



STATE OF DELAWARE
DEPARTMENT OF TRANSPORTATION
800 BAY ROAD
P.O. BOX 778
DOVER, DELAWARE 19903

NICOLE MAJESKI
SECRETARY

VIA BONFIRE POSTING

March 14, 2024

Agreement No. **2135**

Logo Sign Program

Ladies and Gentlemen:

Enclosed is **Addendum No. 2** for the referenced contract consisting of the following:

1. **Revised Bid Due Date** from March 21, 2024, to **April 4, 2024.**
2. **Added Buyout Provision** to Participation Fees & Compensation Section (Page 3)

Please note the revisions listed above and attached, and submit a proposal based on this information.

Sincerely,

~signature on file~

Kathy Owens
Consultant Control Coordinator
(302) 760-2031



Delaware Department of Transportation
**REQUEST FOR PROPOSALS
NON-PROFESSIONAL SERVICES**



RFP Number: **2135**

LOGO SIGN PROGRAM

Submission Due Date/Time: ~~Thursday, March 21, 2024~~ **Thursday April 4, 2024**
no later than 2:00 P.M. Local Time

Five (5) year term

Agreement Type: Project Specific

One agreement may be awarded from this solicitation

29 Del.C. §6924(a)

PROJECT INFORMATION

This Request for Proposal (RFP) issued by the Delaware Department of Transportation is for the purpose of acquiring Proposals from interested firms to provide management and operation of the Logo Sign Program (also referred to as the “Logo Program”) under the rules and guidelines as issued by the Department.

PROJECT DESCRIPTION

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 firm and at no cost to the Department.

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

Services include but are not limited to the following:

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- 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 Firm 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 Firm must also provide a 24-hour emergency contact, location, and phone number to the Department.
- The Firm 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 Firm.
- The Firm 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 (Addendum 2)

- The annual fee that the Firm charges to businesses for participation in the program shall constitute the sole compensation for the Firm 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 Firm 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 Firm 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 Firm, and the fee amount accepted by the Department. 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 Firm 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.

- If the Department selects a firm that is not the current contract holder, the firm will be required to purchase all logos signs that are less than 10 years old based upon the formula below.

$P = N \text{ times } C$ where

$P = \text{Total Buyout price}$

$C = \text{Actual cost of structures at time of installation, including background and supports}$

$N = \text{Percentage of unamortized structure cost remaining based on a straight line 10-year depreciation the structures.}$

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 firm to modify their charges to their clients accordingly.

ADMINISTRATIVE GUIDELINES

- The minimum State criteria for participation in the Logo Program shown in "Appendix B" have been established by the Department. The minimums may not be changed except by resolution of the Department.
- 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 Firm 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 Firm and participating businesses, there shall be statements included, but not limited to:

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- 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 Firms or the Department personnel to review and inspect the business for compliance with the rules, regulations, and eligibility criteria.

The Firm shall submit semi-annual reports to the Department 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.

QUESTIONS

Questions must be submitted before the due date identified in the Procurement Schedule for this RFP. All inquiries must be submitted in the Q/A section of the project listing in the [Bonfire Procurement Portal](#).

The Department’s response to questions will be posted, according to the procurement schedule, under the project listing in Bonfire and to the State of Delaware Bid Solicitation Directory Website: <http://www.bids.delaware.gov/>.

Direct contact with State of Delaware employees other than DelDOT’s Contract Administration staff regarding this RFP is expressly prohibited without prior consent. Firms directly contacting State of Delaware employees risk elimination of their proposal from further consideration. Exceptions exist only for organizations currently doing business in the State who require contact in the normal course of doing that business.

PROCUREMENT SCHEDULE (Addendum 2)

Action Item	Date	Time
Deadline for Questions to ensure response:	Ten (10) business days prior to the proposal due date	2:00 P.M. Local Time
Final Response to Questions posted by:	Five (5) business days prior to the proposal due date	2:00 P.M. Local Time
Proposals Due no later than:*	Thursday, March 21, 2024 Thursday April 4, 2024	2:00 P.M. Local Time

NOTE: Only asterisk (*) marked date changes will be communicated (via posted Addendums).

PROPOSAL REQUIREMENTS

Interested firms must submit the material required herein or they may not be considered for the project:

1. Proposals must be received before the Proposal Due Date and Time, as identified in the Procurement Schedule for this RFP. Responses submitted by hard copy, mail, facsimile, or e-mail will not be accepted. Responses received after the Proposal Due Date and Time will not be considered.
2. **Upload your submission at:** <https://deldot.bonfirehub.com/portal/>

Important Notes:

- Logging in and/or uploading the file(s) does not mean the response is submitted. Users must successfully upload all the file(s) and MUST click the submit button before the proposal due date and time.
- Users will receive an email confirmation receipt with a unique confirmation number once the submission has been finalized. This will confirm that the proposal has been submitted successfully.
- Each submitted item of Requested Information will only become visible to DelDOT after the proposal due date and time.
- If the file is mandatory, you will not be able to complete your submission until the requirement is met.
- Uploading large documents may take significant time depending on the size of the file(s) and your Internet connection speed. The maximum upload file size is 1000 MB.
- Minimum system requirements: Internet Explorer 11, Microsoft Edge, Google Chrome, or Mozilla Firefox. Java Script must be enabled.

Need Help? Please contact Bonfire directly at Support@GoBonfire.com for technical questions related to your submission. You can also visit their help forum at <https://bonfirehub.zendesk.com/hc>.

3. **The Prime Consultant must be Registered**, or submit application for registration, with DelDOT at or before the time of submission in order to be considered. For registration information, click [here](#).
4. **Submit one (1) Original and one (1) Redacted copy** of the Proposal. The original must be a .pdf file of the original signed proposal and should be clearly marked “Original” on the first page of the document. The redacted copy must be a .pdf file of the original signed proposal with any proprietary or confidential information redacted, and this copy should be clearly marked as “Redacted” on the first page of the document. The redacted copy is required even if the submission contains no proprietary or confidential information.

To determine what information may be considered proprietary or confidential and may be redacted from their Proposal, firms should review Delaware’s Freedom of Information Regulations [here](http://regulations.delaware.gov/AdminCode/title8/1400.shtml#TopOfPage); <http://regulations.delaware.gov/AdminCode/title8/1400.shtml#TopOfPage>. Under Delaware FOIA law, 29 Del. C. §10002(l)(2), “Trade secrets and commercial or financial information...which is of a privileged or confidential nature” are “records that shall not be deemed public” and are therefore exempt from disclosure under FOIA.

5. Required Documents: (Addendum 2)

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.

A. 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 DelDOT will be done via e-mail, whenever possible.

B. The Proposals should be tabbed and collated in the following order:

I. Table of Contents

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

II. Letter of Interest

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

Indicate the following:

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

III. Company Information

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

- Name of entity and address.
- Address of the office where work will be managed.
- 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.

- 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.
- Additional information you would like to submit is limited to 1-single sided sheet of paper.

6. **References** provide a list of References who have personal knowledge of the prime Firm’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.

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.

7. **Joint venture** submissions will not be considered.

8. DelDOT reserves the right to reject any and all submissions. Submissions become property of the Department and shall be retained electronically for a minimum period of three (3) years from the date of receipt. 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.

9. **Required Certification Forms.** All firms responding to the RFP must complete and return the submission forms located in ‘Appendix A’ of this document.

No promotional materials or brochures are to be included as part of the submission.

RATING CRITERIA

#	Criteria Description:	Weight
1	Your firm’s prior experience in the logo sign area	40 %
2	Your firm’s approach to soliciting the business	25 %
3	Completeness of submission to include clarity, readability & presentation of material	25 %
4	Three professional references	10 %
TOTAL :		100%

OVERVIEW OF SELECTION PROCESS –PROJECT SPECIFIC

- This is a project-specific agreement where the services as described in this RFP will be provided over the life of the project.
- This is a single-phase solicitation process with the availability for discussions with up to three (3) of the most highly qualified firms. Based upon the listed criteria and evaluation of each firm’s submitted proposal, the Selection Committee may decide if a small sample task and/or discussions will be held with the most highly qualified consultants. If discussions are held, they will serve to clarify the technical approach, qualifications, and capabilities provided in response to the RFP, after which the committee will determine the ranking of the candidate firms.
- Selection Committee members will individually score each firm’s submitted proposal which determines individual ranking. The Department’s ranking is the combined ranking of all Committee members. Firms, in order of ranking, will have the opportunity to negotiate an agreement with the Department. If the Department cannot reach agreement with the highest ranked firm(s), the Department terminates negotiations and begins negotiations with the next highest ranked firm, and so on until an agreement is reached. The Department notifies via email the awarded firm(s) of the opportunity to enter into an agreement with the Department. This notification also includes information on the next steps for the agreement process.
- Selection Committee membership appointments are confidential. The Department’s Professional Services Procurement Manual may be viewed [here](#).

MISCELLANEOUS

The Department is not liable for any cost incurred by the consultant in the preparation or presentation of the 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: Nicole Majeski
Secretary
Dover, DE

Appendix A - REQUIRED FORMS

The following completed forms are required to be returned with each proposal:

- Certification of Eligibility
- Certificate of Non-Collusion

CERTIFICATION OF ELIGIBILITY

Delaware Department of Transportation

Request for Proposal 2135 – LOGO SIGN PROGRAM

We have read Request for Proposal number 2135 and fully understand the intent of the RFP as stated, certify that we have adequate personnel and knowledge to fulfill the requirements thereof, and agree to furnish such services in accordance with the contract documents as indicated should we be awarded the contract.

_____ hereby certifies that it is not included on the United States Comptroller General’s Consolidated List of Persons or Firms Currently Debarred for Violations of Various Public Contracts Incorporating Labor Standard Provisions.

_____ Signature of the Bidder or Offeror’s Authorized Official

_____ Name and Title of the Bidder or Offeror’s Authorized Official

_____ Date

Sworn and subscribed before me this _____ day of _____, 20__

Notary Public

My commission expires: _____ / _____ / 20____
Month Day Year

CERTIFICATE OF NON-COLLUSION

By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of knowledge and belief:

- 1) The prices in this bid have been arrived at independently without collusion, consultation, communication, or agreement for the purpose of restricting to such prices, with any other bidder or with any competitor;
- 2) Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the Bidder and will not knowingly be disclosed by the Bidder prior to opening, directly or indirectly, to any other bidder or to any competitor; and
- 3) No attempt has been made or will be made by the Bidder to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition.

_____ Signature of the Bidder or Offeror's Authorized Official

_____ Name and Title of the Bidder or Offeror's Authorized Official

_____ Date

Sworn and subscribed before me this _____ day of _____, 20__

Notary Public

My commission expires: _____ / _____ / 20____
Month Day Year