

# Washington Park Transportation Management Association

## Informal Request for Proposal – #15-19

ISSUED: 5/18/15

RESPONSES DUE: 5/29/15 by 5PM PST

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### TITLE: Digital Message Display Sign - Furnish & Install

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Informal proposals will be received until **May 29, 2015 @ 5:00 p.m.** Electronic submissions are preferred.

**Any Changes and/or Addenda to this solicitation will be posted on the Washington Park Transportation Management Association (WPTMA) Website at <http://www.washingtonparkpdx.org/rfp>. Proposers are responsible for checking this Website prior to proposal submission. *Failure to acknowledge all addenda may result in declaration of your proposal as non-responsive.***

All inquiries for information or clarifications regarding Proposal Submission requirements or Procurement Procedures should be directed to: [rfp@washingtonparkpdx.org](mailto:rfp@washingtonparkpdx.org)

#### SUBMIT THE ATTACHED PROPOSAL SHEET AND OTHER DOCUMENTATION TO:

<b>ELECTRONIC</b>	<b>OR</b>	<b>HAND DELIVER or MAIL TO:</b>
<a href="mailto:rfp@washingtonparkpdx.org">rfp@washingtonparkpdx.org</a>		Washington Park TMA 4033 SW Canyon Rd Portland, OR 97221

#### DESCRIPTION OF PROJECT:

The Washington Park Transportation Management Association (WPTMA) is accepting informal proposals from qualified sign installers for a total of one (1) single sided Digital Message Display Sign to be furnished and installed on the shoulder of SW Knights Blvd in Washington Park near the Oregon Zoo Gate A entrance by the selected contractor. The selected contractor will be responsible for the design, site preparation (grading, locating), construction of pedestal sign base and pole, procurement of sign, and providing cellular communication and electrical supply to the sign location. The contractor will be responsible for delivery of sign and final installation of the sign, testing, and training of WPTMA staff on the sign software/components.

#### SCOPE OF CONTRACT:

Contractor shall provide all necessary engineer-certified design drawings, parts, permits, labor, tools, materials, equipment, and resources as may be required to furnish and install a Single Sided LED Electronic Message Display on a contractor installed 8 foot pole or post (approximate) as outlined in the specifications. **Approved manufacturers are Daktronics and Watchfire only.** Substitute manufacturers will not be accepted. Proposals will be considered non-responsive if other than the specified manufacturer(s) is specified. Note that the location is within Parks property and this project is being commissioned by the Washington Park Transportation Management Association, a third-party entity operating under a separate license agreement within Washington Park. Therefore, the WPTMA will be responsible for permitting the sign within the Parks right of way only. All other permits related to construction/electrical connection must be performed by the successful proposer.

#### SPECIFICATIONS:

The sign will be used for displaying and rotating only approved traffic messages for Washington Park in text format to vehicles entering the park (e.g. ZOO & MUSEUM PARKING FULL; FOLLOW SIGNS TO OVERFLOW LOTS; USE SUNSET TRANSIT CENTER FOR PARKING; PARK CLOSED; WATCH FOR ICE; ZOO CLOSED; WELCOME TO WASHINGTON PARK; BUS TRAFFIC KEEP RIGHT AHEAD, etc). Video, moving parts, and other graphical display elements typically seen in commercial mounted signs will not generally be used.

The roadway approach to the sign is approximately 300 feet, with traffic typically moving between 15-30mph.

## **MANDATORY REQUIREMENTS:**

- Daktronics or Watchfire brand sign only.
- Sign must be able to hold an indefinite number of messages to be pre-programmed by the WPTMA, as well as the ability to immediately activate and/or add messages as needed in the field, via cellular connection.
- Sign must have the ability to rotate through messages in a basic, non-animated way (similar to variable message signs on freeways).
- Proposer must provide a sign option (size, pixels, color type, and other options) that they believe will best suit the needs of the WPTMA at this location.
- Sign option must be proven by the proposer to be viewable from a distance of at least 300 feet while in a moving vehicle travelling between 15-30 miles per hour. Please attach examples of the proposed sign to the proposal sheet.
- If a monochromatic LED sign is proposed, the LEDs shall include amber or white LEDs. The TMA is open to full color LED signs proposals, but it is not mandatory.
- Sign shall be placed on a single pole or post in black, with the pole placed behind existing vegetation and the sign placed just above the vegetation, to eliminate visual blight from the pole.
- Cellular activation and deactivation of messages is mandatory, with the ability to activate pre-programmed messages and/or add new messages using a mobile website or other mobile methods.
- All cabinets and components shall be black.
- The acceptable construction window is upon formal notification through no later than July 30, 2015.

## **CONNECTIVITY:**

No fiber data or telephone has been identified at the location, therefore the sign must have cellular connectivity options. Installer will be required to trench to the electrical connection (approx. 7 feet from sign location), which will be prepped by the Zoo up to the Zoo property line (fence line).

## **LOCATION:**

The sign location is on SW Knights Blvd near the Oregon Zoo. Proposers are encouraged to scope the area in order to provide the most accurate pricing. Please note the sign is located on Parks right of way. The WPTMA will be responsible for permitting of the sign on Parks property only. All other permits related to electrical connection must be performed by the successful proposer. The proposal should include all costs typically associated with these permits that will be obtained by you (the proposer).

## **WARRANTY:**

In the proposal sheet, describe if a warranty is provided with the sign, and if any ongoing parts or service program is provided or available to repair/maintain the signage after the warranty period has ended. The fee for any ongoing parts or service program, if available, should be included in the proposal.

## **TIMELINE:**

**Responses are due by 5pm on May 29, 2015. The WPTMA expects to select a vendor by June 5, 2015. Vendors will be notified via e-mail if they have been selected or if they are invited to negotiate.**

## **SELECTION:**

Proposals will be evaluated on a scale of 100 points. Scoring will be at the sole discretion of the WPTMA. The attached proposal sheet includes the scoring criteria that will be used by the WPTMA. The WPTMA will evaluate the submitted proposal sheet and any attached sheets.

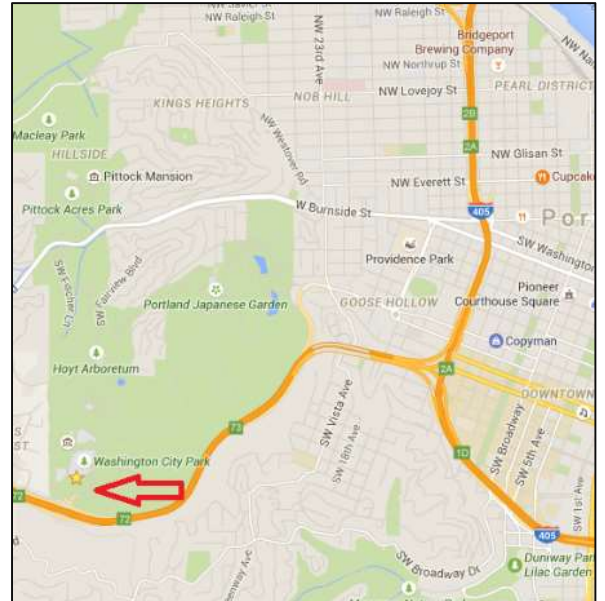
If the WPTMA determines that more than one vendor is qualified and is within a competitive range of other proposers, the WPTMA may engage in serial negotiations with the highest ranking proposers. The WPTMA may request that those proposers submit a best and final offer. The proposer that submits an offer that is deemed by the WPTMA to be the best will be chosen as the apparent successful proposer. If no proposals meet the criteria, or a low number of proposals are received not sufficient for competitive evaluation, this RFP may be cancelled.

## INSURANCE:

The selected proposer must have proof of Workers Compensation Insurance, Current Commercial General Liability Coverage, and Automobile Liability Insurance.

## END OF REQUIREMENTS

**Sign Location – SW Knights Blvd at Zoo Gate A in Washington Park, Portland.**



\*Note that the red square above represents the general location of the sign, it is not intended to necessarily convey the desired size.

<b>Proposal Sheet – Complete this form, attach additional sheets as indicated</b>				
<b>Washington Park Transportation Management Association</b>				
<b>RFP– Informal #15-19 -- Digital Message Display Sign – Furnish/Install</b>				
<b>Vendor Name:</b>				
<b>Contact Name and Number:</b>				
Line Item	Price	Meets Mandatory Requirements?	Describe the line item and how it fits within the scope and specifications for the WPTMA. Add additional sheets to support the proposal.	WPTMA Scoring Criteria
1	Vendor Proposed Sign <i>(Attach examples and supporting documentation to the proposal; include manufacturer cut sheets.)</i>	\$ _____	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Possible 40 Points</b> <i>Quality, ability to meet mandatory requirements, design appearance and overall responsiveness; price.</i>
2	Installation Cost <i>(Attach examples and supporting documentation of similar project and your capabilities to complete the fully loaded installation. INCLUDE an installation timeline)</i>	\$ _____	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Possible 25 Points</b> <i>Prior experience, management qualifications, and previous projects of a similar nature; price; timeline.</i>
3	Cellular Costs & System <i>(Define monthly, quarterly, etc. Attach examples of interface and cut sheets.)</i>	\$ _____	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Possible 20 Points</b> <i>Software ability, quality of service, ability to meet requirements; price.</i>
4	Warranty or Part Program <i>(Define monthly, quarterly, etc. Attach specific warranty documentation or part program literature.)</i>	\$ _____	N/A	<b>Possible 15 Points</b> <i>Ability to provide comprehensive warranty program and ongoing support; price.</i>
<b>Total Cost</b>		\$ _____	<b>WPTMA SCORING</b>  <b>TOTAL: ____/100 Points</b>	