

LEGAL NOTICE - MUST RUN IN
SOUTHTOWNSTAR
WEDNESDAY, APRIL 30, 2014

LEGAL NOTICE

VILLAGE OF ORLAND PARK, ILLINOIS
REQUEST FOR QUALIFICATIONS

WAYFINDING AND BRANDING PLAN

The Village of Orland Park is requesting Statements of Qualifications from consulting firms with proven expertise in wayfinding signage, branding and marketing. The submittal deadline is no later than **5:00 P.M., local time, on Friday, May 30, 2014**. Submittals will be opened and evaluated in private and proposal information will be kept confidential until an award is made.

The specifications are on file and available for inspection and copies will be available at the Office of the Village Clerk and online on the Village's website www.orland-park.il.us.

No submittal shall be withdrawn after the opening of the proposals without the consent of the Village for a period of sixty (60) days after the scheduled time of opening and reading proposals.

The President and Board of Trustees reserve the right to reject any and all proposals or parts thereof and to waive any informalities, technicalities and irregularities in proposing and to disregard all non-conforming, conditional or counter proposals.

The successful Consultant shall be required to comply with the provisions of all State of Illinois and federal laws as well as the State of Illinois Human Rights Act and the regulations of the Illinois Human Rights Commission.

By order of the President and Board of Trustees of the Village of Orland Park, Cook and Will Counties, Illinois.

PRESIDENT AND BOARD OF TRUSTEES
VILLAGE OF ORLAND PARK, ILLINOIS

BY: JOHN C. MEHALEK
VILLAGE CLERK



VILLAGE OF ORLAND PARK, ILLINOIS

REQUEST FOR QUALIFICATIONS

WAYFINDING AND BRANDING PLAN

ISSUED

Wednesday, April 30, 2014

DUE

Friday, May 30, 2014
5:00 P.M.

**Village of Orland Park
Wayfinding and Branding Plan
Request for Qualifications**

PROJECT OVERVIEW

Project Purpose

The Village of Orland Park is seeking Statements of Qualifications (SOQ) for the creation of new wayfinding sign standards that are aesthetically pleasing and improve circulation for all modes of transportation throughout the Village. The Village desires to establish a comprehensive community identification and wayfinding signage program which will be incorporated throughout the main vehicular, pedestrian and bicycle corridors in Orland Park. As part of the project, the Village also desires to refresh and unify other branding efforts including overall Village branding and branding for Downtown Orland Park.

The candidate firm or team must be a consulting firm or team with proven expertise in branding, marketing and wayfinding. Emphasis will be given to firms that can demonstrate actual implementation and results of plans completed. Plans shall accomplish the following:

- Help refresh and consolidate current branding and logo efforts by multiple means including but not limited to a new logo and/or slogan;
- Recommend implementation strategies to maximize the effectiveness of the branding effort;
- Reflect and accentuate the unique character of the Village and take into consideration all existing public signage throughout the Village, including open lands, park and municipal signage; and
- Include an implementable wayfinding signage program that is designed to project the unique character of Orland Park.

Community Overview

The Village of Orland Park is a safe, upscale suburb that draws new residents and visitors with its many strengths and amenities, and keeps successive generations of families around for the same reasons. Located just 25 miles southwest of downtown Chicago with Metra train access to the city, Orland Park provides big-city opportunity and the comforts and amenities of a suburban community. From the setting amidst lush forest preserves to the many preserved green spaces and parks within the Village, from the shopping and restaurant opportunities to the great schools, Orland Park is a place to live and prosper.

In addition to being recognized as the 2013 "Village of the Year" by the Home Builders Association of Greater Chicago, Orland Park has been highlighted on numerous occasions as one of the Best Places to Live, locally by *Chicago*

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Magazine (2014) and nationally by *Money Magazine* (2006 & 2008). Nevertheless, the Village cannot take this quality of life for granted, and as the community changes and evolves, Orland Park must continue to build upon its success while responding to market trends and demographic changes in order to maintain the high quality of life that keeps the community strong.

PROJECT GOALS AND OBJECTIVES

The Consultant's plan shall accomplish the following:

- Review and refresh current Village branding efforts and logo designs while considering uniform logo/graphic with style alternatives for different uses;
- Provide strategies to effectively implement the updated branding effort, including but not limited to guidelines for use on correspondence, use in signage, web design, etc.;
- Better direct pedestrians, motorists and cyclists to destinations in Orland Park;
- Develop a signage system that will create an overall identity for the Village, that is compatible with the Village's character and that will help identify and promote existing and developing destinations, like Downtown Orland Park;
- Establish consistency among Village signage;
- Meet the needs of residents and visitors, but also be designed to conform to other agency requirements, specifically IDOT and Cook County Highway Department;
- Consider all transportation modes within the Village and along major access corridors;
- Address street level vitality, legibility, safety, maintenance and replacement costs; and
- Design signs to include:
 - General directional information and wayfinding for pedestrian and vehicular traffic
 - Municipal Buildings and Facilities
 - Downtown Districts
 - Special Event – Changeable – Marketing Signage
 - Primary Directional
 - Secondary Directional
 - Parking Signage
 - Gateway/Entry Signage
 - Historic District
 - Multi Use Path Signage
 - Park and Open Space Signage
 - Information Kiosks
 - Neighborhood Signage (Neighborhood Centers)

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SCOPE OF SERVICES

This is a draft project scope and, upon selection of a firm, may be revised in order to best meet the project goals and objectives. The precise scope of work and approach will be determined in collaboration with the selected firm.

The selected firm will work primarily with the Village's Development Services staff but also with a Steering Committee consisting of interdepartmental Village members. In general, the project will include the following tasks:

- Task 1: Kick Off Meeting with Village's Development Services staff**
 - Review Objectives
 - Review Scope
 - Identify destinations/districts

- Task 2: Inventory/Analysis by Consultant**
 - Review/Analyze previous branding efforts
 - Document existing wayfinding signage
 - Research circulation patterns
 - Review/understanding of current sign code
 - Background research of existing plans
 - Identify decision points along recommended routes for parking, destinations, attractions and exiting.

- Task 3: Project Charrette with Steering Committee**
 - Review Inventory/Analysis
 - Brainstorm branding/logo/slogan ideas
 - Finalize any items needed to complete preliminary plan

- Task 4: Preliminary Plan Meeting with Steering Committee**
 - Minimum 3 options for brand refresh
 - Draft implementation strategies for brand refresh
 - Recommended Sign Types
 - Recommend signage locations
 - Destination list – Hierarchy

- Task 5: Village Review and Comment**

- Task 6: Revised Preliminary Plan**
 - Refined Design Alternatives

- Task 7: Development Services, Planning and Engineering Committee Presentation**

- Task 8: Village review and comment – final design alternative**

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- Task 9: Plan Refinement based on direction from staff/committee
Sign MockUps**
- Task 10: Steering Committee Presentation**
- Task 11: Final Revisions and Edits**
- Task 12: Development Services, Planning and Engineering Committee
Presentation**
- Task 13: Board of Trustees Presentation**
- Task 14: Final Report**

PROJECT DELIVERABLES

The final report shall be a document in report style with a plan or plans that utilize visual aids to clarify suggestions and recommendations and includes, at a minimum, the following components:

- 1) Summary of Inventory/Analysis, including any text, maps and images;
- 2) Design Development level drawings for all signage types, including cost estimates;
- 3) Wayfinding map showing proposed location of all signs;
- 4) Implementation phasing plan that prioritizes wayfinding program;
- 5) Recommendations for brand refresh for the entire Village;
- 6) Implementation strategies for the new brand/logo/slogan;
- 7) Recommendations for future project expansion; and
- 8) Any necessary documents for external agency review.

The firm shall regularly share drafts and progress reports to key Village staff. All information, data, documents, photos, computer records and other materials acquired or developed by the consultant pursuant to this project shall be the property of the Village of Orland Park. All drafts must be provided both as a paper hardcopy and as a PDF electronic copy. Supporting map information must be provided in GIS format.

The firm shall provide the Village with a minimum of fifteen (15) copies of the final report.

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RFQ SUBMITTAL REQUIREMENTS

Firms must submit **six (6)** complete, bound copies of the submittal labeled: **Village of Orland Park – Wayfinding and Branding Plan RFQ** and addressed to:

Village of Orland Park
Village Clerk's Office
14700 S. Ravinia Avenue
Orland Park, Illinois 60462

Firms are instructed to respond to this RFQ with information as outlined below. At a minimum, all submittals shall include the following:

Statement of Qualifications

Provide a one (1) to two (2) page summary of the firm's background, capabilities, experience and qualifications related to this project.

Examples of Similar Work

Include a synopsis of similar assignments and recent projects completed by the firm. Provide at least three (3) examples of similar work.

Firm's Team

Identify key team members, providing resumes, proposed roles and hourly rates.

References

The firm must have experience with wayfinding signage and provide at least three (3) municipality references which include the municipality name, address, phone number and contact person.

Project Approach

Price Proposal

Provide a price proposal which outlines all pricing and applicable costs to complete the project described in this RFQ.

Statement of Understanding

Write a one (1) to two (2) page statement of your interpretation of the Scope of Services and your proposed approach. Images of the Village's existing signage and branding may be found on pages 11 and 12 of this RFQ.

Estimated Time Frame

Provide the estimated amount of time required from your firm to complete this project.

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RFQ Summary Sheet

Include a completed RFQ Summary Sheet (see page 10 of this RFQ).

Submittals must include all information and documents as requested in the RFQ Submittal Requirements. No oral or electronic proposals, including those sent by facsimile or via e-mail, will be accepted or considered. All proposals received after the submittal time will be rejected and returned unopened. Failure to follow these instructions may result in rejection of the proposal.

THE VILLAGE RESERVES THE RIGHT TO REJECT ANY AND ALL SUBMITTALS AND TO WAIVE ANY IRREGULARITIES.

SUBMITTAL DEADLINE AND SCHEDULE

The submittal deadline is Friday, May 30, 2014, no later than 5:00 p.m. CST.

April 30, 2014	RFQ Issued
May 16, 2014	RFQ Question Deadline
May 30, 2014	RFQ Submittals Due
June 16-20, 2014	Interviews with Selected Finalists
June 27, 2014	Selection of Consultant

Questions regarding this RFQ shall be directed in writing only (email preferred) to:

**Ed Lelo
Village of Orland Park
14700 Ravinia Ave,
Orland Park, Illinois 60462
elelo@orlandpark.org**

by 5:00 p.m. CST on May 16, 2014. No oral comments will be made to any firm as to the meaning of the RFQ or other contract documents. Answers will be provided in writing to potential firms. Firms will not be relieved of obligations due to failure to examine or receive documents, visit the site or become familiar with conditions or facts of which the firm should have been aware and the Village will reject all claims related thereto.

Information (other than in the form of a written Addendum issued by the Village) from any officer, agent, or employee of the Village or any other person shall not affect the risks or obligations assumed by the firm or relieve him/her from fulfilling any of the conditions and obligations set forth in the RFQ and other contract documents. Before the submittals are opened, all modification or additions to the RFQ documents will be made in the form of a written Addendum issued by the Village. The Village will send copies of any such Addendum to those persons who

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have received RFQ packages and provided sufficient contact information. In the event of conflict with the original contract documents, addenda shall govern all other contract documents to the extent specified. Subsequent addenda shall govern over prior addenda only to the extent specified.

The firm shall be required to acknowledge receipt of the formal Addendum by signing the Addendum and including it with their submittal. Failure of a firm to include a signed formal Addendum with its submittal may deem its submittal non-responsive; provided, however, that the Village may waive this requirement if in its best interest.

Submittals will be opened and evaluated in private and submittal information will be kept confidential until an award is made.

INTERVIEW AND SELECTION PROCESS

Submittals will be evaluated by a Selection Committee. The committee may include staff, elected officials or commission members of the Village. Submittals will be reviewed and respondents will be evaluated according to the following criteria:

- Experience of key staff on similar projects, including implementation results;
- Demonstrated commitment of key staff to the project;
- Candidate firm's ability to accomplish proposed work in a timely manner;
- Project approach, organization and management; and
- Client recommendations/references.

PROJECT BUDGET

The Village has budgeted \$100,000 for this project.

CONTRACT

The selected firm will be required to enter into a standard form professional services contract with the Village of Orland Park and to submit all necessary insurance certificates within ten (10) business days of receiving notice that it has been awarded the contract (hereinafter referred to as the "Contract"). The contract(s) will be modified to incorporate the terms of this RFQ and any pertinent documents included with the selected consultant's accepted and approved proposal. The Village reserves the right to terminate the relationship with the selected firm if the required documents are not submitted to and approved by the

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Village within ten (10) business days of receiving notice of the award of the contract.

CONFIDENTIALITY

After award of the contract, all responses, documents, and materials submitted by the firm pertaining to this RFQ will be considered public information and will be made available for inspection, unless otherwise determined by the Village Manager. All data, documentation and innovations developed as a result of these contractual services shall become the property of the Village of Orland Park. Based upon the public nature of these RFQ's, a firm must inform the Village, in writing, of the exact materials in the offer which it claims are exempt from disclosure pursuant to the Illinois Freedom of Information Act.

RFQ SUMMARY SHEET
Wayfinding and Branding Plan

Please make this the first page of your submittal.

Firm Name: _____

Street Address: _____

City, State, Zip: _____

Contact Name: _____

Phone: _____

Fax: _____

E-Mail address: _____

Website: _____

I certify that any and all information contained in this submittal is true. I agree to abide by all terms and conditions of the RFQ, and certify that I am authorized to sign on behalf of the firm. This submittal is valid for sixty (60) calendar days from the date of submittal.

Name: _____

Signature of Authorized Signee: _____

Title: _____

Date: _____

Existing Signage



Existing Branding



Mayor Daniel J. McLaughlin
Village Clerk John C. Mehalek

Trustee Kathleen M. Fenton
Trustee James V. Dodge, Jr.
Trustee Edward G. Schuesler, III
Trustee Patricia A. Gira
Trustee Carole Griffin Ruzich
Trustee Daniel T. Calandriello



Live Shop Dine ...enjoy!



ADDENDUM NO. 1 – WAYFINDING AND BRANDING RFQ

Date: Friday, May 23, 2014
To: All Potential Respondents
From: Village of Orland Park
RE: Responses to Questions Received

This Addendum No. 1 is being issued to provide responses to questions submitted in response to the Village of Orland Park's Request for Qualifications (RFQ) for the above mentioned project. All provisions and requirements of the RFQ documents shall remain in effect. The question and answer period for this RFQ is closed.

All addenda must be acknowledged by signing the Addendum and including it with your submittal. Failure to include a signed formal Addendum with your submittal may deem the submittal non-responsive; provided, however, that the Village may waive this requirement if in its best interest.

The following provides responses to questions submitted for this RFQ:

1. On page 5 of the RFP it states that the Supporting Map information must be provided in GIS format. Is this the Wayfinding Map showing proposal locations of all signs? Or is it a different component?

RESPONSE 1.

This would include the wayfinding map, but any supporting map information that is used to complete the final plan should be provided in paper copy and GIS format.

2. Besides the Village and Downtown branding, what are the other branding efforts?

RESPONSE 2.

There are branding efforts that have been completed by various departments throughout the Village of Orland Park (ie – Police, Recreation).

3. Please clarify that you do not expect a new village brand mark/logo but rather something evolutionary.

RESPONSE 3.

The Village expects something evolutionary that should include a new village brand/logo.

4. Is interior signage including ADA compliant signage a part of the scope? If so, approximately how many building and facilities are included?

RESPONSE 4.

Interior signage is not necessary excluded, this could be a component of the final plan. There are approximately eight buildings not including outdoor recreational facilities.

Page 3 / 4th Sub Bullet Special Event-Changeable-Marketing Signage

5. How do you manage this now?

RESPONSE 5.

Currently these signs are manual and static. Although they are not currently allowed by the signage code, electronic message board signs are being considered by the Village Board of Trustees.

6. How many neighborhoods are there?

RESPONSE 6.

The Village is not asking for individual neighborhood signage, but rather a unifying brand and look.

7. Do you expect site conditions analysis at anticipated sign locations?

RESPONSE 7.

Yes.

8. Is this an opportunity to include discussion of larger overall Village planning/image strategy?

RESPONSE 8.

Yes.

9. Will village-wide public forums be a part of the review process?

RESPONSE 9.

Yes. Tasks 7, 12, 13 are Village wide public forums.

10. Does mock-up refer to 2 dimensional visualizations or are you expecting 3d versions either at actual size or scale model?

RESPONSE 10.

The selected consultant would need to decide the best way to deliver their recommendation through visualization, whether that be in two or three dimensions.

11. Who is on the Steering Committee? The RFQ identifies signs that would occur on properties controlled by other entities, such as the Park District. Would other entities be represented on the Committee?

RESPONSE 11.

The steering committee has yet to be determined but will be comprised of various Village Departments, including but not limited to, Development Services, Administration, Recreation, Parks and Building Maintenance. The steering committee will be comprised of departments under a single entity, the Village of Orland Park.

12. Should this process include presentations to the Park District Board?

RESPONSE 12

No. The Village of Orland Park does not have a Park District Board.

13. Does the Village foresee any public outreach/ public process beyond the Steering Committee?

RESPONSE 13.

Yes. The public process includes presentations made to the Development Services and Planning and Engineering Committee and Village Board of Trustees.

14. Who is ultimately approving the plan? Does the Village Board review the recommended design alternative in Task 8?

RESPONSE 14.

The Village Board of Trustees will ultimately approve the recommended design alternative.

15. Task 2 identifies the Villages previous branding efforts – can the Village share this information?

RESPONSE 15

Yes. Refer to pages 11 and 12 for a sample of the Villages previous branding efforts.

16. Does the Village anticipate any marketplace analysis as part of the branding effort?

RESPONSE 16.

No.

17. If a marketplace analysis is considered, does the Village anticipate any outreach / interviews with local stakeholders?

RESPONSE 17

No.

18. Regarding Task 2, item 2, does the Village require a complete inventory of sign types AND locations throughout the village? OR just a photo inventory of types of signs throughout the village?

RESPONSE 18.

A detailed inventory of sign types and locations is not required. A photo inventory of types of signs would be sufficient.

19. Regarding project Deliverables item #2 identifies design development level drawings for all sign types. We interpret this would be a drawing and associated budget would be provided for each type, but not each sign. Please confirm this is correct.

RESPONSE 19.

Correct.

20. Regarding park signage identified in the RFQ, is the Village looking for primary identification of key sign locations – or a complete wayfinding system including interpretive signage for each park?

RESPONSE 20.

The Village is seeking a wayfinding system that incorporates our park system.

21. Our understanding from the RFQ is that the Village is looking for master planning services only and that any phase 2 work including construction level documentation and specifications would occur as a separate project – please confirm this is consistent with Village expectations.

RESPONSE 21.

Correct.

22. The conclusion of the RFQ's Community Overview section (page 3) makes reference to "responding to market trends and demographic changes". Does the Village have current data for both, or is the gathering and assessment of this information part of the project's scope?

RESPONSE 22.

The consultant must determine if the gathering and assessment of this information is necessary to complete the final plan.

23. The RFQ's Project Goals and Objectives section (page 3) makes reference to "strategies... including but not limited to guidelines for use in signage, web design, etc." Is the project scope limited to how any new brand/identity should be integrated with these elements OR does the scope include design of correspondence templates and/or website design itself?

RESPONSE 23.

The scope includes how any new brand/identity should be integrated with these elements and not the design of correspondence templates or website design itself.

24. The RFQ's Scope of Services section (page 4) list of Tasks doesn't appear to mention any form of public engagement, work sessions, open forums/presentations, etc. typical of a civic project. Is it correct to presume that the project scope does NOT include any activities with the general public of Orland Park?

RESPONSE 24.

No. Presentations to the Development Services and planning Committee and Village Board of Trustees are public meetings. There may be additional public meetings depending on how the project progresses.

26. The RFQ's Project Budget (page 8) is stated as "The Village has budgeted \$100,000 for this project." Could you please provide more information/clarification on what is covered in this total? (Professional Fees? Reimbursable Expenses? Mock Up Fab/Install? & Final Signage Fab/Install?)

RESPONSE 25.

The project proposal should be inclusive of what is necessary to complete the requirements of the RFQ. Final signage fabrication and Installation is not included.

27. Pending your response/clarification to the Project Budget question above, if we feel that the \$100,000 Project Budget is not sufficient, may we propose a project scope that is different than that of the RFQ, but fits within the RFQ's stated \$100,000?

RESPONSE 27.

The Project Budget requirement of the RFQ must be met.

28. Have there been any previous signage studies or wayfinding plans; if so, when were they done?

RESPONSE 28.

No. However, the Village of Orland Park 2040 Transportation plan, completed in 2013 recommended a wayfinding plan.

29. Can you quantify how many meetings (approximately) will be necessary with local and state officials?

RESPONSE 29.

No. Tasks 7, 12, and 13 of the RFQ will be presentations with local officials. Depending on how the project progresses additional meetings may be required.

30. Do you think we could schedule these meetings on days that we are already in town?

RESPONSE 30.

The meetings with Village of Orland Park public officials are regularly scheduled, as the project progresses we may be able to accommodate this request.

31. What has your experience been with governmental review and approvals for your existing vehicular signage?

RESPONSE 31.

The most recent experience has been with the LaGrange Road widening project which included approvals for vehicular signage.

32. We interpret from the RFQ that the scope of work includes master planning, programming and design development. Is it correct that contract documentation and final specifications for bidding will not be part of the scope?

RESPONSE 32.

Yes.

33. Are you considering working with a consultant not from the Chicago area?

RESPONSE 33.

We are not limited to one geographic area.

34. For special event or other changeable messages are you referring to dynamic message signs?

RESPONSE 34.

Currently these signs are manual and static. Although they are not currently allowed by the signage code, electronic message board signs are being considered by the Village Board of Trustees.

35. Are sign mockups a separate reimbursable expense or part of the stated project budget?

RESPONSE 35.

Sign mockups are part of the stated budget.

36. We are located in Philadelphia, PA and would therefore have travel expenses requiring reimbursement. Is it possible for the travel expenses to be budgeted outside the stated project budget of \$100,000?

RESPONSE 36.

No. All costs must be within the stated budget.

37. The RFQ states a minimum of 3 examples of similar work – is there a maximum?

RESPONSE 37.

No.

38. Although we have over 25 years of branding experience with small companies to fortune 500 companies we do not have direct municipal experience. Is this going to eliminate us immediately?

RESPONSE 38.

No.

39. We have completed wayfinding projects for mostly corporations and businesses. Is this going to eliminate us immediately?

RESPONSE 39.

No.

40. Do you have documented inventory of all signage in Orland Park or will that be part of the research and analysis deliverable?

RESPONSE 40.

Refer to page 4 Task 2 and item 1 under project deliverables.

41. What is your timeframe for launch?

RESPONSE 41.

Project launch will be immediate upon reward. Contract must be approved by the Village Board of Trustees which is a 60 day process. Work would commence upon signing of contract.

42. Do you have competitive analysis benchmarking any direction for design?

RESPONSE 42.

No.

43. Page 3 of the RFP refers to "Special Event-Changeable-Marketing Signage". Is electronic signage expected for the changeable signage or does this mean temporary signage?

RESPONSE 43.

Currently these signs are manual and static. Although they are not currently allowed by the signage code, electronic message board signs are being considered by the Village Board of Trustees.

44. Page 3 of the RFP refers to "Municipal Buildings and Facilities". Does this mean exterior building identification signage? Or will interior signage also be required?

RESPONSE 44.

Interior signage is not necessary excluded, this could be a component of the final plan.

45. Page 5 of the RFP refers to the delivery of "Any necessary documents for external agency review." What agency might be performing this review?

RESPONSE 45.

Refer to Page 3, Project Goals and Objectives, Bullet 6.

46. The RFP refers to a "Final Report", but does not mention bid documents.

- a. How will the sign system be procured?
- b. Will bid documents be developed separately?
- c. Will the system be bid as a design-build project?

RESPONSE 46.

Refer to page 5 Project Deliverables number 2, however bid documents are not required as a part of this.

47. Will a message schedule be required for the final report?

RESPONSE 47.

The Village is unsure of what is being asked with this question.

The RFQ Submittal date remains Friday, May 30, 2014 at 5:00 P.M.

Addendum No. _____, Dated _____

Signature of Authorized Signee: _____

Title: _____

Date: _____