



Request for Proposal (RFP)

Presented by the La Jolla Merchants Association in collaboration with Enhance La Jolla

Utility Box Wayfinding Signage to Improve the Visitor Experience

About the Project

La Jolla Village Merchants Association in collaboration with Enhance La Jolla is seeking bids from qualified and experienced contractor(s), hereinafter referred to as the Contractor or Bidder, to provide traffic/utility box wrapping services for the City, in accordance with the terms, conditions, and specifications contained in this Quick Quote.

Locations to be determined and service requirements will vary. Most boxes are not currently wrapped and will require cleaning, measuring, and wrapping. Some boxes will be wrapped entirely, others may be enhanced with a hybrid of painting and wraps. In all cases, utility company compliance is required.

Price quoted shall include labor, materials, setup, fabrication/printing, paint removal, box cleaning, permitting, MOT / mobilization, all insurance requirements, installation, and clean up.

Initial RFP is for 8 boxes but may be expanded based on price estimates and solutions proposed.

Confidentiality:

Confidential Information means any data or information contained in this document and any information provided by the La Jolla Merchants Association, Enhance La Jolla, SDGE and other entities. Disclosure of confidential information shall be limited to employees, representatives, consultants, and agents who have a need to know such Confidential Information. The Bidding Party shall use the Confidential Information solely in connection with providing a proposal to provide its products and services. All responses and proposals shall be considered the property of the La Jolla Village Merchants Association.

RFP Contact Information:

RFP Coordinator:

Jodi Rudick – Executive Director LJVMA
jodi@lajollabythesea.com
Work: 858.230.2725

Timeline:

All bids shall be presented no later than September 20, 2022 11:59PM PST via e-mail to jodi@lajollabythesea.com. To schedule a site visit contact Jodi no later than September 12, 2022. Vendors are welcome to visit the locations on their own. A schedule site visit will occur if requested the week of September 12.

Scope of Services

SCOPE OF SERVICES AND GENERAL REQUIREMENTS OF THE CONTRACTOR

Utility Box Wayfinding Wrap Project

La Jolla Village Merchants Association Business Improvement District in collaboration with Enhance La Jolla Maintenance Improvement District is soliciting quotes from qualified professional firms to provide all services necessary for the Utility Box Wayfinding Program within the Village of La Jolla.

Service requirement needs vary, the successful contractor shall provide all necessary services, including labor, setup, fabrication/printing, paint removal, box cleaning, permissions, design, installation, clean up.

Proposing firms shall provide at minimum three (3) work product samples along with associating client contact information.

I. UTILITY BOX REQUIREMENTS AND PREPARATION

- The approximate coverage area of the 8 boxes included in this proposal are 420 – 450 square feet.
- Wrapping shall be done with anti-graffiti 3M™ cast vinyl wrap with 3M™ gloss overlaminate (or approved alternative).
- In some cases, Contractor may choose a hybrid of painting and wrap.
- The Contractor will provide measurements for utility boxes that require to be wrapped and identify any obstructions (i.e., outlets, hinges, vents, doors, etc.) on the boxes that may interfere with the wraps and artwork for the boxes. The measurements provided by the Contractor must include adjustments for any obstructions identified on the boxes.
- The Contractor shall provide all necessary supplies, setup, box preparation (cleaning, sticker, and paint removal, etc.), artwork installation, and clean up.
 - The Contractor will be responsible for obtaining appropriate permissions from Utility companies to wrap the traffic control boxes. Contractor will be responsible for obtaining replacement stickers in compliance with utility company.
 - The Contractor shall specify all the materials proposed in the requested quote.
- Prior to printing and installing the artwork, the vendor will review the **press-ready files** and provide feedback to client regarding any concerns/issues with the artwork or files.
- The Contractor is responsible for providing all **applicable warranties** for labor and materials, including vendor/manufacture warranties, in writing at the time of payment.
- Some boxes will require removal of the existing wrap, cleaning, measurement and wrapping of the boxes with new image(s).
- **Box dimensions vary.** Contractor to provide measurements of boxes that will require to be rewrapped with new image(s). See Exhibit A for box measurement examples

II. MATERIAL SPECIFICATIONS

The Contractor must print artwork on anti-graffiti 3M™ cast vinyl wrap with 3M™ gloss overlaminate. Material must be moisture resistant and provide ultraviolet and abrasion protection.

- Vinyl: 3M™ cast vinyl wrap, 2 mils thickness (must be eligible for 3M™ MCS warranty).
- Coating: 3M™ gloss overlaminate (must be eligible for 3M™ MCS warranty).
- Ink: must be eligible for 3M™ MCS warranty.

If the Contractor proposes an alternative material, the Contractor shall provide the City with the specifications and a sample of the alternative material at the time of bid submittal. Any alternative material suggested must be moisture resistant and include ultraviolet and abrasion protection.

III. ARTWORK/IMAGE

Contractor will be responsible for box design with input from Client.

IV. GENERAL REQUIREMENTS OF THE CONTRACTOR

- Shall perform in accordance with scope of services as indicated.
- Shall coordinate installation/maintenance of boxes and report issues as they arise.
- Shall be responsible for all permit requirements associated with scope of services.
- Shall submit final work product to program manager for final approval prior to installation.

V. GENERAL REQUIREMENTS OF LA JOLLA VILLAGE MERCHANTS ASSOCIATION

- Shall provide point of contact to coordinate installation and maintenance.
- Shall provide design concepts for each box.
- Shall provide location maps of boxes.
- Shall review and approve final work product prior to installation.

Location
1) Herschel & Silverado
2) 1160 Coast Blvd - Small Silver Box
3) Girard & Silverado
4) 850 Coast Blvd - Tall
5) 850 Coast Blvd - Small Green 1
6) 850 Coast Blvd - Small Green 2
7) 1165 Coast Blvd Big Green
8) 1165 Coast Blvd Small Green



Box 1: Hershel and Silverado (various perspectives)



GIRARD AND SILVERADO



850 COAST BLVD



1160 COAST BLVD



1165 COAST BLVD

Instructions & Response Format:

Response Part I: Cover Letter

The cover letter should contain the following information

- (a) Company Name
- (b) Name, title, phone number(s) and email address of a contract individual
- (c) Executive Summary of the Response

Response Part II: Qualifications and Experience

Provide a brief description of the Submitter's business history and number of years in operation. This section should include specific experience in city wide design projects which are in-line with the goals of this specific project. Experience with utility box enhancement will be considered as well as experience working with City of San Diego, SDG&E and other utilities. This section should include profiles of the project management team for this project.

Response Part III: Overview of the Proposed Solution

This section should explain the process used in the proposed solution. This section should provide the full plan for implementation and how the proposed solution will accomplish the goals of the project. Additionally, this section should include how the proposed solution can be expanded in the future to other utility boxes or similar surfaces.

Response Part IV: Solution Cost

The proposed Section shall include all costs associated with the program and must adhere to utility specifications. Please price each item separately. LJVMA reserve the right to award the bid to multiple firms if fiscally prudent.

1. Design (including map design)
2. Site Visits
3. Preparation
4. Fabrication/Printing
5. Painting where appropriate or desirable
6. Installation

Pricing should be all inclusive including any maintenance, repair, installation, or fees.