Mills | Natrona County | WYDOT

Request for Proposals (RFP)
For Consultant to Prepare a
Casper Area Wayfinding Master Plan

For the:
Casper Area Metropolitan Planning Organization

Project ID: MPO 19-02

The Casper Area Metropolitan Planning Organization (MPO) will receive proposals at Casper City Hall, 200 North David Street #203, Casper, Wyoming 82601, until 4:00 pm MST, Friday, June 7th, 2019. Proposals should be addressed to:

Contact: Pam Jones
Address: Casper Area MPO
Community Development Department, #203
200 N David Street
Casper, WY 82601
Phone: 307-235-8255
Fax: 307-235-8362
E-mail: pjones@casperwy.gov

Request for Proposals
Casper Area Wayfinding Master Plan
For
Casper Area Metropolitan Planning Organization
Casper, Wyoming 82601

The Casper Area Metropolitan Planning Organization (MPO) of Casper, Wyoming will accept proposals until **4:00 p.m., MST, June 7, 2019**, from consulting firms that specialize in transportation wayfinding planning and design.

The Request for Proposal, including a more in-depth Scope of Service definition, is available by request from Pam Jones at the Casper Area MPO, City of Casper, 200 North David Street Room 203, Casper, Wyoming 82601, (307) 235-8255, pjones@casperwy.gov.

Proposals received after the deadline of June 7, 2019 will not be considered. Please direct any questions regarding any part of the Request for Proposals to Pam Jones at pjones@casperwy.gov . Firms qualifying as a Disadvantaged Business Enterprise are encouraged to submit a proposal.

This is a qualifications based selection process; cost proposal is to be submitted under separate cover. If cost is included in the project proposal, it will not receive consideration.

Publish Date: May 3, 2019

PURPOSE

The Casper Area MPO is seeking proposals from consulting groups specializing in transportation planning, design, and wayfinding to develop a Casper Area Wayfinding Plan for Casper Area communities, corridors, and destinations. The motivation for this plan is the desire of the Casper Area to: 1.) Provide attractive and innovative wayfinding signage that meets the needs of residents and visitors of the Casper Area; 2.) Establish a high quality transportation-related brand identity that is cohesive but also reflective of the individual municipalities in the Casper Area; 3.) Promote and enhance key gateways and entrances into the individual municipalities in the Casper Area.

This plan will serve as a management, design, and construction guide for placement of transportation and recreation related signs and wayfinding assets.

The Casper Area MPO anticipates the process to start in July of 2019.

COMMUNITY AND DEVELOPMENT BACKGROUND

The City of Casper, County seat for Natrona County, and the Casper Urban Area is located in east central Wyoming. As the largest urban area in the central part of the State, it serves as the principle retail, service, medical, transportation, and wholesale center for Wyoming. Additionally, the area's production history and central location has made it the regional support center for Wyoming's energy industries (coal, gas, oil, and wind farms). The area's close association with the energy industries has made it economically susceptible to the boom and bust cycles of the industry. Generally, the area has been experiencing a growing economy over the last decade in spite of the Great Recession in 2009. However, with the recent decline in energy prices, Wyoming has experienced increasing unemployment rates and falling median income, resulting in the contraction of many local economies.

The local economy is undergoing greater diversity, and investment continue to grow. As population and business growth continues, the need to improve quality of life assets and transportation facilities to accommodate this growth and attract new people and businesses is essential. Wayfinding is key in developing a community that is attractive to visitors and businesses, and most importantly, provides for all existing residents and users in our community.

PLANNING AND POLICY BACKGROUND

Interstate 25 Entryway Beautification Design Master Plan, 2015

The primary objective for this project is to provide a policy document for shaping the corridor into a visually appealing and cohesive gateway into the community. Adoption of this document by the government entities provides assurance that whenever opportunities exist to adhere to a cohesive set of standards, the corridor will begin to take shape with a consistent brand. This document also outlines the standards, implementation considerations and maintenance strategies that are common to landscapes.

These design guidelines for improvements within the rights-of-way for Interstate 25 provide project designers with the tools to apply the design standards to new construction or renovation projects. The design elements are dynamic, and project designers will need to consider changing land uses, public preferences or technological innovations.

Casper Area Long Range Transportation Plan, 2014

Connecting Casper 2040 is a comprehensive planning document for moving people and goods safely and efficiently within the region through the horizon year of 2040. The 2040 Long Range Transportation Plan (LRTP) is an update to the 2030 LRTP, published in 2007. The LRTP addresses the region's future transportation system for all modes of transportation including: roadways, freight, active transportation (bicycles and pedestrians), transit, and aviation.

Casper Area Trails, Path, and Bikeway Plan, 2014

The Casper Area Trails, Path and Bikeway Plan is a regional vision for a comprehensive and connected bicycle and pedestrian network that is safe, comfortable, and convenient for people of all ages and abilities.

SCOPE OF SERVICES

A final scope of work will be developed by the Casper Area MPO, project steering committee, and the selected consultant ("The Consultant"). The items outlined below are the minimum expectations for proposals:

- Incorporate and consider key municipalities, community assets, and destinations into the geographic scope of the Master Plan:
 - Casper, Mills, Evansville, Bar Nunn, Natrona County
 - Casper Mountain & Rotary Park
 - Casper-Natrona County International Airport
 - Edness Kimball Wilkins State Park
 - West Belt Loop
 - BLM Rim Rock Recreation Area
 - Destinations outside of MPO Boundaries that will be considered:
 - Alcova Dam & Reservoir
 - Pathfinder Dam
 - Fremont Canyon
 - Devil's Gate
 - Independence Rock
 - Hell's Half Acre
- Identify, inventory, and analyze existing signage and locations.
 - Develop plan to modify or remove existing signage.
- Incorporate Public Participation Into Design Process
 - At least three Steering Committee Meetings
 - At least two Public Outreach events

- One combined meeting with City Council, Town Councils, and County Commissioners
- Involve a wide range of community partners, including but not limited to:
 - Casper area City, Towns, and County
 - WYDOT
 - Casper Historic Preservation Commission
 - Natrona County Historic Preservation Commission
 - Casper Area Convention & Visitors Bureau
 - Old Yellowstone District Committee of Casper
 - Downtown Development Authority of Casper
 - Platte River Trails Trust
 - County Health Department
 - City of Casper Mayor’s Council on Disabilities
- Provide a Framework for Sign and Wayfinding Types for a wide range of users and environments
 - Types, but not limited to:
 - Directional
 - Interpretive
 - Creative
 - Temporary and Permanent
 - Health and Quality of Life related
 - Users, but not limited to:
 - Trail users
 - Automobiles
 - Pedestrians
 - Bicyclists
 - Users with visual or physical impairments
 - Environments, but not limited to:
 - Urban/Downtown
 - Highway/Interstate
 - Rural
 - Trails
 - River
- Technical Requirements
 - Graphic Design
 - Comprehensive graphic typologies to fit a wide range of users, environments, and communities while remaining cohesive.
 - Materials and Industrial Design
 - Provide final technical specifications to scale
 - Reflective material, paint recommendations
 - Weather conscious
 - Ability to modify or update
 - Construction and Installation Specifications and Guides
 - Provide map guides for public and staff consumption
 - Sign Information, but not limited to
 - Directional

- Mileage
- Quality of Life info
- Points of Interest
- Interpretive
- Season and Temporary
- Develop Implementation and Capital Plan
 - Proposed new sites for cohesive and comprehensive community signage
 - Identify funding sources
 - Propose phasing plan for implementation
 - Develop a fiscally constrained capital plan
 - Develop rollout plan to present new signs to the public

A desired completion date is set for March 2020. The Casper Area MPO is looking to the Consultant for direction to determine if this completion date is feasible.

SUBMITTAL SUMMARY & RECOMMENDED FORMAT

RFP responses shall be limited to thirty (30) pages, provided in seven (7) hard copies and one (1) thumb drive. Addendums will not count towards the thirty-page maximum. Responses shall include the following items, along with additional materials demonstrating the Consultant Team’s expertise and capability:

1. A detailed written description of the Consultant Team’s approach to the project, including the public engagement process, and frameworking and design process.
2. The expertise of the team assembled by the Consultant and a listing of the key personnel that will carry out the work.
3. A summary of related projects (in progress or completed) undertaken by the Consultant and/or Team members including: reference name; current status of plan; public involvement in plan formulation; technical recommendations; client type; and size/scale of geographic area.
4. A digital copy of at least one related study from the summary above that was created by the Consultant and adopted, with supporting materials indicating implementation status of the plan.
5. Sealed Price Envelope – Provide a complete line item budget for all phases of the work listed under Scope of Services, with breakdown of each phase, as necessary to complete the Project as specified in the RFP, its attachments, and other documents referenced in a separate sealed envelope.
6. A timeline associated with each potential phase and task including proposed meetings and presentations and the overall process.

EVALUATION OF SUBMITTALS

The Casper Area MPO is seeking a consulting team that will successfully strike a balance between technical expertise, design ability, and a capacity to balance a variety of stakeholder positions. Proposals will be scored with the following review criteria:

Minimum qualifications as defined by Casper Area MPO procurement policies include ethical reputation, levels of experience and education to perform required services, and licensure.

Review Criteria	Description	Weight	Score (0-10)	Total (40 max)
Established Expertise & qualifications	Demonstrated skills, knowledge, and expertise in the subject of transportation planning, wayfinding, industrial and graphic design.	20%		
Previous Experience on Similar Projects	Success on previous projects in the way of project quality, budget, schedule, and cost control. Considered are references from past projects.	35%		
Project Understanding	Knowledge of project background, needs, goals, limitations, and special considerations. This category includes proposed approach to completing project work.	35%		
Ability to meet project schedule	Demonstrated time and resources to stay on schedule and meet desired project completion date.	10%		

The Casper Area MPO will evaluate all submittals to determine which Consultants have the experience and qualifications that are the best fit for this project. The Casper Area MPO may request personal interviews with Consultants and/or additional information which may include, but is not limited to, the following: detailed methodology description; work program details; project management methods; communication methods with the Casper Area MPO and the public (i.e. project progress, reviews, public meeting opportunities, etc.); identification of key personnel and project roles; hourly rates for personnel; and data expected to be provided by the Casper Area MPO.

The Casper Area MPO reserves the right to reject any and all proposals and to enter into a contract with any Consultant based solely upon the initial proposal.

TENTATIVE SELECTION AND PROJECT SCHEDULE

May 3, 2019	RFP released
May 17, 2019	Written Question Deadline
June 7, 2019	Proposals Due
June 10, 2019	Proposal Compliance Review by staff
June 14, 2019	Proposal Review/Selection by subcommittee
June 17, 2019	Notice of Award
June 2019	Contract Negotiation
July 9, 2019	Contract Authorization
July 15, 2019	Project Kickoff

All written questions shall be submitted to Pam Jones at pjones@casperwy.gov by 4 pm MST, Friday, May 17, 2019. The answers to these questions will then be posted to the City of Casper website: (http://casperwy.gov/business/rfps_public_notices/) by 5 pm MST on Tuesday, May 21, 2019.

MISCELLANEOUS

Conflicts of Interest:

A qualification statement shall specifically address any possible conflicts of interest and the Consultant's position or response as to whether or not such other work or relationship may be deemed a conflict of interest with this study.

Special Qualifications:

The qualification statement shall identify any specific credentials which might make the Consultant uniquely skilled to provide the requested services. These may include similar work experience related to another community of similar size or a project of similar design.

Special Qualifications:

The qualification statement shall identify any specific credentials which might make the Consultant uniquely skilled to provide the requested services. These may include similar work experience related to another community of similar size or a project of similar design.

Subcontractors:

The Consultant shall be responsible to retain and pay for the services of any subcontractor necessary to complete the work. The Project Team and the Consultant must mutually agree to the use of any subcontractor which the Consultant desires to retain.

Ownership:

The Casper Area MPO will retain full ownership of any and all data and materials derived from this project. The Casper Area MPO will also retain full control of the distribution, use and sale of these data. The Consultant is prohibited from using or redistributing these data without prior approval of the Casper Area MPO.

Response Material Ownership:

The material submitted in response to the RFP becomes the property of the Casper Area MPO and will only be returned to the Consultant at the Casper Area MPO's option. Responses may be reviewed by any person after a contract is entered into with the successful Consultant. The Casper Area MPO has the right to use any or all ideas presented in reply to this request. Disqualification of a Consultant does not eliminate this right.

Acceptance Proposal Content:

The contents of the proposal of the successful Consultant may become a contractual obligation if the Casper Area MPO wishes to execute a contract based on the submitted proposal. Failure of the successful Consultant to accept these obligations in a contract may result in cancellation of the award and such Consultant may be removed from future solicitations.

Contract Type:

Rates shall reflect cost plus fixed-fee. This would include Base Wage plus Overhead plus Negotiated Profit. Billing rates established in the agreement shall be used for all billings and a maximum amount payable will be established in the agreement. You are encouraged to consult WYDOT's Instructions for Providing Professional Consulting Services.

Reference Checks:

The Casper Area MPO reserves the right to contact any reference or any client listed in the documents for information which may be helpful in evaluating the Consultant's performance on previous assignments. Consultant shall include a list of organizations (local and otherwise) for this purpose.

Personnel Changes:

The Casper Area MPO reserves the right to re-negotiate or terminate the contract if there is a significant (50%) change in the Consultant's key personnel or with any change with the Consultant's Project Manager. In addition, the City may remove any key personnel from the Consultant's team if that person is deemed unsuitable or a hindrance to the cooperative completion of the project.