



REQUEST FOR PROPOSALS (RFP)
CONSULTING SERVICES
(29 Del.C. §6982 (b))

Agreement No. 1714

LOGO SIGN PROGRAM

PROJECT DESCRIPTION

The Delaware Department of Transportation is seeking a responsible vendor to perform all necessary tasks in the recruiting, screening, and qualifications of businesses for the Logo Sign Program (“also referred to as the “Logo Program”). Services will also include fabrication, installation and maintenance of signs; general management of the Logo Program under the rules and guidelines as issued by the Department. All signs must meet the requirements outlined in most current Delaware Manual on Uniform Traffic Control Devices (DEMUTCD) issued by the Department. All costs for these activities shall be the responsibility of the vendor and at no cost to the Department. Upon award, the contract will be for a five (5) year term.

The selected vendor must have a minimum of one (1) year of administrative experience related to the Logo Program that shall include the ability to maintain accurate and complete documentation relating to work performed. The selected vendor must have experience in marketing of businesses for inclusion in the Logo Sign Program or related programs.

The Logo Program is contained to limited access highways only in the State of Delaware. The current eligible roadways for this program include: I-95, I-295, I-495, SR141, SR1, and US 301 in New Castle and Kent Counties. All sign locations must be pre-approved by the Department.

VENDOR SERVICES REQUIRED

Services include but are not limited to the following:

- All administration, marketing, construction, and maintenance activities shall be performed in accordance with the applicable laws, DelDOT regulations, policy, and current construction specifications applicable to signing and work associated with sign installation, special provisions, sign standards, MUTCD, DelDOT Work Zone Safety requirements and this document.
- The Vendor shall maintain an office and/or toll free phone line for Delaware-based businesses. The office serving the Delaware program shall be sufficiently staffed and equipped to maintain all phases of the program for the life of the agreement. At a minimum this office shall be staffed eight hours per day, Monday through Friday. The office may be closed on official state holidays. The Vendor must also provide a 24-hour emergency contact, location, and phone number to the Department.
- The Vendor shall conduct routine and emergency sign maintenance on all logo signs. Repairs shall be completed within 48 hours of receipt of report of need. All associated costs are the responsibility of the Vendor.
- The Vendor must have the sign marketing effort completed within three months of award and the sign installation process underway within six months of award.

PARTICIPATION FEES & COMPENSATION

- The annual fee that the Vendor charges to businesses for participation in the program shall constitute the sole compensation for the Vendor from the participating businesses for services performed and materials used in displaying the logo panels of those businesses.
- There shall be no additional compensation to the Vendor from the prospective businesses for installing, maintaining, relocating or removing logo panels.
- Each business participating in the program is required to furnish, at its own expense, logo panels from a source of their choosing. The Vendor may, at its option, provide such services and charge appropriate fees to the businesses for its services.
- An annual fee for participation in the program shall be established by the Vendor, and the fee amount accepted by the Department and the Delaware Tourism Office. This fee shall remain throughout the term of the agreement. This fee must be determined and approved prior to execution of the agreement between the Vendor and the Department.
- The annual fee amount awarded shall be based on the display of one logo panel on a background sign on the mainline roadway in one direction of travel. There shall be no additional fees charged for the display of a business logo ramp and trailblazer signs associated with the mainline logo display.

The annual fee amount or multiples thereof shall be the total cost of participation in the program to each business, and should be calculated to include all costs for providing logo signing services and may include the Department's costs* for program administration.

*The Department will not be imposing any annual fees or other administrative costs at this time. If the Department should choose to do so in the future, an appropriate opportunity will be provided for the consultant to modify their charges to their clients accordingly

ADMINISTRATIVE GUIDLEINES

- The minimum state criteria for participation in the Logo Program shown in "Attachment A" have been established by the Department and the Delaware Tourism Office. The minimums may not be changed except by resolution of the two state Departments.
- All businesses shall be in full compliance with the minimum state criteria for their type of business prior to acceptance into the program and shall remain in full compliance with the criteria, rules and regulations of the program at all times while they are participants. If a business is not in full compliance with the criteria at the time they are interviewed as a potential participant but indicates a willingness to make appropriate changes to their operation in order to qualify, the space available on the background sign shall be held in reserve for a period not to exceed 30 days while the business accomplishes such changes.

- A business may terminate its participation in the program at any time. The Vendor shall not be obligated to refund any fees paid, or portions thereof, because of voluntary termination of participation by the business, for any reason, prior to the end of a full year of participation.

As part of the agreement between the Vendor and participating businesses, there shall be statements included, but not limited to:

- That the business complies with all applicable laws concerning the provision of public accommodation without regard to race, religion, color, sex, national origin, or accessibility by persons with disabilities.
- That the business complies with the rules, regulations, and eligibility criteria of the program.
- Provisions to allow the Vendors or the Department or the Delaware Tourism Office personnel to review and inspect the business for compliance with the rules, regulations, and eligibility criteria.

The Vendor shall submit semi-annual reports to the Department and the Tourism Office by the end of the months May and October. The fourth quarter report shall include information for the six month period and a summary of activities reported during the year.

SUBMISSION REQUIREMENTS

1. **Proposals** must be received by: **3:00 P.M. Local Time, Wednesday, June 25, 2014.**

Facsimile responses to this Request for Proposal are not acceptable. No response hand-delivered or otherwise will be accepted after the above date and time. Proposals arriving after the deadline will be rejected regardless of the reason for late arrival. DelDOT's time is considered the official time for determining the cut-off for accepting proposals. Firms wishing to be considered for work on this project must submit responses as set forth herein. Any variation, including additions, is considered a basis for rejection. Proposals are to be mailed or delivered to:

Wendy B. Henry, Consultant Control Coordinator
Contract Administration
Delaware Department of Transportation
800 Bay Road, Dover, DE 19901

2. **Specific Type Firm Solicited:**
There is no pre-registration requirement in order to submit an proposal submissions on this project. The selected firm(s) may be required to register upon selection.
3. **The Vendor shall submit one (1) original and three (3) copies** of a proposal. Receipt of insufficient copies and non-compliance with providing the requested information in the desired format may result in elimination from the overall shortlist and selection process.
4. **In order to comply with the State of Delaware's Freedom of Information Act**, firms responding to this Request for Proposals **shall prepare and submit** one (1) electronic copy (e.g. CD, flash drive) of their Proposal with any proprietary or confidential information redacted. This copy should be clearly marked as "Redacted Copy" and submitted along with the other copies. **This electronic copy is required even if the submission contains no proprietary or confidential information.** Firms should review Delaware's Freedom of Information

Regulations, section 6, Requests for Confidentiality, on the DelDOT Website www.deldot.gov and Section 10002(1) “Public record” of the Delaware Code, <http://delcode.delaware.gov/title29/c100/index.shtml> to determine what information may be considered proprietary or confidential and may be redacted from their Proposal.

5. **Joint venture** submissions will not be considered.
6. **DelDOT reserves the right to reject** any and all Proposal submissions. All submissions become property of the Delaware Department of Transportation. DelDOT reserves the right to any and all ideas included in this response without incurring any obligations to the responding firms or committing to procurement of the proposed services.

RATING CRITERIA

Major factors/criteria for selection are as follows:

CATEGORY	Weight Assigned
Your firm’s approach to soliciting the business	25%
Your firm’s prior experience in the logo sign area	40%
Three professional references	10%
Completeness of submission to include clarity, readability & presentation of material	25%

NOTE: Selection Committee membership appointments are confidential.

CONTACTS

Responses to questions concerning the RFP, submissions, and procedures may be obtained by submitting you questions to the DOT Professional Services mailbox at DOT.Profservices@state.de.us or via telephone at (302)760-2531. In order to ensure a timely response, questions must be submitted at least two (2) business days before the Proposal due date.

QUESTIONS

The Department’s response to questions will be posted on the State of Delaware Bid Solicitation Directory Website: <http://www.bids.delaware.gov/>.

OVERVIEW OF SELECTION PROCESS

In accordance with the Department’s procurement procedure 3.3.2.4, the Selection committee shall base its selection on the above listed Criteria utilizing only the submitted Proposal. The Department retains the right to contact submitting firms to clarify proposal information if needed. The Department’s Professional Services Procurement Manual may be viewed [here](#).

PROPOSAL SUBMISSIONS REQUIREMENTS

The letter portion of the proposal shall indicate the firms desire to perform services and indicate the

specific tasks or areas of expertise, which will be subcontracted, and to whom. Interested firms must submit the material required herein or they will not be considered for the project.

1. Please submit the firm's mailing address, phone number, and an e-mail address for the firm's point of contact person on page 1 of the Letter of Interest. Future contacts by DeIDOT will be done via e-mail, whenever possible.
2. The Proposals should be tabbed and collated in the following order:

A. Table of Contents

Table of Contents (1 per set) - Limited to One (1) page on 1 sheet of paper

B. Letter of Interest

Letter of Interest (1 per set) - Limited to four (4) pages on two (2) sheets of paper

Indicate the following:

- (1) An understanding of the anticipated assignments, services required, and approach to providing the services required
- (2) Identify who the proposed project manager will be and what office location they will be working from
- (3) The location, size, and description of the firm
- (4) Availability of personnel for immediate placement
- (5) Subcontractor usage if anticipated. Indicate the percentage of work estimated to be performed by the vendor vs. subcontractor(s). Also, indicate if the prime vendor has previously worked with the proposed subcontractor and give a brief example of the previous relationship(s).

C. Company Information

Submit the following packet of information titled "Company Information" to include:

- (a) Name of entity and address.
- (b) Address of office where work will be performed.
- (c) Resumes for a maximum of 6 key persons (6-single sided sheets of paper for resumes – 1 resume on each sheet). Indicate if the individual is a full-time member of your firm, part-time, on-call, etc. Indicate where key personnel are currently assigned & the length of the assignment. Clearly identify who will be the Project Manager.
- (d) List 5 projects that your firm has participated in within the last 3 years that are similar to the requirements in the Project Description portion of this Request for Proposals. Include project name & location, nature of responsibility, contracting agency & address on one-single sided sheet of paper maximum for each project.
- (e) Additional information you would like to submit is limited to 1-single sided sheet of paper.

D. References

Provide a list of References who have personal knowledge of the prime Vendor's and the sub-consultant's previous performance. Provide three (3) client references each for both the prime and the sub-consultant(s). The references must include **verified** addresses and telephone numbers, contact persons, and a brief description of services that have been provided similar to those described by Delaware DOT for this project.

- (1) References shall be shown on separate sheets (limited to one (1) single-sided

sheet; one sheet for the prime and one sheet for each sub proposed). These shall not be included in the four page Letter of Interest.

The Department is not liable for any cost incurred by the Vendor in the preparation or presentation of the firms proposal.

Any individual, business, organization, corporation, consortium, partnership, joint venture, or any other entity including subconsultants currently debarred or suspended is ineligible to participate as a candidate for this process. Any entity ineligible to conduct business in the State of Delaware for any reason is ineligible to respond to the RFP.

The Department of Transportation will affirmatively insure individuals and businesses will not be discriminated against on the grounds of race, creed, color, sex, or national origin in consideration for an award. Minority business enterprises will be afforded full opportunity to submit bids/proposals in response to this invitation.

Department of Transportation

State of Delaware

By: Shailen P. Bhatt

Secretary

Dover, DE

June 4, 2014

APPENDIX A

LOGO SIGN PROGRAM

MINIMUM REQUIRED SERVICES

GAS

1 mile distance

Fuel gas/diesel

Oil and water (and information
On tire/repair services)

Clean public restrooms

Public telephone

Open 14 hours per day/
7 days per week

FOOD

3 miles distance

Open 7 days per week/
12 hours per day

3 meals/ day

Public telephones

Seats 10 or more

Approved state health and business
Licenses and certificates on display

LODGING

3 miles distance

Open year round/Open
for check-in 7 days per
Week/24 hours per day

Approved state health
And business licenses
Certificates on display

ATTRACTIONS

5 miles distance

Open 5 days per week/
8 hours per day