

## REQUEST FOR PROPOSALS

### Vermont State University Wayfinding Design

### Vermont State Colleges System d/b/a Vermont State University

#### ISSUED BY

Vermont State Colleges d/b/a Vermont State University

#### APPLICATION DEADLINE

January 12, 2023, 3:00pm ET

#### APPLICATION INSTRUCTIONS

Email PDF versions of all documents to michael.stevens@vsc.edu by the deadline, using the following naming convention:

- **Email Subject Line:** RFP Vermont State University Wayfinding Design Package
- **Organization Approach and Personnel Qualifications:** Applicant\_Name\_RFP\_Vermont State University Wayfinding Design\_Qualifications.pdf
- **References:** Applicant\_Name\_RFP\_Vermont State University Wayfinding Design\_References.pdf
- **Fee Proposal:** Applicant\_Name\_RFP\_Vermont State University Wayfinding Design\_Fees.pdf

#### QUESTIONS REGARDING THE RFP

Questions regarding this RFP may be directed to Vermont State University, Manager of Transformation Projects and Planning, at Michael.stevens@vsc.edu. For fastest response please enter Vermont State University Wayfinding Design **Services RFP Question** in the subject line of your message. All questions must be submitted by January 4, 2023, 4:00pm ET. Answers will be provided by January 6, 2023, 2:00pm ET.

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## VERMONT STATE COLLEGES SYSTEM OVERVIEW

The [Vermont State Colleges System](#) (VSCS) is currently comprised of four member institutions – [Castleton University](#) (CU), [Community College of Vermont](#) (CCV), [Northern Vermont University](#) (NVU)<sup>1</sup>, and [Vermont Technical College](#) (VTC). Across all four institutions, the system educates over ten thousand Vermonters and non-Vermonters each year, employs over three thousand Vermonters, and in Spring 2020, graduated over eighteen hundred Vermonters and out-of-state students into the workforce with certificates and degrees.<sup>2</sup>

The VSCS is currently undergoing a significant transformation, with the guidance of the Governor, Legislature, the Board of Trustees, and the State’s *Select Committee on the Future of Public Higher Education in Vermont*. The VSCS began working on internal transformation in summer 2020 with the [VSCS Forward Task Force](#) and several institutional tasks forces including [NVU Strong](#) and [VTC’s Transformation Advisory Team](#). One transformation project involves the merger of CU, NVU, and VTC into Vermont State University.

## INTRODUCTION

We are seeking proposals from firms to design a new exterior wayfinding package for the five (5) primary campus locations: Castleton, Johnson, Lyndon, Randolph, and Williston of the newly established Vermont State University. This work will build upon our recently developed brand and continue to establish the feel of the new entity while it considers and honors the existing campus communities. The Vermont State University is and will be taking a very different approach to address the educational needs of our future learners and we desire the outcomes of the project to reflect the same approach. We encourage thoughts and concept proposals that will mesh with our Mission and Vision and provide an accessible and affordable solution to this unique opportunity.

As a way of grounding your team with the foundational knowledge you need to learn about the Vermont State University and our path forward, we are including the following resources:

- 1) The mission and Vision of the institution
  - a. <https://vermontstate.edu/about-us/mission-and-vision/>
- 2) The Vermont State University Brand Guidelines
  - a. [https://www.dropbox.com/s/2tbhl4pxkyt8pge/VtSU\\_GUIDELINES\\_051622.pdf?dl=0](https://www.dropbox.com/s/2tbhl4pxkyt8pge/VtSU_GUIDELINES_051622.pdf?dl=0)
- 3) A link to our various campus tours.
  - a. <https://vermontstate.edu/admission/visit-vermont-state-university/>
- 4) [A link to our unique campus identifiers](#)

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<sup>1</sup> Northern Vermont University was created on July 1, 2018 from the merger of Lyndon State College and Johnson State College.

<sup>2</sup>[VSCS Sourcebooks](#) as well as [Board & Committee Meeting Materials and Minutes](#) are available on the System’s website.

- a. [Appendix A](#)
- 5) [Schedule](#)
  - a. [Appendix B](#)
- 6) [A file containing a picture of the existing signage at each location key to a location on a campus map](#)
  - a. <https://www.dropbox.com/scl/fo/zptdykysjz86hxadiaiq/h?dl=0&rlkey=tdp5smvcsuknnih9lwggiprxh>

## SERVICES REQUESTED

The Vermont State Colleges System seeks a firm, firms or and individuals to lead the integration of our various campuses signage portfolios to a unique identity that aligns with the new brand established by Vermont State University. Submissions for this component will include proposals to comprehensively design the signage VSCS will seek separate proposals for the fabrication and installation components at a later time. At this stage, the proposal should comprehensively address design, with additional information to inform the plan for the fabrication and installation components.

The selected firm should provide, at minimum, the following services:

1. **Site analysis and observation:** Tour the 5 distinct campuses to review current signage and wayfinding. Create a complete photo catalog indicating actual content of existing signs, size, if one sided or two, etc. Create a keyed site map indicating the existing location of current signage. During these tours, you will be able to meet with various campus representatives who will assist with questions about each specific community.
2. **Recommendations for a signage and wayfinding program:** Provide a detailed comprehensive approach to identifying, planning, and designing a unique package in alignment with our brand. This will include a written narrative along with supporting graphic materials and maps. Preliminary sign locations and sign guidelines will be included. We anticipate two types of signage, entry signage and campus wayfinding. Designers have the option of breaking the wayfinding down further if necessary to create distinction between vehicular and pedestrian wayfinding.
3. **Consultation services:** Advise and guide as to the existing levels of information provided at various campuses, review and removal of outdated information, inclusion and addition of new programs or locations and an overall strategy to establish “what” is conveyed and “when” consistently across our locations.
4. **Preliminary Design concepts, options, and presentation:** This portion will include a presentation to stakeholders regarding the firm’s preliminary design recommendations. Also included in this phase will be the identified family or hierarchy of the total signage suite.
5. **Final Design:** Incorporate the various level of feedback pertaining to this package into a final recommendation on the final design for the Campus Entry Signs and the rest of the

configuration signage family. There will be a Zoom meeting held to solicit feedback on the recommendation and any feedback provided will be incorporated into the final bid package.

- a. This is to include the design work for a temporary sign that is to be installed at the two primary entrances of each campus for July 1, 2023
6. **Full detailing and completion of the fabrication and installation bid package:** Produce a complete bidding package including full plans and specifications. This will also include a Final Signage and Wayfinding Report that provides the designs, concepts and implementation strategy, with adequate information to inform separate fabrication and installation components such as estimates.
7. **Permitting:** Identify and file for all permits that will be required in each location for all sign installations as determined by the final bid package.
8. **Adaptation:** Propose a signage system that has interchangeable panels and can be easily adjusted over time. Our campuses will be seeing major changes over the next 10 years and the signage must be able to be altered to reflect the removal of structures, the renaming of buildings, and the addition of new structures. All signage structures should be able to support the addition of One (1) additional sign in the future.
9. **Durability:** Propose signage materials that are durable and resilient. Must hold up wear and tear such as Vermont weather, vehicle strikes, spray paint, stickers, and such.

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## **BUDGET**

The budget for the entire scope of work including design, fabrication, and installation is \$600,000. Bids should reflect the actual proposal for design work, with informed estimates for the separate components of fabrication and installation necessary to complete the final project.

## **QUALIFICATIONS**

Firms must have a minimum of five (5) years demonstrated experience and expertise in the successful work associated with this RFP of similar size and scope distributed across a large geographic area.

## **EVALUATION**

Responses will be evaluated on experience, references, services to be provided, and costs.

### **Selection Process**

The selection process will be to evaluate the proposals based on the Method of Award below and two to three firm to participate in a formal interview where they will have a chance to further explain their engagement methodology and vision for the evolution and completion of the project.

### **Method of Award**

VSCS will base the evaluation of each proposal to this RFP on its demonstrated competence, compliance, format, cost, and enterprise applicability. This includes, but is not limited to, product availability, quality, prices, service availability, timing, and delivery. The purpose of this RFP is to identify those vendors having the interest, capability, and financial strength to supply the VSCS with a Vermont State University Wayfinding Design solution. If the VSCS does not identify a suitable bidder within the RFP process, the VSCS is not obligated to award the project to any bidder.

The VSCS, in its best interests, reserves the option to accept or reject any or all proposals, to accept or reject any item or combination of items therein, to waive any irregularities or informalities in any proposal or items therein, and/or to negotiate with particular bidders following the evaluation of proposals without right of recourse by other bidders. A top proposal would be assessed in the judgment of VSCS as best complying with all considerations set forth in this RFP. When VSCS has tentatively selected a successful proposal, VSC may engage in discussions with the bidder to formulate plans in greater detail, to clarify unclear items for either party, and to otherwise complete negotiations prior to formal selection.

### **Evaluation Criteria (no weighting is implied by order of listing):**

1. The extent to which the bidder's solution matches the requirements of the VSCS.
2. Engagement methodology.
3. Bidder's qualifications and references.

4. Cost and length of contract.

## **GENERAL CONDITIONS**

1. This RFP does not commit the Vermont State Colleges System to award a contract.
2. This RFP and the process it describes are proprietary to the VSCS and are for the sole and exclusive benefit of the corporation. No other party, including any Applicant, is granted any rights hereunder. Any response, including written documents and verbal communication, by any Applicant to this RFP, shall become the property of the VSCS and may be subject to public disclosure as described in the Confidentiality section, below
3. Submission of a proposal indicates acceptance by the Consultant of the conditions contained in this RFP, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between Vermont State Colleges System and the chosen Consultant selected
4. Responses shall be binding upon the chosen Consultant and irrevocable for up to 60 days following the close of applications
5. From the release date of this request for proposal until award of the contract, no contact with Vermont State Colleges System personnel or board members related to this solicitation is permitted. Direct all communications to the designated contact on the first page of this request.
6. The Vermont State Colleges System reserves the right to:
  - a. Request clarification and additional information from any Consultant during the evaluation process
  - b. Negotiate with the chosen Consultant to include further services not identified in this RFP
  - c. Re-advertise with either an identical or a revised scope of work or cancel requirements in their entirety
  - d. Issue subsequent RFPs based on refinement of concepts proposed in response to this request
  - e. Conduct investigations of the qualifications of the Applicant as deemed appropriate
  - f. Request the Applicant modify the submitted proposal to more fully meet the needs of the Vermont State Colleges System

## **CONFIDENTIALITY**

The Vermont State Colleges System complies with the Vermont Public Records Act, 1 VSA § 315 *et seq.* which requires public agencies to allow any person to inspect or copy any public record upon request. Accordingly, applicants for this RFP are hereby advised that any communications, data or other information received by the Vermont State Colleges System during the RFP process could be subject to a public records request. However, certain public records are exempt from public inspection and copying, as set forth in 1 VSA § 317(c), including, for example, those portions of a record which meet the statutory definition of a trade secret. Accordingly, consultant should submit a second copy of their proposal, from which any portion of the proposal that the consultant reasonably believes to be exempt from disclosure under the Public Records Act has been redacted. By submitting a proposal, you indicate that you understand the requirements of this section and the potential applicability of Vermont's Public Records Act to your proposal.

## **SUBMISSION REQUIREMENTS**

All submissions are due no later than January 12, 2023, 3:00pm ET.

In three (3) separate documents, to be named as outlined on Application Instructions page, please provide the following:

1. **Organization Approach and Personnel Qualifications:** Provide a statement of qualifications and capability to perform the services sought by this RFP, including:
  - a. Detailed plan and timeline for approaching the subject of this RFP.
  - b. Define your approach to wayfinding as it relates to our various campus settings
  - c. Qualifications and experience for personnel working on this engagement including skillset (described in detail), experience level, and job title. Relevance with similar projects should be cited along with the level of effort expected for this engagement.
2. **References:** Provide examples of work and references from three to five clients performing work of similar complexity. In each reference include the following:
  - a. Project name and description including primary project scope, description of complexity, communication, and project plan
  - b. Duration and size of project.
  - c. Name of company
  - d. Project sponsor name, telephone number, and email address.
3. **Fee Proposal:** Provide a fee proposal with the following break out:
  - a. Design and consultations services
  - b. Creation of bid documents



4. **Redacted Copy:** Provide a second copy of the proposal, redacting any portion of the proposal that is reasonably believed to be exempt from disclosure under the Vermont Public Records Act.

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## **Appendix A**

### **Castleton**

[Short version]

[SHORT – 48 words]

Nestled within a classic New England village, our Castleton campus is home to the state's first institution of higher education and offers an array of liberal arts and professional programs within a supportive, traditional collegiate environment where Spartan Pride runs deep and the arts and outdoor activities abound.

[Long version]

Vermont State's Castleton Campus, nestled within a classic New England village on 165 acres in southwestern Vermont, offers a welcoming environment for academic, athletic, and artistic discovery. Just outside the greater Rutland area, the campus is home to the state's first institution of higher education and the only public four-year college experience in this part of Vermont.

With an array of liberal arts and in-demand professional programs and a 28-team-strong athletic program, you'll stretch your mind and your body within a supportive culture of engaged faculty, staff, and peers that draws international students, too. Spartan Pride runs deep, extending beyond the playing field, court, or slope to the relationship-based education and ethic of community engagement that permeates Castleton life.

Surrounded by opportunities to meet and collaborate with others through the arts, clubs, and intramural sports, you'll learn and explore as you develop abundant skills that will fuel your future. A large and active alumni network along with graduate programs in business, nursing, athletic leadership, and more will help take your career to the next level.

The mountains and lakes close to campus offer beautiful spots to enjoy all Vermont has to offer, including hiking, skiing, fishing, and just relaxing, while the nearby Killington-Pico Resort is home to the university's Resort & Hospitality Management program.

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**Johnson**

[Short version]

Our hilltop Johnson campus offers the place to be yourself as you explore programs rooted in creative, fine, and performing arts, social justice, teacher education, self-designed interdisciplinary studies, and the sciences including graduate studies in counseling, with the northern Green Mountains the backdrop to outdoor spaces designed for action and contemplation.

[Long version]

Vermont State's 350-acre hilltop Johnson campus offers views of the northern Green Mountains, with stunning Sterling Mountain the backdrop for both outdoor concerts and commencement. Academic excellence and inclusivity are both hallmarks of the Johnson experience, and you'll find an environment that celebrates free-spirited students, a place where you can be yourself and explore what you want to do with supportive faculty and staff to help every step of the way.

The Johnson campus's liberal arts foundation and commitment to social justice and activism meld with all of the academic programs here. With an emphasis on creative, fine, and performing arts, teacher education, psychology, science, wellness and holistic health programs, and the opportunity to design your own interdisciplinary studies program or pursue graduate

studies in our well-known counseling and teacher education programs, your courses will inspire your future.

Recharge in a hammock in the pine forest or wander the on-campus trails. Connect with new friends through athletics, intramural sports, and clubs. The campus offers easy access to excellent skiing and riding, hiking, and biking, as well as the internationally renowned Vermont Studio Center just down the hill in the village.

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## **Lyndon**

### [Short version]

in the heart of the Northeast Kingdom, a region steeped in outdoor adventure and entrepreneurial spirit, our Lyndon campus is rooted in collaboration and creativity with our outdoor, atmospheric sciences, communications, and music business & industry professional programs pioneering Learning and Working Community partnerships to enrich all student experiences.

### [Long version]

Vermont State's Lyndon Campus is located in the heart of the Northeast Kingdom, a region steeped in outdoor adventure and entrepreneurial spirit. The 195-acre hilltop campus, offering the only four-year college experience in this part of the state, attracts students who are "doers" — in their program and in the communities and businesses that make up this region.

From science labs and the animation studio to the weather center, News7, and the music recording studio, you'll delve into experiential learning as part of your program. Academic programs at Lyndon prepare students for a range of professional opportunities in such fields as outdoor adventure and education, atmosphere sciences, climate change science, communications, the music industry, and more. The Learning and Working community approach to education pioneered here will enhance your learning and help launch your career through internships and paid work opportunities in your field with businesses and nonprofits from mountain resorts to schools and agencies.

As the cultural center for the region, Lyndon draws the community to campus for student and professional performances and gallery exhibits as well as athletic competition. Lyndon is also home to Veterans Park which was created through the efforts of the campus veteran's club in recognition of the estimated 600 faculty, staff, and students who have served in the military.

You'll have a full mix of activities to join at Lyndon, including intramural sports and clubs, and on-campus trails and snow and skate parks offer spots to unwind and just relax. The mountain biking, skiing, and climbing that the northern Green Mountains and White Mountains of New Hampshire are known for are all easily accessed, with some locations just minutes from campus.

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## **Randolph**

### [Short version]

Home to the state-of-the-art Advanced Manufacturing Center, our Randolph campus draws students seeking associates and bachelor's degrees in a range of technical programs from nursing and renewable energy to architecture, civil, mechanical, and manufacturing engineering in the heart of central Vermont with easy access to all the region offers.

### [Long version]

Vermont State's 544-acre Randolph Campus is located in the heart of central Vermont, with ready access to the mountains, resorts, and arts the region is known for. Home to the state-of-the-art Advanced Manufacturing Center, the Randolph campus offers a variety of in-demand technical and healthcare-related programs, including nursing, veterinary technology, automotive technology, architectural, civil, mechanical, and manufacturing engineering, renewable energy, agriculture and more, all with the guidance of a supportive and connected faculty.

Known for programs with a strong return on investment, the Randolph campus attracts students at all entry points — certificate programs, associate, bachelor's, and master's degrees, with many in-demand programs leading to 100% job placement soon after graduation.

Students here are committed to practical, hands-on learning and are active in a variety of clubs, from astronomy to robotics, as well as participate in and root on our athletic teams. Located a short drive from downtown Randolph, you can access regional mountain biking trails right from campus and even pick apples from the on-campus orchard!

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## **Williston**

### [Short version]

Just outside Burlington, Vermont's largest city, our Williston campus offers in-demand programs including professional pilot technology, computer science, dental hygiene, radiological science, nursing, and more in a setting that caters to commuter and low-residency students and is close to the region's cultural scene and Lake Champlain.

### [Long version]

Vermont State's Williston Campus is just outside Burlington, the state's largest city, and its bustling cultural scene along Lake Champlain.

The Williston campus offers in-demand programs known for a strong return on investment in such fields as professional pilot technology, aviation maintenance technology, computer science, dental hygiene, radiologic science, and nursing. Most students commute or take part in low-residency programs at this campus, with convenient access from the highway and to

services of all kinds. Our Randolph campus is an easy drive from Williston, offering access to additional tech-based credential and degree programs.

## Appendix B

