

Request For Proposal

October 8, 2015

Bid #15167

Bid Opening: November 2, 2015 at 2 PM



City of Little Rock Zoo

Arkansas Farm Interpretive Graphics Project

Requestor:

City of Little Rock Zoo

Jj Muehlhausen

Special Projects Coordinator

City of Little Rock Zoo

Arkansas Farm Interpretive Graphics Project

I. Introduction

The Little Rock Zoo is currently constructing the Arkansas Farm Exhibit, which is scheduled to open March 2016 as the Little Rock Zoo's newest exhibit. This exhibit includes a Large Barn, Small Barn, Jungle Fowl Building, Poultry Building, Contact Yard, Prairie Dog Exhibit, and Pre-school Playground. This exhibit will educate guests on Arkansas *Agri-Culture*, Heritage Breeds and Sustainable Farming. There are more than 300,000 guests who visit the Little Rock Zoo each year, which include school aged children, families, seniors and tourists. The Arkansas Farm exhibit also will take special pride in being not just ADA accessible but ADA friendly and this signage and interpretive package should keep that in mind. *Exhibits A-C* shows artist renderings of the Arkansas Farm Exhibit. On-site visits to the exhibit are available by scheduling an appointment with Jj Muehlhausen, Special Projects Coordinator ph. 501-661-7230 email – Jmuehlhausen@littlerock.org.

This request for proposal RFP outlines that the Contractor is to provide all services including graphic design, interpretative writing, fabrication, location map and installation for all interpretive graphics for the Arkansas Farm exhibit at the Little Rock Zoo.

II. Project Requirements

This project includes the concept and design, fabrication and installation for all interpretative graphics.

A. Concept and Design

1. Consultant will provide design services for animal identification graphics, way finding signage, informational signage, and for signage or exhibits that interpret other educational themes of the Arkansas Farm Exhibit. Bid package must include location map for proposed signs and interpretive exhibits. Contractor is to provide all services including graphic design, interpretative writing including animal identifications, way finding signage, informational signage to provide educational opportunities for The Arkansas Farm Exhibit. The exhibit is designed to educate guests on the importance and history of farming including: Arkansas *Agri-Culture*, Heritage Breeds and Sustainable Farming. Graphics designed must provide instructions to guests, identify animals, provide educational information about them, and interpret thematic messages using creative mediums and methods.

2. Consultant to provide plan for visual interpretative signage, exhibits, and displays as well as formats and palettes (colors, font, etc.)
3. A location map for all proposed interpretative and exhibit signs and stations must be included in the bid package.

B. Fabrication and Installation

1. Materials used to complete all signage must be of high quality and approved by owner – e.g. similar quality to products created by Gopher Signs or 1220 Exhibits.
2. Installation will be the responsibility of the Contractor and must be included in the overall bid and must be completed by March 7, 2016.

III. Submission Requirements

All Proposals must be received no later than **November 2, 2015 at 2 PM,** delivered to the City of Little Rock Purchasing Department, 500 West Markham, Suite 300, Little Rock, AR 72201 in a sealed envelope with the following information written on the cover:

1. Bid # and Arkansas Farm Graphics
2. Bidder's Company Name

Inside the sealed envelope there should be two separate envelopes clearly marked in the following way:

Envelope #1 – All Credentials and sample of Proposed Concept should be in this envelope. **Any mention of pricing in Envelope #1 may disqualify the bid.**

Envelope #2 – Must contain the pricing and timeline.

A. Company Information (Envelope #1)

1. Company Name, Address and Contact Information
2. Qualifications
3. Experience (include samples of work)
4. Roles of Contributing Staff and Sub-contractors
5. Terms regarding ownership of artwork, copyrights and policy regarding changes and when additional charges would be incurred

B. Illustration of Proposed Concept (Envelope #1)

1. Include a summary of proposed execution, development timelines and samples of illustrated concepts for review by the Selection Committee.

C. References (Envelope #1)

1. A minimum of five (5) professional references with photos of other jobs must be included.

D. Costs and Budget (Envelope #2)

1. Interpretative Plan
2. Fabrication
3. Installation
4. The budget estimate for the exhibit must be itemized to show separate costs for design, fabrication and installation. Fabrication itemization must show size and number of panels and 3D interpretative.
5. The budget estimate for the exhibit must be itemized to show separate costs for design, fabrication and installation. Fabrication itemization must show size and number of panels and 3D interpretative.

E. Timeline (Envelope #1)

1. A project timeline must be submitted with the proposal. Interpretative graphics must be installed no later than March 7, 2016.

F. Warranty & Life Expectancy Information: (Envelope #1)

1. Warranty Info
2. Life Expectancy of graphics

G. Bid Bond

1. Each bidder must be in compliance with the requirements of Act 1015 of 2013, which became effective on August 16, 2013. Pursuant to Act 1015 of 2013, all bonds submitted to CLR (bid bonds and Performance/Payment Bonds) must be issued by surety companies that are listed on current United State Department of Treasury’s Listing of Approved Sureties. Any bid bonds submitted by a bidder that are not issued by a surety company qualified and authorized to do business within Arkansas and listed as an approved surety on the US Department of Treasury list will be rejected.

Any performance and payment bonds provided by the successful bidder that are not issued by a surety company qualified and authorized to do business within Arkansas and listed as an approved surety on the US Department of Treasury list shall be considered as the contractor’s default in failing to execute and deliver the contract and bonds. In such case, the contractor is liable to the City in the amount of the 5% bid surety.

To verify current list of surety companies, please go to:

https://www.fiscal.treasury.gov/fsreports/ref/suretyBnd/c570_a-z.htm and search surety company name in the A to Z database listing.

IV. Interpretative Themes

The three (3) major interpretative themes for teaching in this exhibit are:

1. **Arkansas Agri-Culture (Reference – Arkansas Agriculture Dept., Little Rock, AR, ph. 501-683-4851)**
 - a. What is Farm Culture
 - b. History of Arkansas Agriculture
 - c. Farming Past vs. Present
 - d. Raised Bed and Container Gardening
 - e. Farms of the Future
 - f. Arkansas’s Major Farming Industries
 - Rice
 - Poultry
 - Sorghum
 - Cotton
 - Soybeans
 - g. Heifer Internationals action in Arkansas (Reference – Lori Ducey, Heifer International, ph. 501-907-2852)
 - h. Dairy Farming in Arkansas (Reference – Hiland Dairy, www.hilanddairy.com)
2. **Heritage Breeds (Reference – The Livestock Conservancy, Pittsboro, NC, ph. 919-542-5704)**

- a. History of Heritage Breeds
- b. Heritage Breed Conservancy
 - Mission
 - Role
- c. Importance of saving the breeds
 - Genetic Diversity
 - Food Conservancy
- d. Livestock Conservancy

3. Sustainable Farming (Reference – Lori Ducey, Heifer International, ph. 501-907-2852)

- a. 7 M’s - Money, Milk, Meat, Muscle, Manure, Motivation, Materials
- b. Heifer’s mission/philosophy
 - Work with animals to create sustainable wealth
- c. Sustainable Farming Practices (chicken tractors in Arkansas – Heifer project)
- d. Urban Homesteading/vertical gardening
- e. Rain Barrels – use and how to use
- f. Composting

Type of Sign/Interpretative Display	Description	Approximate Counts
1. Animal/Crop Identifications	Identification signs at exhibits	24 - 36 Signs
2. Exhibit Signs	Arkansas Heritage Farm	3 Signs
3. Donor Recognition	Donor Names	1 Sign
4. Instruction/Directional Signs	Guidelines and Directions	15 - 20 Signs
5. Interactive Signs and 3D Interpretative	Interpretative Information	20 - 30 Signs

**Signs need to be positive not negative e.g. Please stay on the path vs. Stay off the grass.*

V. Selection and Review Process

A selection committee of City of Little Rock Zoo personnel and collaborative partners will review and evaluate proposals. If questions arise, Little Rock staff may call firms regarding the proposals. Factors to be considered in making the selection will include, but are not limited to, the following:

- Qualifications and experience of the firm, credentials of staff to be assigned to the project, and ability to complete the project within the timeframe 15%
- References and demonstrated expertise in creating interpretive signs or exhibits 30%
- Illustrated proposed concept 30%
- Completeness and clarity of proposal 20%
- Any other factors deemed relevant
- Timeline 5%

**Only those submittals that score 90% or better will be considered.*

VI. General Information

It is the bidder's responsibility to check the City of Little Rock's website for possible addendums prior to submitting their bid.

1. All questions regarding this RFP must be submitted by email to the Special Projects Coordinator, Jj Muehlhausen, JMuehlhausen@Littlerock.org.
2. The City of Little Rock Zoo is not responsible for any costs incurred by the contractor to respond to this RFP.
3. All terms and conditions of the General Specifications must be strictly adhered to.
4. The City of Little Rock encourages participation of small, minority, and woman owned business enterprises in the procurement of goods, services, professional services, and construction, either as a general contractor or sub-contractor. It is further requested that whenever possible, majority contractors who require sub-contractors, seek qualified small, minority and woman owned businesses to partner with them.





