



**DENVER WATER - OPERATIONS COMPLEX REDEVELOPMENT**

**SIGNAGE DESIGN:  
REQUEST FOR QUALIFICATIONS - 6.25.15**

In partnership with Denver Water and Denver Water’s Owner’s Representative (Trammell Crow), RNL the project’s Master Architect is seeking the services of a highly qualified and dedicated Signage Design Firm to provide Signage Design for Denver Water’s Operations Complex Redevelopment Project (OCR).

**DENVER WATER AND ITS MISSION IN THE COMMUNITY:**

Denver Water proudly serves high-quality water and promotes its efficient use to 1.3 million people in the city of Denver and surrounding suburbs. Established in 1918, the utility is a public agency funded by water rates and new tap fees, not taxes. It is Colorado’s oldest and largest water utility.

It is Denver Water’s mission to sustain this world-class metropolitan area with excellent quality drinking water. As a member of this community it is also important to Denver Water that it does its part in supporting the thriving and diverse business community and the strong healthy economy that sustains our world-class metropolitan area. In support of that goal, Denver Water is committed to working with **minority and women-owned business enterprises**.

**PROJECT DESCRIPTION:**

The Denver Water OCR project provides for a near complete redevelopment of its 34 acre Denver Water Complex and Headquarters. The existing campus operates out of various buildings that have been in service for 20 to 100+ years. To remain viable for another 100 years, the campus is being reimagined as an extremely sustainable and efficient work environment; one that supports equally the notions of employee equity, safety, satisfaction and wellness; as well as, the ideals of being responsible to the rate payers, the community and the environment.

Specific to this Request the whole redeveloped campus is to be considered including the new administration building, a new parking garage, a new wellness building, the historic 3-stone buildings, a new warehouse building, a new meter shop, a new consolidated trades shop building,, a new fleet maintenance building, a renovated water control building, and a new vehicle wash building. The campus site is proposed to contain a mix of private office, controlled semi-public areas, as well as, the operations area where improved safety awareness will be required. Uses as diverse as a cafeteria, a walking path and semi-public demonstration areas, are at home on the

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**ABU DHABI**

same campus where water meters are being tested with large volume facilities and heavy vehicles are being repaired.

Sustainability and wellness are planned to play a critical role in the redeveloped campus. As such, many areas will inherently have public education opportunities. Denver Water is seeking to message their rich history as water suppliers, as well as, stewards of the environment and champions of a healthy work force and community.

**SERVICES REQUIRED:**

For the purposes of this RFQ, firms submitting Statements of Qualifications (SOQ's) may be referred to as the Applicant, Applicant Designer, and/or the Signage Designer. Broadly then, the Signage Designer will be required to provide the following services:

The Base Services of the Signage Designer are the analysis of, design of, preparation of drawings + specifications for; review of submittals related to; and construction observation of the Campus Signage Design. Signage Construction and Installation may or may not also be services offered by the applicant, but for the purposes of this RFQ they are not being considered at this time (though may later be considered as a part of the construction contract).

Campus signage design will need to include both service and code/safety signage,, as well as, wayfinding, space identification, address, monument signage, building signage, instructional signage, sustainability and wellness learning signage, and the potential for other graphic signage to portray Denver Water's history and as interesting graphic to enliven spaces. The signage designer may be required to work with Denver Water's Branding and Advertisement experts, as well as, other potential artists and lighting engineers who may also be contributing to the campus aesthetic.

Documents created by the signage designer will be complete and accurate. Documents should describe in detail the proposed construction requirements, including general bracing and anchoring information. Designs requiring structural or other special lighting should be considered as design build elements, but may be coordinated with the project structural and lighting engineers. And of course, signage design will need to appropriately fit within the OCR budget.

The Signage Designer will be required to help the general contractor attain the appropriate signage permits from the City and County of Denver.

The Signage Designer will attend design and construction project meetings as required, including coordination and review sessions with the full design and ownership team, as well as, any meetings with regulatory agencies as are required to obtain a signage permit.

**PROJECT SCHEDULE:**

Please refer to the attached project design and construction schedule for this information.

**CONSULTANT SELECTION SCHEDULE:**

June 25, 2015	Request for Qualifications Public Outreach Event
July 3, 2015	Noon – Last day/ time for questions about RFQ
July 10, 2015	<b>Noon - Statement of Qualifications due by all applicants</b>
July 17, 2015	Shortlist of the top 2 or 3, qualified applicants announcement
July 22, 2015	Interview of top 2 or 3 applicants (exact times to be set later)
July 24, 2015	The selected applicant is notified
July 24 - 31, 2015	Negotiations with the selected applicant
August 3 – 7, 2015	Project team integration

For all interested applicants, the dates listed above are final. No late entries will be accepted.

RFQ questions will be answered in batches and distributed to all interested applicants by the close of business day on July 13, 2015.

**RFQ PUBLIC OUTREACH EVENT:**

The public outreach event is designed to better introduce interested firms to the Denver Water OCR Project. A brief overview of the project will be given along with brief discipline specific discussion, followed by a question and answer period. Representatives from Denver Water and the OCR Design Team will be on hand to meet people and answer questions.

The event is being held on / at:

June 25<sup>th</sup>, 2015 – 9:00 to 10:30 am

PPA Event Center | 2105 Decatur Street

**QUESTIONS AND STATEMENTS OF QUALIFICATIONS FORMAT FOR SUBMITTALS:**

RFQ questions are due by noon on July 3<sup>rd</sup>, 2015 Submit all Questions in written, email form to: [Hannahhunt.Moeller@RNLDESIGN.com](mailto:Hannahhunt.Moeller@RNLDESIGN.com) – phone calls will not be accepted

Responses to this RFQ must be in the form of a Statements of Qualification (SOQ). SOQ's must be in 8.5" x 11" format with a sturdy binding. Only (1) one hardcopy is required. A duplicate .pdf version is also required to be submitted on a USB compatible removable media device.

Statements shall be complete, easy to read and printed in color where appropriate. Submittals shall be no larger than 20 single sided pages, including project examples and references, but excluding facing covers. Illegible submittals or submittals that exceed the page limit will be

rejected. Applicants must provide single "point of contact" information including an address, an email address and a telephone number. **SOQ's are due by noon on July 10<sup>th</sup>, 2015.**

Submit Statements of Qualifications to:

RNL

Attn: Tony Thornton

1050 17<sup>th</sup> Street Suite A-200

Denver, CO 80265

Labeled: Denver Water OCR – Signage Design Services

#### **PREREQUISITE CRITERIA**

**All SOQ's are required to include the following information at the back end of the submittal.**

Applicants missing this information may be disqualified.

Interested businesses must:

- Be qualified and have the financial capabilities, skill, experience, as well as access to the necessary staff, facilities and equipment, to perform the required services.
- Must have been in business / show a business history of a minimum of (3) three years.
- Must also indicate if they have been terminated from a project or have been sued over professional services provided within the last (5) five years. Details are required.
- Must provide confirmation of the above prerequisites in the form of a signed letter/s
- Must also provide proof of professional liability insurance with appropriate project coverage.

Interested businesses must:

- **Officially meet the active status requirements of a Minority & Women Business Enterprise (MWBE)** as adopted by the City and County of Denver and **must be officially certified** as such.
- **Submit a copy of their current certificate as proof of active status.**

#### **CRITERIA FOR A SUCCESSFUL SOQ SUBMISSION:**

Statements of Qualifications will reviewed and assessed by a review panel of 5 reviewers including project members from RNL, and a Representative of Denver Water. The key selection criteria are TEAM, EXPERIENCE, and PROJECT APPROACH, each of which will be scored as a value from (1) one to (10) ten and then be multiplied by the modifier specified in each category for a possible total of (65) Sixty-five Points.

TEAM: Describe your firm and list the individuals on your team.

- Detail their credentials (especially all relevant experience) their roles on past projects,
- Describe their proposed roles on this project and their overall place within the business and project hierarchy.
- Confirm that project team members are able to function well in large project team settings.

- Briefly describe if any team member has other active commitments and confirm the team member's availability to carry out their proposed role for the duration of the project.
- Describe the capabilities of your firm. Demonstrating the creativity of your firm is crucial.

Score (1-10) base pts \_\_\_\_\_ x 2 = \_\_\_\_\_ out of 20 possible pts

EXPERIENCE: Provide detail about your firm's history and especially its history with this campus projects with multiple buildings and building types.

- Highlight your knowledge of the special needs of a campus project such as this
- Provide a detailed account of (4) four of your most relevant projects.
  - Additional projects should be listed in short descriptions.
- Preference in this category will be given to those that can demonstrate the most understanding and history with signage design experience for similar campus and building types.
- Provide references for your top projects, as well as, any others you wish to provide. References must include contact information.

Score (1-10) base pts \_\_\_\_\_ x 3 = \_\_\_\_\_ out of 30 possible pts

PROJECT APPROACH: Describe your firm's approach to this type of project.

- Describe how you collaborate in a team environment and how you will work with the other potential designers and artists that may be contributing related material.
- Describe your quality control process and any other relevant information.
- Elaborate on your creativity, expertise and follow through.
- Discuss your approach to deigning within a budget.
- Finally, discuss your approach to working with City of Denver permitting authorities.

Score (1-10) base pts \_\_\_\_\_ x 1.5 = \_\_\_\_\_ out of 15 possible pts

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FINAL SCORE \_\_\_\_\_ pts out of a possible 65 pts

**The top 2 or 3 applicants will be notified by email on July 17<sup>th</sup>, 2015 that they have been placed on a "short-list" of the most qualified applicants and will be scheduled for an interview on the morning of July 22<sup>nd</sup>, 2015.**

**CRITERIA FOR A SUCCESSFUL INTERVIEW:**

Interviews of the top 2 or 3 candidates will take place on the morning of July 22<sup>nd</sup>, 2015.  
Candidates will be informed of their precise interview time as a part of the short list notification.

Interviews will take place at:

RNL  
1050 17<sup>th</sup> Street Suite A-200  
Denver, CO 80265

Interviews are important for the selection committee to be able to ask follow-up questions of the shortlisted applicants and for the committee to get a sense of the personalities and potential chemistry of the teams being interviewed. Interviews will be conducted and assessed by the same panel of 5 reviewers representing RNL and Denver Water.

The interviewee should prepare a brief presentation highlighting the important aspects each of the key criteria included in the SOQ, and be prepared to answer follow up questions by the selection committee. For the interview, the TEAM, EXPERIENCE, and PROJECT APPROACH criteria will be joined by a fourth category - PRESENTATION; each of which will be scored as a value from (1) one to (10) ten and then be multiplied by the modifier specified in each category for a possible total of (75) Seventy-five Points for all of the categories.

Interviews are planned to be 45 minutes long with a maximum presentation length of 25 minutes and the rest of the time being devoted to questions and discussion. Digital presentations should be stored on USB compliant removable media.

TEAM: Introduce your team and briefly recap the highlights of your SOQ response. Be prepared to answer questions based on your firm and the personnel proposed. Be sure to ring examples of your creativity to the interview. Interview attendance should be representative of the key personnel proposed.

Score (1-10) base pts \_\_\_\_\_ x 2 = \_\_\_\_\_ out of 20 possible pts

EXPERIENCE: Briefly recap the highlights of your SOQ response. Be prepared to answer questions based on your relevant experience with similar project types.

Score (1-10) base pts \_\_\_\_\_ x 3 = \_\_\_\_\_ out of 30 possible pts

PROJECT APPROACH: Briefly recap the highlights of your SOQ response. Be prepared to answer questions based on your stated approach.

Score (1-10) base pts \_\_\_\_\_ x 1.5 = \_\_\_\_\_ out of 15 possible pts

PRESENTATION: The selection committee will also review your overall interview performance, focusing on your ability to effectively communicate critical information and react to the spontaneity of the interview environment. The reviewers will also be looking for your firm to continue to highlight your creativity.

Score (1-10) base pts \_\_\_\_\_ x 1 = \_\_\_\_\_ out of 10 possible pts

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FINAL SCORE \_\_\_\_\_ pts out of a possible 75 pts

**Based on the scoring of their interview, the selected applicant will be notified of their success by a telephone call and by email on July 24<sup>th</sup>, 2015. The runners-up will also be notified by email on the same day. Runners-up, in the order of their ranking by the selection committee, may still be contacted to pursue negotiations should negotiations with the selected applicant fall through. Notification of successful negotiations will occur on or before July 31<sup>st</sup>, 2015.**

**POST SELECTION NEGOTIATION:**

Following the interview selection, RNL will engage in contract negotiations with the successful applicant. During this period the applicant will be issued a Request for Proposal, further detailing the project specifics and the scope of services that will be required as a part of the applicant's "Engineer of Record Full Fee Proposal." Successful negotiations will mark the applicant's official induction into the project team.

Should the parties not reach a successful conclusion to the negotiations, RNL and Denver Water will contact the runners-up, in the order of their ranking by the selection committee, in order to pursue negotiations with the next most qualified applicant.

**The negotiation period is scheduled to occur from July 24<sup>th</sup> – 31<sup>st</sup>, 2015.**

**CONCLUSION:**

Denver Water and the Design Team welcome your enthusiasm and interest in what is sure to be a ground breaking project for Denver Water and the community at large. We believe that this project represents an exciting opportunity for a highly qualified Signage Design firm to join our team.

Good luck to all.

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