

## 25-D-00008 CRA Multi-District Wayfinding Signing Design

PUBLIC ANNOUNCEMENT IN COMPLIANCE WITH REQUIREMENTS OF SECTION 287.055, FLORIDA STATUTES (CONSULTANTS' COMPETITIVE NEGOTIATION ACT) APPLICABLE LAW, EXECUTIVE ORDERS, RULES, REGULATIONS, AND THE CITY'S STANDARD PROCEDURES. A NOTICE OF INTENT TO AWARD SHALL BE POSTED, IF AT ALL, ON THE CITY'S WEBSITE ACCESSIBLE BY UTILIZING THIS WEBSITE LINK: [www.tampagov.net/contract-administration/programs/architectural-engineering-construction-and-related-rfqs](http://www.tampagov.net/contract-administration/programs/architectural-engineering-construction-and-related-rfqs).

The City of Tampa seeks Professional Engineering or Architectural services and related, associated, and subsequent work for the CRA Multi-District Wayfinding Signage and Graphics as described in the attached Scope of Services document. Estimated fee \$200,000 to \$300,000.

Reference Drawings and any additional material may be found at: [www.tampagov.net/contract-administration/programs/architectural-engineering-construction-and-related-rfqs](http://www.tampagov.net/contract-administration/programs/architectural-engineering-construction-and-related-rfqs)

Questions may be directed to Jim Greiner, P.E., Contract Administration, City of Tampa, (813) 274-8598, or E-Mail [jim.greiner@tampagov.net](mailto:jim.greiner@tampagov.net).

A pre-submission conference will be conducted at 2 PM December 30, 2024 in the City Council Chambers, third floor Old City Hall, 315 E. Kennedy Blvd. Tampa, FL 33602. Attendance is not required.

In accordance with the Americans with Disabilities Act ("ADA") and Section 286.26, Florida Statutes, persons with disabilities needing a reasonable accommodation to participate in this public hearing or meeting should contact the City of Tampa's ADA Coordinator at least 48 hours prior to the proceeding. The ADA Coordinator may be contacted via phone at 813-274-3964, email at [TampaADA@tampagov.net](mailto:TampaADA@tampagov.net), or by submitting an ADA - Accommodations Request form available online at [tampagov.net/ADARquest](http://tampagov.net/ADARquest).

An individual or entity ("Firm") responding to this RFQ must provide evidence of any required licenses, certificates, or registrations with its submission or within 10 days thereof in order to be considered. The City shall own all ideas, documents, plans, and materials developed as a result of this solicitation and Firm is informed same shall be subject to reuse in accordance with Section 287.055(10), Florida Statutes. Firm (i) confirms it has read and is familiar with Section 119.071(3), Florida Statutes regarding certain building plans, blueprints, schematic drawings, which depict the internal layout and structural elements of a building, facility, or other structure owned or operated by the City or other agency that are per said section exempt from Section 119.07(1), Florida Statutes and Section 24(a), Art. I of the Florida Constitution ("Exempt Plans") and (ii) agrees Firm shall remain in compliance with same, including maintaining the exempt status of such Exempt Plans for so long as they are held by Firm or otherwise in its possession. Pursuant to Section 2-282, City of Tampa Code, during the solicitation period, including any protest or appeal, NO CONTACT with City officers or employees is permitted from any proposer, other than as specifically stated in this solicitation. The City may cancel, withdraw, or modify this RFQ at any time and reserves the right to reject any or all responses and to waive irregularities, formalities, and informalities as it determines in the City's best interest. The City of Tampa will not request documentation of or consider a bidder's (proposer's) social, political, or ideological interests when determining if the bidder (proposer) is a responsible vendor and will not give preference to a proposer based on the proposer's social, political, or ideological interests.

Firms should consider applicable concepts in the City's Climate Action And Equity Plan as posted at <https://www.tampa.gov/document/climate-action-and-equity-plan-122846>.

In order to apply for 5 "Ban-The-Box" bonus points, a firm must provide the documentation required pursuant to the "Ban-The-Box" ordinance listed at [https://library.municode.com/fl/tampa/ordinances/code\\_of\\_ordinances?nodeid=1171018](https://library.municode.com/fl/tampa/ordinances/code_of_ordinances?nodeid=1171018).

Firms desiring to provide these services to the City must submit a single electronic file in searchable PDF format, Smaller than 10MB, that includes the attached RFQ Transmittal Memorandum completed as appropriate, a Letter of Interest addressed to Brad L, Baird, P.E., Chairman, and referring to this RFQ by number, together with a Statement of Qualifications and any supplemental material allowing evaluation for further consideration (short-listing) based upon the following criteria/point system: Successful Comparable Project Experience, (35 pts) Qualifications, (30 pts); Workload and Availability (5 pts); Past Performance/Low amount of City Work (5 pts); Standard Form SF330 (5 pts); "Ban-The-Box"(5pts); Planned WMBE/SLBE Solicitation & Utilization, Form MBD 10 & 20 (20 pts).

The PDF file must be **E-Mailed to [ContractAdministration@tampagov.net](mailto:ContractAdministration@tampagov.net) BEFORE 2 P.M., January 16, 2025**. As a courtesy, the City will endeavor to provide an email acknowledgement usually sent within a few days after submission receipt (submissions received on the day of the deadline may not be acknowledged before the deadline or at all). It is Firm's responsibility to confirm its submission (PDF file) has been received.

**RFQ TRANSMITTAL MEMORANDUM  
FOR A SUBMITTAL TO THE CITY OF TAMPA, FLORIDA**

TRANSMITTAL DATE: \_\_\_\_\_

RFQ NO. & TITLE: 25-D-00008 CRA Multi-District Wayfinding Signing Design  
TO: Brad L. Baird, P. E., Chairman Selection & Certification Committee (CCNA)  
c/o Contract Administration Department via [ContractAdministration@tampagov.net](mailto:ContractAdministration@tampagov.net)  
306 East Jackson Street, 4th Floor North, Tampa, Florida 33602

SUBMITTER ("Firm") NAME: \_\_\_\_\_

FEDERAL TAX ID#: \_\_\_\_\_

FIRM TYPE:

Individual/Sole Proprietor

Joint Venture (JV)\*

Partnership (PN)\*

Corporation

Limited Liability Company

Other: \_\_\_\_\_

FIRM CONTACT NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

**CERTIFICATIONS:**

Firm is licensed, permitted, and certified as required to do business in Florida:  Yes  No

License/registration/certification no(s): \_\_\_\_\_

Per §287.133, Fla. Stat., individuals or entities (including those meeting the §287.133, Fla. Stat. definition of "affiliate") placed on the convicted vendor list ("List") following a conviction for public entity crimes may not submit a bid, proposal, or reply ("Response") on a contract to provide any goods or services to a public entity, may not submit a Response on a contract with a public entity for the repair or construction of a public building or public work, may not submit a Response for leases of real property to a public entity, and may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity; and may not transact business with any public entity in excess of the threshold amount provided in §287.017, Fla. Stat. for CATEGORY TWO for a period of 36 months from the date of placement on the List. Neither Firm nor its affiliates have been placed on the List:  Yes  No

Pursuant to Tampa Code Section 2-284; Bidder's Criminal History Screening Practices ("Ban-The-Box"), the Firm hereby;  declines incentive points and attaches no documentation  applies for incentive points and attaches all the required documentation.

Firm shall comply with all applicable governmental rules & regulations, including the City's Ethics Code (Sec. 2- 522, Tampa Code). The City's Charter & Ethics Code prohibit any City employee from receiving any substantial benefit or profit out of any award or obligation entered into with the City, or from having any direct or indirect financial interest in effecting any such award or obligation. If Firm is successful, it shall ensure no City employee receives any such benefit or interest as a result of such award (See Sec. 2-514(d), Tampa Code):  Yes  No

Firm is not in arrears and is not in default upon any obligation to the City of Tampa:  Yes  No

Firm does not use coercion for labor or services as defined in Section 787.06, F.S.

Firm agrees that if the City of Tampa determines Firm has participated in any collusive, deceptive, or fraudulent practices with regard to this submittal, in addition to any other remedy it may exercise, the City will have the right to debar Firm and deem invalid any contract let under such circumstances:  Yes  No

Data or material Firm asserts to be exempted from public disclosure under Chapter 119, Fla. Stat., is submitted in a separate, single electronic searchable PDF file labeled with the above RFQ number and the phrase "Confidential Material", which identifies the data/material to be protected, states the reasons the data/material is exempt from public disclosure, and the specific Florida statute allowing such exemption (if "No" or otherwise, then Firm waives any possible or claimed exemption upon submission, effective at opening):  Yes  No

**FAILURE TO COMPLETE THE ABOVE MAY RESULT IN FIRM'S SUBMITTAL BEING DECLARED NON-RESPONSIVE**

Authorized Signature : \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title:  Sole Prop  Pres  Sr VP  Gen Ptnr  LLC Auth. Mbr/Mgr  
 Other \_\_\_\_\_ (attach proof of authority)



**RFQ 25-D-00008  
DESIGN SERVICES  
AND RELATED, ASSOCIATED, AND SUBSEQUENT WORK FOR THE  
CRA MULTI-DISTRICT WAYFINDING SIGNAGE AND GRAPHICS**

## **GENERAL SCOPE OF WORK**

BY:  
JEFFREY WILSON, AIA NCARB SEGD

CITY OF TAMPA  
DECEMBER 4, 2024

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**GENERAL SCOPE OF WORK FOR THE REQUEST FOR QUALIFICATIONS (RFQ 25-D-00008)  
DESIGN SERVICES FOR THE CRA MULTI-DISTRICT WAYFINDING SIGNAGE AND GRAPHICS**

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The following General Scope of Work was prepared by the City of Tampa, Florida (CoT or “City”) and its Community Redevelopment Agency (CRA) for a Request for Qualifications (RFQ 25-D-00008) for “Design Services and Related, Associated, and Subsequent Work” to provide comprehensive design services to implement a wayfinding signage and graphics program, based on a previous study (Refer to Exhibits), for the Downtown, Channelside, Tampa Heights, and Central Park CRA districts. The objective of this RFQ is to engage a Design Team that will complete design development (based on approved Sign Concept 1.1; Refer Exhibits), provide fabrication and construction documents and specifications for permitting and bid, assist the CoT and CRA in fabricator and contractor negotiations, perform fabrication and construction administration, and coordinate installation and reviews.

The selected Design Teams (DT) shall provide the following services and deliverables including, but not limited to the following:

**GENERAL ITEMS**

- Comprehensive Project Management and Project Scheduling.
- Comprehensive Review and Assessment of the previous CRA Wayfinding Signage Study, including but not limited to, all Conceptual Designs and Recommendations.
- Comprehensive Review of Community Redevelopment Agency (CRA) and Community Advisory Committee (CAC) process, procedures, and approvals.
- Conduct site visits to the Downtown, Channelside, Tampa Heights, and Central Park CRA Districts to understand the context and specific needs of each area.
- Attend all Community Redevelopment Agency (CRA), Community Advisory Committee (CAC), District, and Public Meetings as may be required to complete the scope of work.
- Attend Tampa Downtown Partnership (TDP) Meetings as may be required to complete the scope of work.
- Incorporate and Adapt District Icons (as developed by TDP) in new Signage and Graphics.
- Incorporate the Identification and Branding of Specific Public and Private Entities in to the Messaging of Signage and Graphics to be determined by the CoT and the CRA.

**PROJECT ITEMS**

- Comprehensive Environmental Signage and Graphic Design Services including Exterior and Interior Identification, Informational, and Directional Signage.
- Comprehensive Design Services for the Adaptation and Incorporation of Existing Branding and Logotypes as well as New Branding and Logotypes by the DT.
- Comprehensive Engineering Services including, but not limited to Civil, Structural, Electrical, Lighting, and Security.
- Coordination with CoT’s Departments including, but not limited to, Equal Business Opportunity (EBO), Logistics and Asset Management (LAM), Mobility, Risk Management, Solid Waste, Stormwater, Sustainability and Resiliency, Technology and Innovation (T&I), Water, and Wastewater.
- Computer Graphics including 3D Modeling and Renderings for Presentations.

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- Coordinating the Installation(s) of Public Art and Providing of Required Utilities and Support of Structure(s).
- Survey Services including, but not limited to, Boundary, Topographic, Wetland, Trees, Utilities, and Right of Way for As Built and Final Layout by the DT.
- Comprehensive Fabrication, Construction, and Construction Administration Services including but not limited to Installation Coordination and Review.
- Verification of Zoning and Flood Zones.
- Verification of the Exterior Illumination of Signage and Graphics with the CoT and CRA.
- Comprehensive Geotechnical Services and Utility Location as Required.
- Comprehensive Design for Demolition, Land Clearing, and Grading as Required.
- Comprehensive Design for Landscaping and Irrigation as Required.
- Comprehensive Job Site Control and Erosion Control Systems as Required.
- Comprehensive Cost Estimation Services at 30% FD-CD (Fabrication Documents and Construction Documents), 60% FD-CD, 90% FD-CD, and 100% FD-CD.
- Scheduling of a Preliminary Project Review (PPR) with the Construction Service Department (CSD) at 60% FD-CD.
- As Built and Final Documents in Latest AutoCAD Release.
- Complete Closeout Documents Technical Specifications, Shop Drawings, Final Message Schedule, and Exhibits in Word and PDF Formats.

**COMPLIANCE ITEMS**

- Compliance with all CoT and Regulatory Requirements as indicated in the CoT’s Permitting Checklist.
- Compliance with all Applicable Governing Codes, Laws, Regulations, and Ordinances including Site, Environmental, Landscape, Building, and Regulatory Permitting.
- Compliance with CoT’s Architectural Review, Historic Preservation, Over-Lay District, and Certificate of Appropriateness Regulations as may be Required.
- Compliance with American with Disabilities Act (ADA) and Florida Building Codes | Accessibility.
- All Costs Related to Permitting and Regulatory Agencies

**SECTION 1: GENERAL CRITERIA**

**1.01 PROJECT BACKGROUND**

The CRA has conducted a wayfinding signage study that provided conceptual designs to improve navigation and enhance the visitor experience in the Downtown, Channelside, Tampa Heights, and Central Park CRA districts within the CoT for the purpose of promoting and enhancing economic and tourist development.

The previous study develop a user-friendly navigational program for vehicular, pedestrian, and other modes of transport with emphasis placed on pedestrian traffic, analyzed ways to make the wayfinding program feel more like “Tampa”, and differentiate between districts and give a sense of place to each district.

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The location of signs and graphics as noted in the previous study are also in an array of residential, business, and civic areas accessed by public roads and sidewalks. Vehicular and pedestrian access routes, or detours, shall be provided and maintained throughout the fabrication, construction, and installation phases as necessary and in accordance with the CoT Standards and the FDOT (Florida Department of Transportation) Greenbook where applicable.

In summary, the objective and goal of this project is to move the approved concept sign design (Sign Concept 1.1; Refer to Exhibits) into a detailed and actionable plan with services and deliverables to include design development, fabrication documents, construction documents, and specifications for permit and bidding, assist the CoT and CRA with fabricator and contractor negotiations, perform fabrication and construction administration (including shop drawing reviews), as well as installation coordination and review.

Additionally, all design development drawings, fabrication documents, and construction documents (based on an already approved Sign Concept 1.1; Refer to Exhibits) shall include, but shall not be limited to, all sign types, plans, elevations, sections, details, finishes, colors, adapted and new graphic designs, message schedule, typography, and samples for CoT and CRA review and approval.

**1.02 PROJECT TEAM REQUIREMENTS**

The Design Team to be selected shall have suitable personnel and equipment, resources, financial stability (including insurance), and experience to accomplish the project objectives. The DT shall be responsible for every phase of work and every task and activity including, but not limited to, project management, design, engineering, fabrication documents, construction documentation, specifications, permitting, bid, negotiation, fabrication and construction administration, and installation coordination and review, required to execute the scope of work complete in its entirety.

The DT shall also be required to conduct all surveying (as may be necessary), testing, obtain all approvals, and provide graphic systems training (i.e., message revisions) in accordance with the budget and schedule as deemed by the CoT and CRA.

The DT shall note that all fabrication documents, construction documents, and specifications shall be signed and sealed by those properly licensed in the State of Florida including but not limited to Architect(s), Engineer(s), and Landscape Architect(s), as may be required to complete the scope of work.

**1.03 SCHEDULING AND PROJECT COORDINATION**

Scheduling and coordination of the project must organize long lead times, potential delays, and funding in the most efficient and suitable manner acceptable to the CoT and CRA.

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The DT shall develop a Design, Fabrication, Construction, and Installation Phasing Plan and Schedule to complete the project as soon as possible and within the specified Fabrication and Construction Duration. The Phasing Plan and Schedule shall be developed in collaboration with CoT and CRA to minimize disturbance to neighboring properties, businesses, and adjacent activities.

The DT shall submit a recommended design development schedule and package content for each stage of review (e.g., 30%/60%/90%/100% Fabrication Documents and Construction Documents (FD-CD)). The schedule shall accommodate reviews by the CoT and CRA. The recommended schedule and content shall be submitted prior to 30% FD-CDs and pricing.

**1.04 COMPLIANCE WITH GOVERNING CODES AND LIFE SAFETY**

All Respondents to this RFQ shall have a complete and thorough understanding of the laws and regulations regarding public and life safety as well as demonstrated experience, including but not limited to, governing building/city codes, plan/code review process, regulatory agency reviews, and required site improvements. All Respondents to this RFQ shall also have a complete and thorough understanding of the submittal requirements and processes of the CoT and CRA as well as required approvals for design, fabrication, and construction.

**1.05 SURVEY AND VERIFICATION OF SITE CONDITIONS**

The scope of work shall include boundary and physical surveys including, but not limit to, topography, trees, right of way, utilities, buildings, pavement, and all existing facilities necessary for cost estimating, design development, and fabrication and construction documents related to proposed improvements. The Scope of Work shall also include surveying for layout and As-Built Plans, and the verification of all existing conditions necessary for the successful completion of the project including but not limited to:

**A. BOUNDARY, TOPOGRAPHIC, WETLAND, TREE, AND UTILITY SURVEY**

Provide a composite boundary, topographic, tree, wetland, utility survey for the project as may be required to complete the work.

**B. RIGHT OF WAY SURVEY**

Provide a Right of Way Survey for the project to include, but not limited to, water, wastewater, sanitary sewer, mobility, electrical, technology, communication, data, and all other utility connections as may be required to complete the scope of work.

**1.06 SITE DESIGN**

Design services shall include all land clearing, site work, tree protection, demolition, removal, grading, landscaping, and irrigation made necessary to achieve the final design for this project.

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**1.07 FABRICATION, CONSTRUCTION, INSTALLATION AND ENERGY SAVINGS**

All fabrication and construction shall make the best use of all applicable and sustainable materials, methodologies, and emerging technologies, to reduce operating costs, increase resiliency, and limit environmental impact.

**SECTION 2: BASIS OF SELECTION AND DESIGN**

**2.01 RFQ RESPONSE**

2.01a The DT shall demonstrate experience and the ability to develop construction, permit, and bid sets. Design and construction scopes shall include, but not be limited to, preliminary pricing at 30%, 60%, 90%, and 100% Fabrication and Construction Documents (FD-CD).

2.01b The DT shall demonstrate experience and the ability to coordinate this project proposal in response to scheduling criteria, coordinate long lead-times, maximize downtime efficiencies, minimize potential delays, and generally phase work.

2.01c The DT shall demonstrate previous successful experience designing and constructing comparable projects.

2.01d The DT shall demonstrate previous work in neighborhood context and with materials appropriate to the community and neighborhood.

2.01e The DT response to this RFQ shall demonstrate the following:

1. Experience in designing Wayfinding Signage and Graphics for Urban Environments.
2. Experience in designing Wayfinding Signage and Graphics for a Municipality.
3. Experience in designing Wayfinding Signage and Graphics incorporating the Identification, Branding, and Logos of both Public and Private Entities.
4. Proven ability to deliver all Services and Deliverables.
5. Proven ability to provide Cost-Effective and Quality Solutions.
6. Knowledge of Local and State Regulations regarding Signage and Graphics.
7. Knowledge of Accessibility Standard for Signage and Graphics.
8. Strong Stakeholder and Public Communication and Engagement Skills

2.01f The DT response to this RFQ shall include the following information:

1. Detailed Approach and Project Methodology.
2. Proposed Project Schedule and Phasing.
3. Background and Relevant Experience of Key Staff to be Assigned to this Project.
4. Minority, Disadvantaged and Small Business Participation.
5. Current Hourly Rate Schedule.
6. Certificates of Insurance.

2.01g Review and selection of a DT shall be in accordance with Florida's Consultants' Competitive Negotiation Act (CCNA).



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**2.02 ESTIMATED BUDGET FOR PROFESSIONAL SERVICES: \$200,000 - \$300,000**

- 2.02a The budget for professional services shall include design development, fabrication documents, construction documents, and specifications for permit and bidding, assisting the CoT and CRA with Fabricator and Contractor negotiations, perform fabrication and construction administration, and installation coordination and review for the Downtown, Channelside, Tampa Heights, and Central Park CRA districts.
- 2.03b The budget for professional services exterior signage and graphics along the Riverwalk and bicycle paths.
- 2.03c The budget for professional services does not include interior signage or graphics within CoT Parking Garages or the design and execution of map artwork.
- 2.02d The budget for professional services shall including all meetings and reimbursables expenses, including but not limited to, printing, presentation instruments, and travel.
- 2.02e The DT shall note that a scope and budget to possibility incorporate the East Tampa CRA shall be determined as part of the design development effort with the possibility of becoming a subsequent and separate Request for Qualifications (RFQ) and project.

**2.03 ESTIMATED BUDGET FOR FABRICATION, CONSTRUCTION, AND INSTALLATION BUDGET: TBD**

- 2.03a All fabrication, construction, and installation costs are to be determined (TBD) using the services of a professional cost estimator(s) to be engaged by the DT.

**2.04 PROJECT COMMENCEMENT AND SCHEDULE**

- 2.04a COMMENCEMENT:  
The project shall commence within fourteen (14) calendar days of the DT's receipt of the CoT's written Notice to Proceed (NTP).
- 2.04b DESIGN DEVELOPMENT:  
Completion of Design Development is anticipated within one hundred and twelve (112) calendar days of project initiation.
- 2.04b DOCUMENTATION:  
The preparation of fabrication and construction documents (following design development) for permit submission to the Construction Services Department (CSD) shall occur with fifty-six (56) calendar days after written approval of design development by the CoT and CRA.
- 2.04c FABRICATION, CONSTRUCTION, AND INSTALLATION ADMINISTRATION AND COORDINATION:  
The duration of fabrication, construction, and installation administration and coordination, including phasing, shall match the duration of fabrication, construction, and installation (by others

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engaged by CoT). The duration of this scope of work shall be determined (TBD) by the DT, CoT and CRA and shall extend to the end of Project Closeout.

**2.05 CITY OF TAMPA | MENTORING AND ON-THE-JOB TRAINING**

All Respondents to this RFQ shall be aware of the CoT's and CRA's desire to foster ongoing or developing programs such as mentoring and on-the-job training. Emphasis towards fostering a strong and talented local workforce, promoting an increase in school attendance and graduation rates, defining pathways through higher education, technical certification programs and career readiness are a CoT and CRA objective. Additionally, the championing of local business, removing barriers to access, and promoting diversity, and inclusion, in addition to that mentioned, are important criteria in the selection process(es).

**2.06 CITY OF TAMPA | PROVIDED MATERIALS**

2.06a The CoT and CRA will provide the selected DT a copy of all exhibits and reference materials, if available, for a project, excluding as-builts and surveys, that may exist.

2.06b All items and/or materials required to design and execute the final and approved design for this project, and not indicated herein as provided by the CoT and CRA, shall be provided without additional cost by the DT.

**2.07 CITY OF TAMPA | OWNERSHIP**

2.05a The CoT and CRA shall retain the ownership of all work products and intellectual property including, but not limited to, any designs and documents of any kind or nature produced as a result of being engaged and/or paid by CoT and CRA. The CoT and CRA reserve the right to re-use the work product of any Task Order without additional compensation to the Design Team. Refer to Exhibits.

**SECTION 3: EXHIBITS**

3.01a The exhibit(s) attached and described under this RFQ have been compiled by the CoT and CRA and are included herein for use as a basis of design only and not intended to indicate acceptance or intent to hire. Refer to Attachments.

3.01b The following exhibit(s) shall be made part of this Request for Qualifications (RFQ) and includes:

3.01c Wayfinding Signage Study: Phase 3 Concept Design | City of Tampa, dated October 25, 2023 (Refer to Attached).



# 22-D-11101 | Wayfinding Signage Study - City of Tampa

## Phase 3: Concept Design

10.25.23

api(+) project no. 2023.024.00

apiplus.com  
Tampa

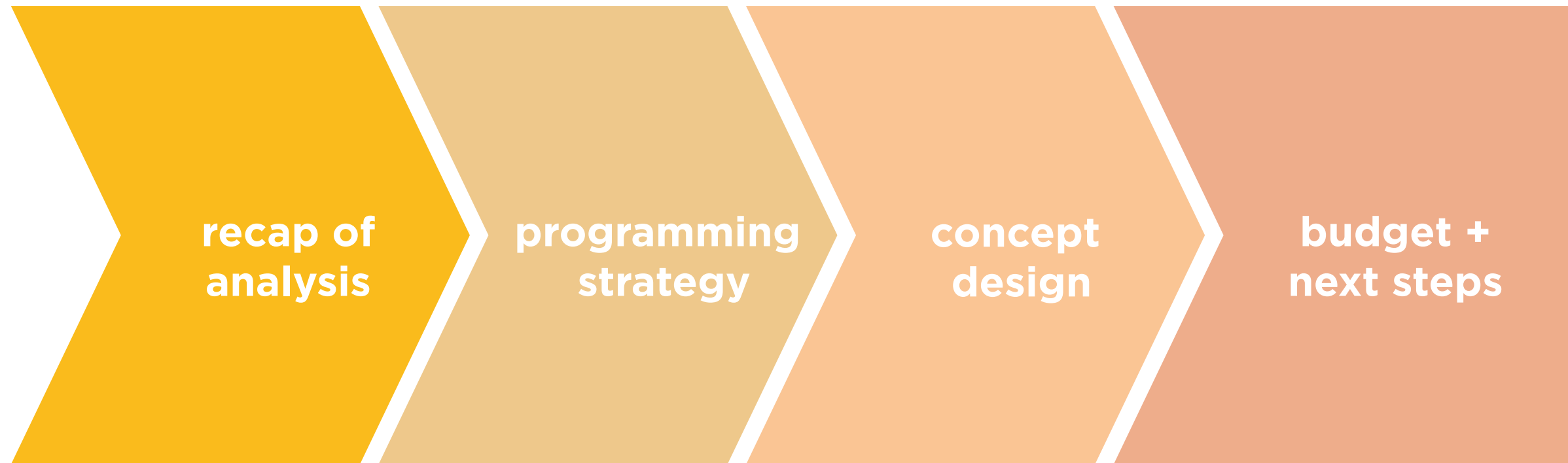


**PROVIDED BY**

**TAMPACRA**  
**STRENGTHENING COMMUNITIES**

# (+) what we will cover



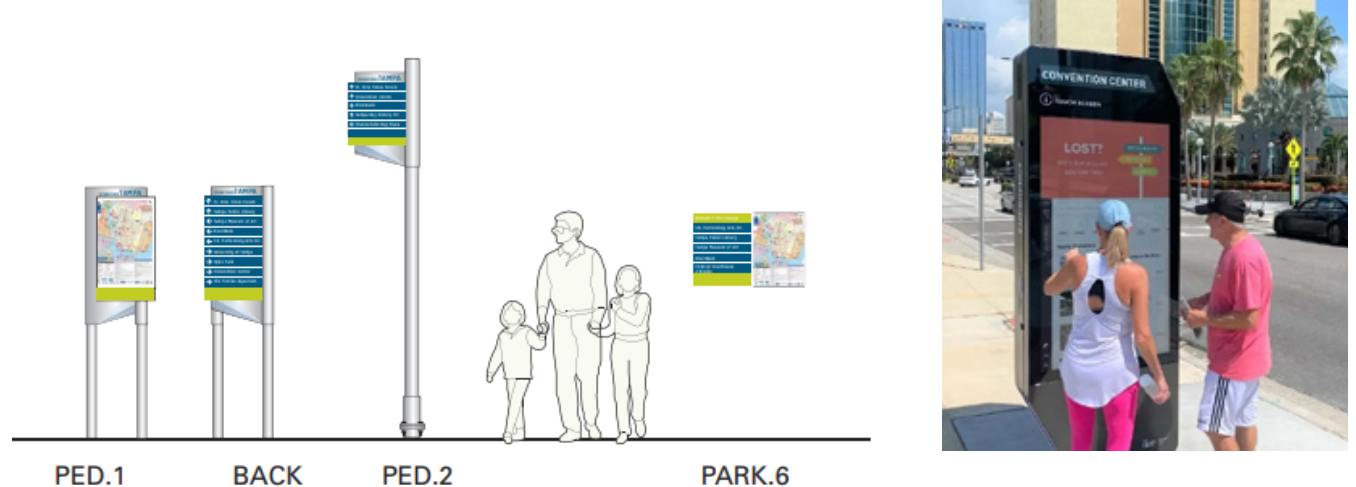
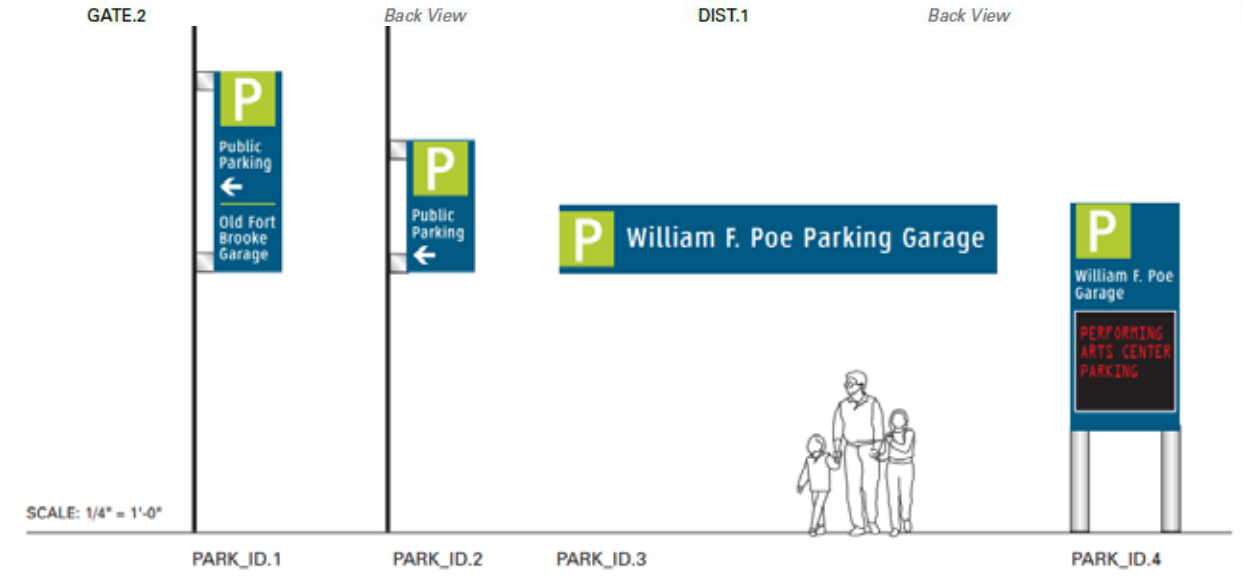
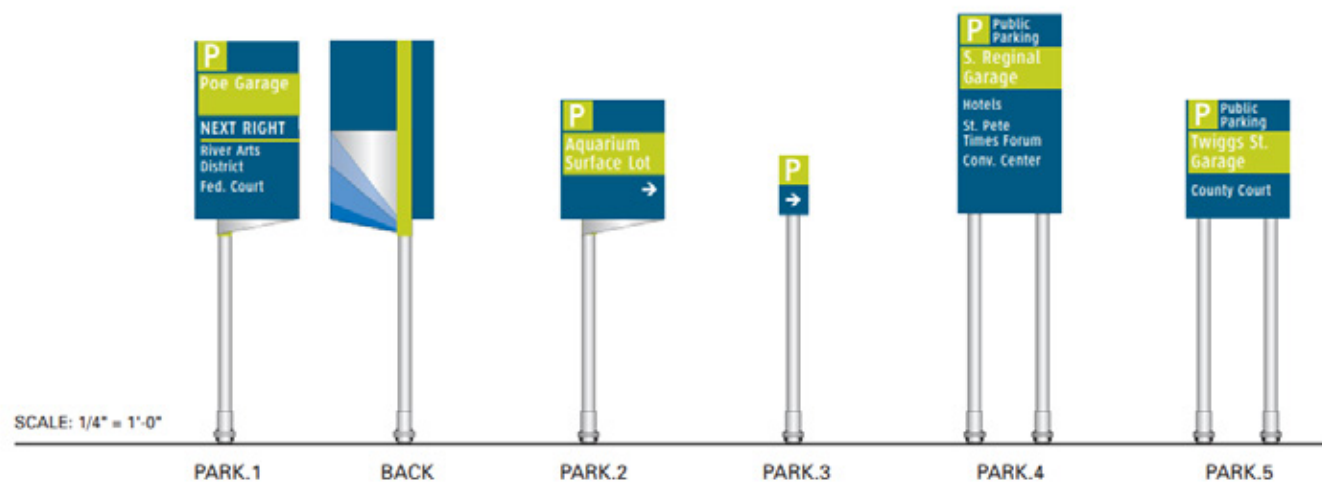
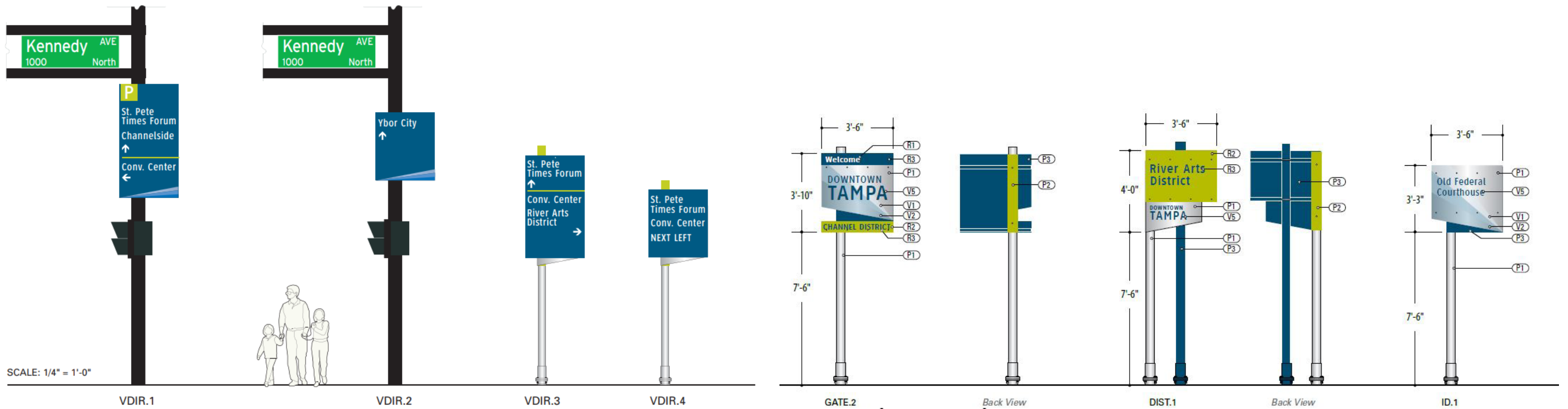


## (+) objective + goals of the wayfinding study and new program

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- Develop a user-friendly navigational program for vehicular, pedestrian, and other modes of transport with emphasis placed on pedestrian traffic
- Analyze existing program to determine impacts to new program
- Assess if there are aspects of the existing program that can remain/be adapted
- Encourage visitors to park their cars and explore the city by foot
- Develop a destination criteria for inclusion on signage
- Make the wayfinding program feel more like Tampa
- Differentiate between districts and give a sense of place to each district
- Determine if there can be a revenue generator component to the program
- Create a policy for the city maintaining the signs and easily make changes

# (+) existing sign family





## (+) high level analysis - functionality + design



- Current system works well but needs updates
- Riverwalk system is cohesive with downtown system
- Existing system doesn't feel like Tampa
- Minimal district identity signs and limited representation

### Recommendations:

- Reuse as much of existing program as possible (study in progress)
- Make the system feel more like Tampa
- Add district ID signs and/or incorporate districts into vehicular and pedestrian wayfinding signs

# (+) high level analysis - condition



- Signs aren't well maintained or updated often: damaged, faded, peeling vinyl, incorrect information
- Some sign locations have conflicts with trees and/or are too close to traffic
- Sign clutter created by redundant signs, heritage, THEA, port and government/FDOT signs

## Recommendations:

- Reduce sign clutter by combining signs
- Explore getting the port, THEA, city and other entities to change to a new citywide branded system



## (+) high level analysis - navigational + parking



- Very few signs announce you have entered downtown
- Some areas have large concentrations of destinations
- City garages/lots aren't consistently identified

### Recommendations:

- Direct more to parking for large groupings of destinations and less to destinations
- Take a hierarchical approach to directing visitors (districts, parking, destinations)
- Add destinations at the garage/lot that can be reached by foot (exterior and interior signs)
- Add parking garages/lots to the wayfinding study

# (+) high level analysis - pedestrian



- Some signs impede the flow of pedestrian traffic and cause sidewalk clutter
- Signs seem too high and small type is difficult to read
- Digital IKE signs seem foreign to the program and should look more integrated

## Recommendations:

- Consider a pillar type sign vs. post mounted: information is easier to read and feels more pedestrian scaled
- Pedestrian directional should add walking distances to encourage walking and other modes of transport
- Add distance radius and districts to maps



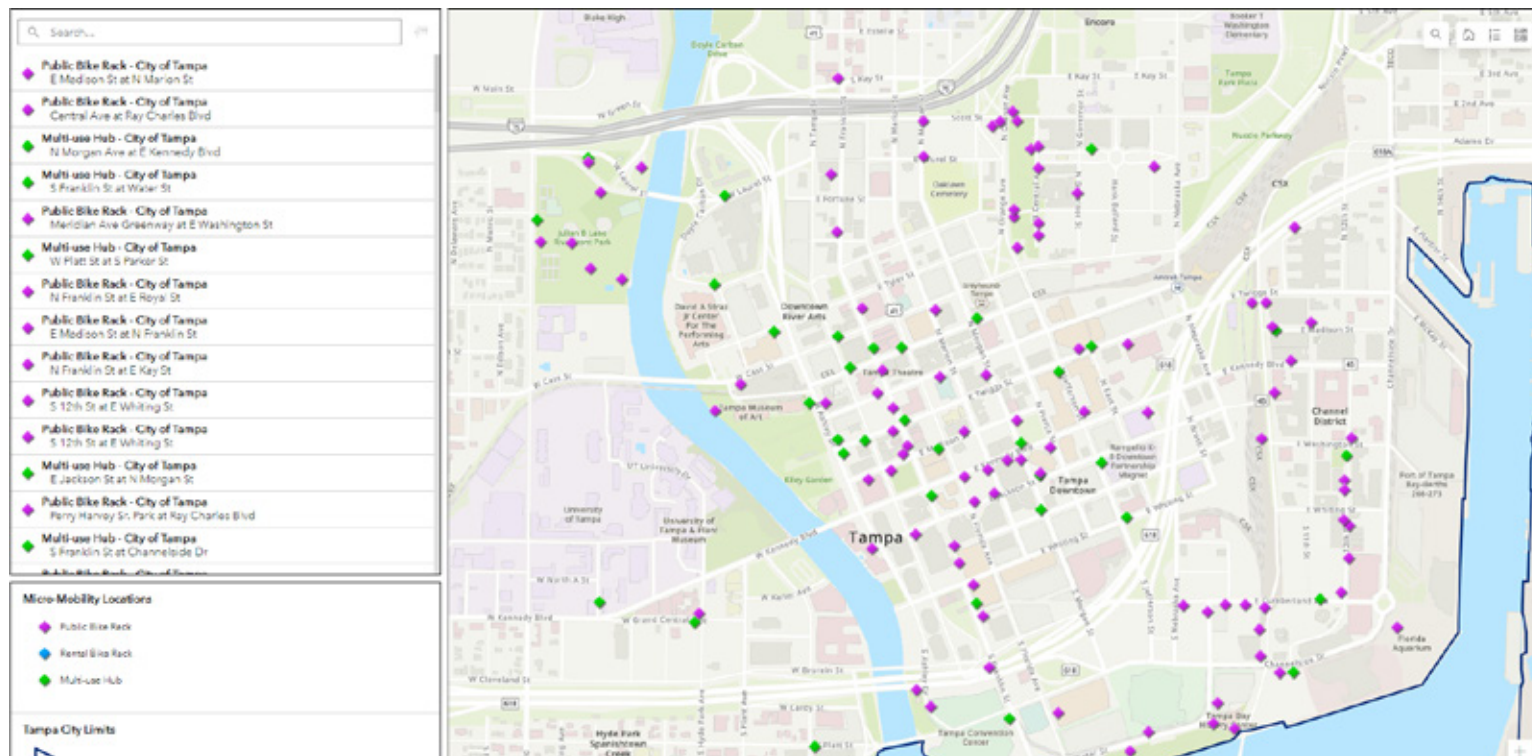
# (+) high level analysis - micro-mobilities



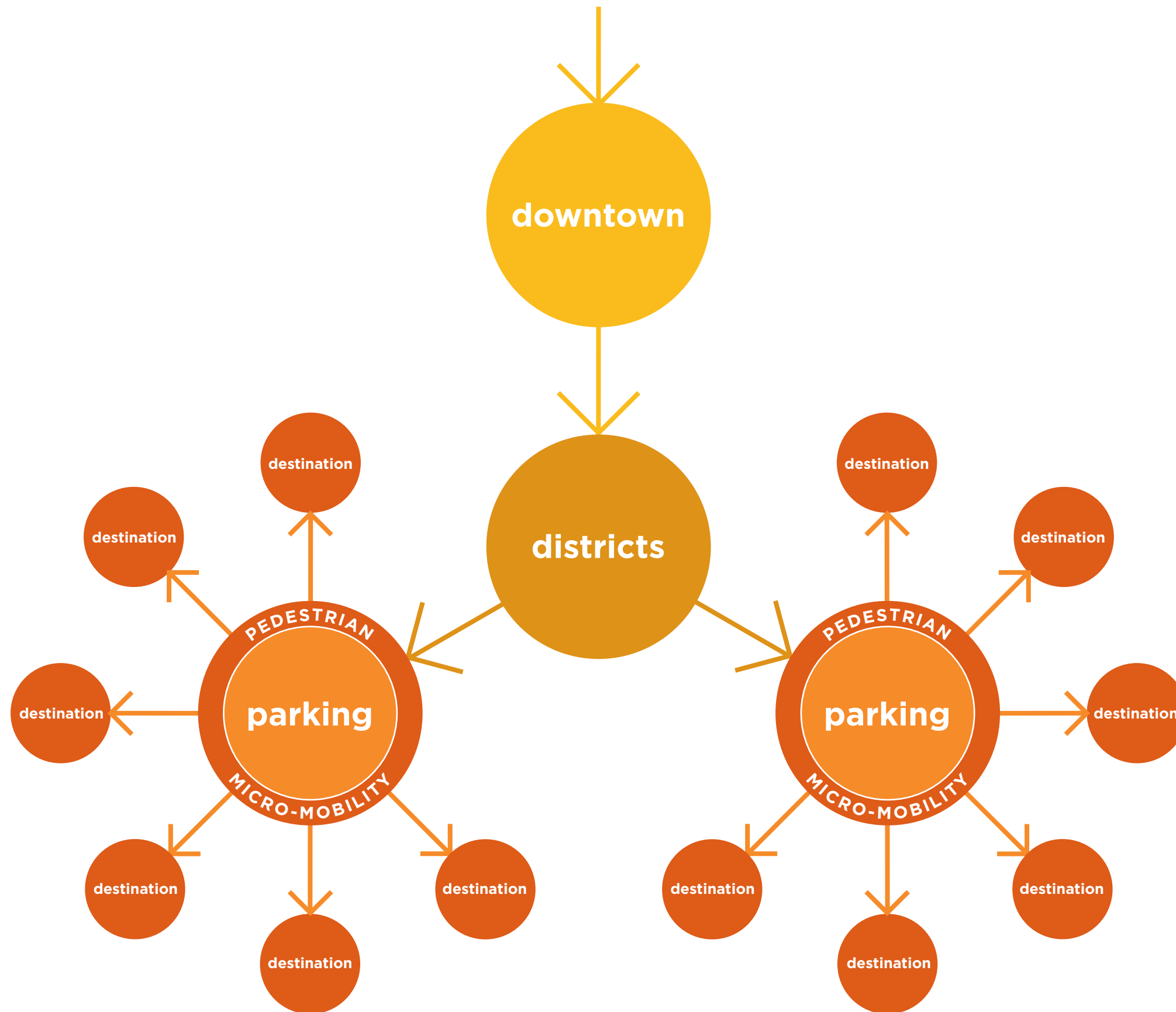
- Bike route signage is inconsistent and minimal
- Lacking central hubs for bikes, scooters
- Transit options include water taxi and seasonal ferry
- Informative parking and micro-mobility map online

## Recommendations:

- Consider a separate sign program for bikes (and/or micro-mobility?)
- Create and direct to central micro-mobility hubs, water taxi, trolley, seasonal ferry
- Add QR codes to signs



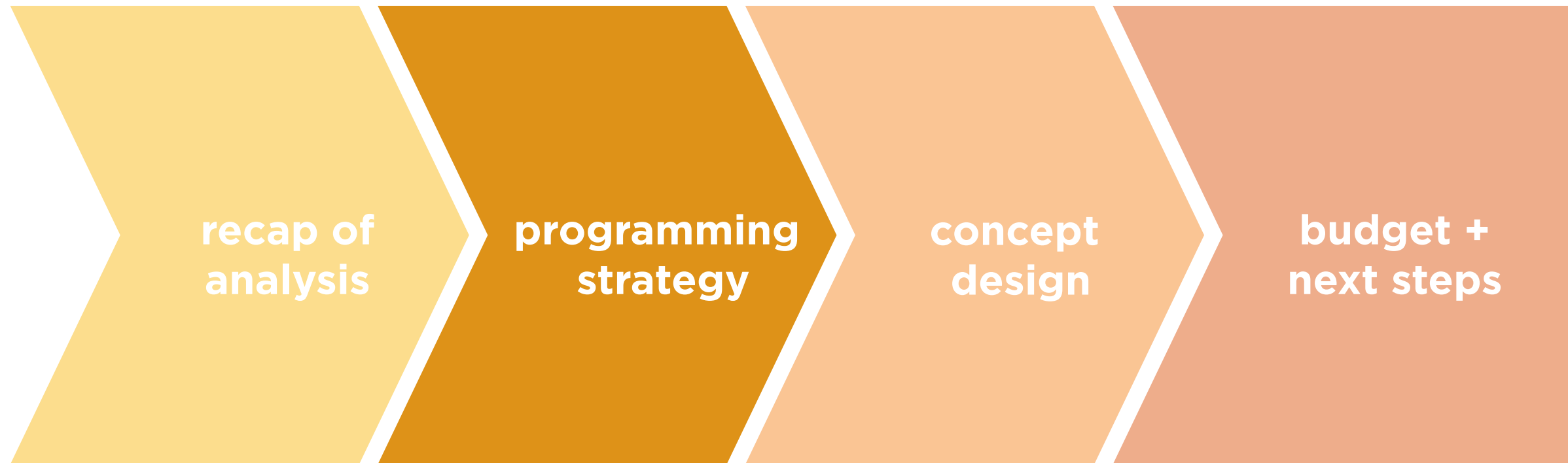
# (+) high level analysis - navigation strategy



## (+) summary of recommendations for the wayfinding program

---

- Consider placemaking along with wayfinding
- Place greater emphasis on pedestrian signs
- Direct to downtown > districts > parking > destinations
- Add parking and gateway signage to scope
- Re-use some of the existing program, if possible
- Make the signage feel more like Tampa
- Emphasize districts/neighborhoods
- Coordinate with THEA, port and other entities to combine signs
- Identify and add revenue generating opportunities





**CRITERIA RANKING**

1. Size of Attraction/Visitor Attendance
2. Adequate Road System
3. Adequate Parking Facilities
4. Seasonal Operation
5. Hours of Operation
6. Attraction of Regional Significance as Identified by Stakeholders

**Commercial Attractions**

Unique Natural Areas

**Commerce Park**

Racetracks and Speedways

Regional Shopping Center

Roadside Farm Market

Winery/Brewery (regional draw)

Zoos, Zoological Gardens, Animal Parks  
and **Aquariums**

**Community**

**Urban Neighborhoods**

**Cultural/Institutional**

**Arenas**

**Business District**

**College or University**

**Courthouses/Government Buildings**

**Institution**

**Library**

Military Base

**Museums**

Observatory

Religious Site

**Historical/Architectural**

**Historic Site**

**Historic District**

**Recreational**

Boat Launch

Campground

Canoeing and Rafting

Golf Courses

Hiking and Biking Trails/Routes

Hunting and Fishing Areas

**Marinas**

National, State and Regional Parks  
and Forests

**Sports Facilities**

Water Skiing

**Tourist Services**

Hospitals

**Visitor Information Centers**

**Transportation**

**Airports**

Heritage Roads, Historic Routes  
and Trails

Primary Transit Routes

**Railroad/Bus/Ferry Stations**

Scenic Overlook

Water Tours

**Waterfronts**

# (+) destinations

## Business Districts

- Channel District
- Tampa Heights District
- Central Park District
- Downtown Core District
- Water Street District
- River Arts District
- Ybor City District
- West Riverfront District
- Davis Islands
- Harbour Island
- Hyde Park

## Destinations

- Amalie Arena
- Armature Works
- Victory Ship Mariners Mus.
- Aquarium
- Glazer Childrens Mus.
- City Hall
- Conv. Center
- County Court
- County Center
- Cruise Ships
- Federal Court
- Gas Worx
- H.B. Plant Mus.
- Marina
- Museum of Art
- Museums
- P. O'Knight Airport
- Riverwalk
- Sail Pavilion
- Stageworks Theatre
- Straz Center
- History Museum
- Tampa Theatre
- Union Station

- USF CAMLS
- USF Morsani College of Medicine
- Tampa Fire Fighters Mus.
- Univ. of Tampa
- Vistors Center
- Victory Ship Museum
- Ybor Harbor
- Parking (or P symbol)

- Pedestrian Destinations/Names**
- John F. Germany Public Library
- Straz Center for the Performing Arts
- Tampa History Museum

## Parks

- Curtis Hixon Park
- Julian B. Lane Park
- Perry Harvey Sr. Park
- Chillura Park
- Cotanchobee Park
- Memorial Dog Park
- Waterworks Park
- Washington St. Park
- Lykes Gaslight Square
- Herman Massey Park

## Garages

- Aquarium Lot
- Channelside Garage
- Conv. Center Garage
- County Center Garage
- Cruise Ship Garage
- Fort Brooke Garage
- Poe Garage
- Port Authority Garage
- Pam Iorio Garage
- Twiggs St. Garage
- Rivergate Tower Garage
- Whiting St. Garage

## Directives

- LEFT LANE
- RIGHT LANE
- NEXT LEFT
- NEXT RIGHT
- STRAIGHT THRU LIGHT

Blue Denotes New Additions to Existing Program

Orange outlines denotes pedestrian only signs/names

**Poe  
Garage P  
Straz Center  
Museum of Art  
Children's  
Museum**

**←**

Heading NW - Florida at Cass  
Option 1

**Poe  
Garage P  
Straz Center  
for Performing Arts  
Museum of Art  
Glazer  
Children's Mus.**

**←**

Heading NW - Florida at Cass  
Option 2

**Convention Ctr.  
Amalie Arena**

---

**↙**

**Straz Center  
Museum of Art**

**↑**

Heading SE - Ashley Interchange at Tampa St.  
Option 1

**Convention Ctr.  
Amalie Arena**

---

**↙**

**Straz Center  
for Performing Arts  
Museum of Art**

**↑**

Heading SE - Ashley Interchange at Tampa St.  
Option 2

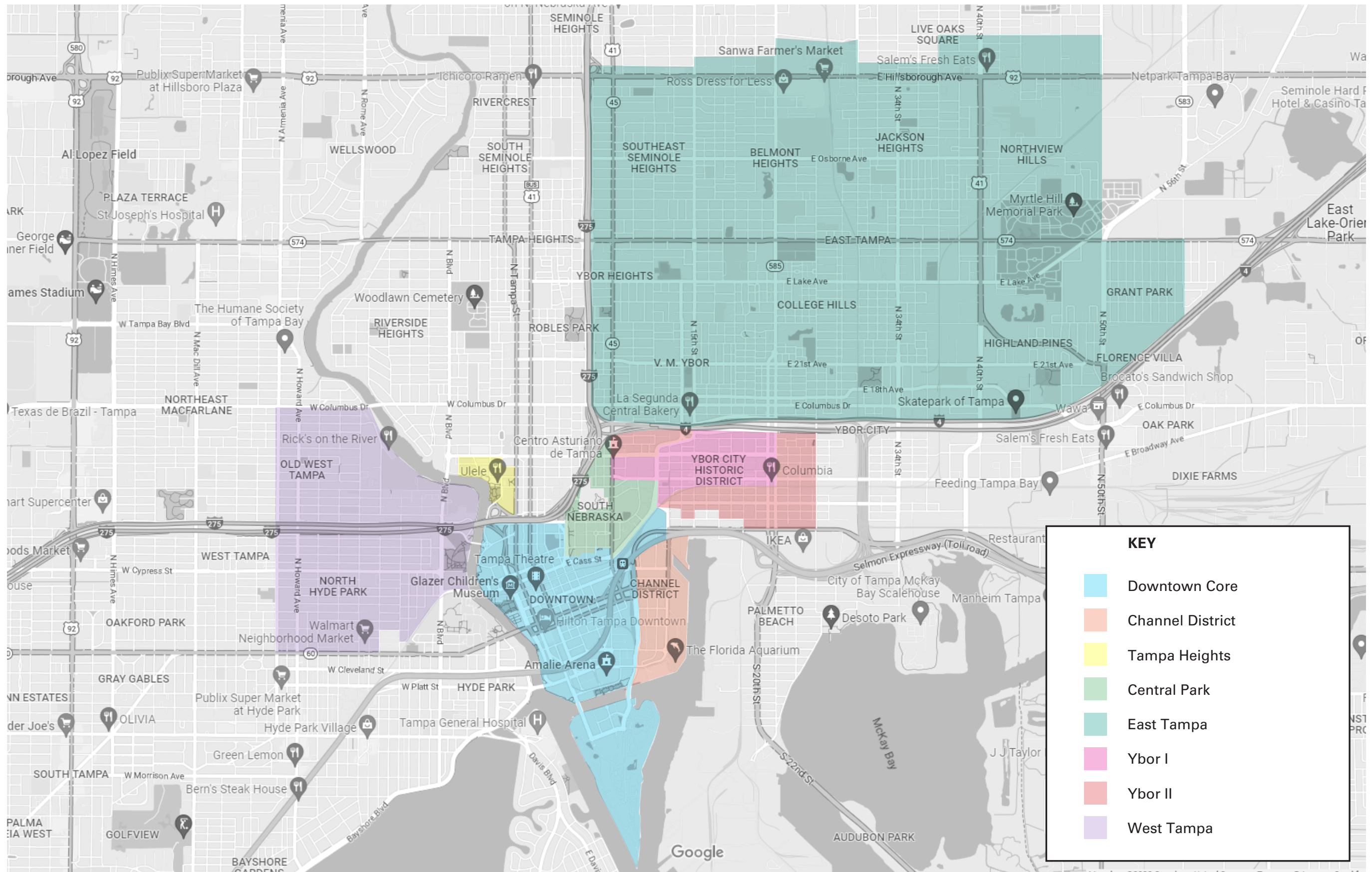
**Heading NW**

< Poe Garage P  
Straz Center  
Museum of Art  
Glazer Children's  
Museum

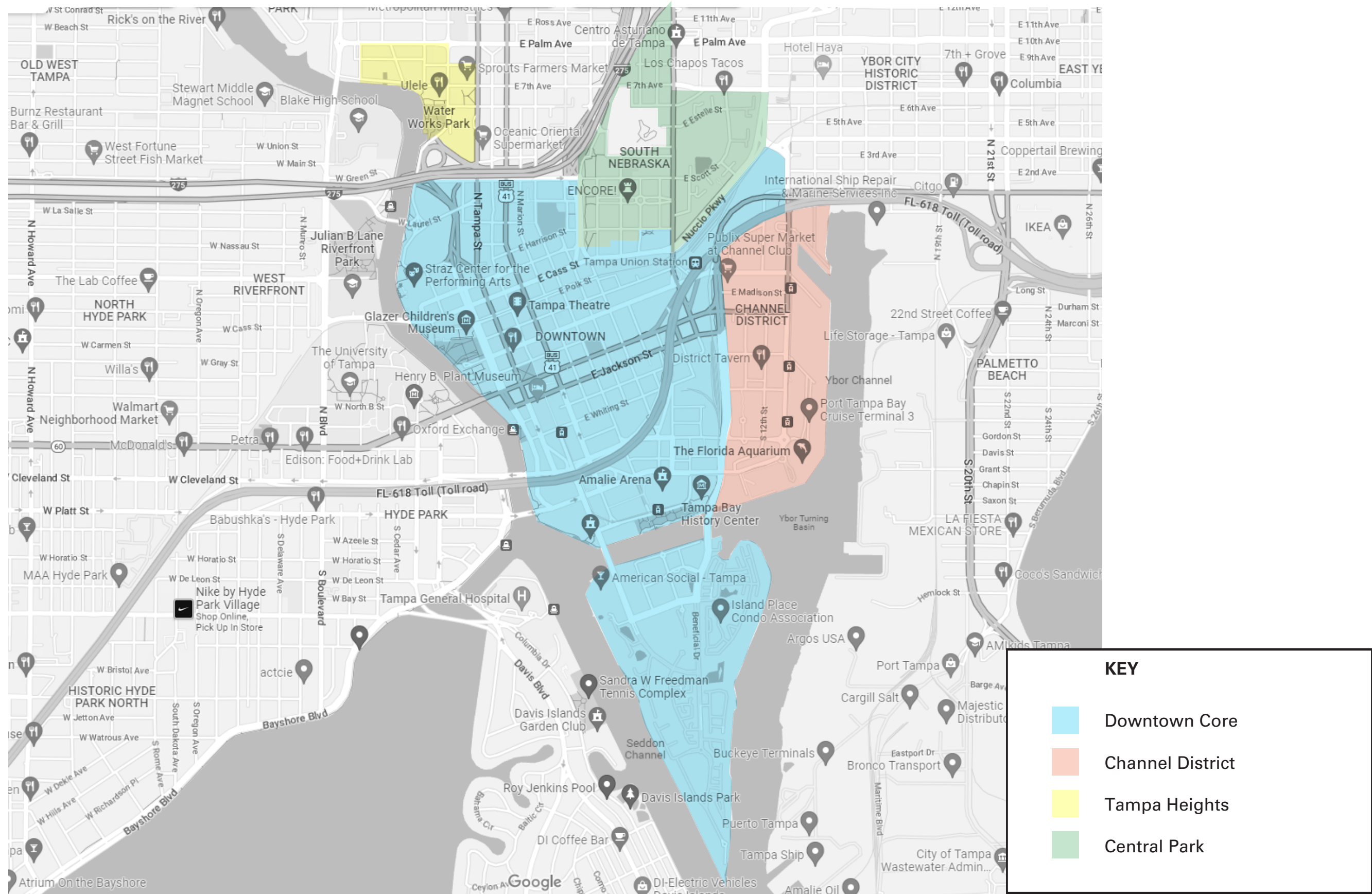
**Heading SE**

↙ Convention Ctr.  
Amalie Arena  
^ Straz Center  
Museum of Art

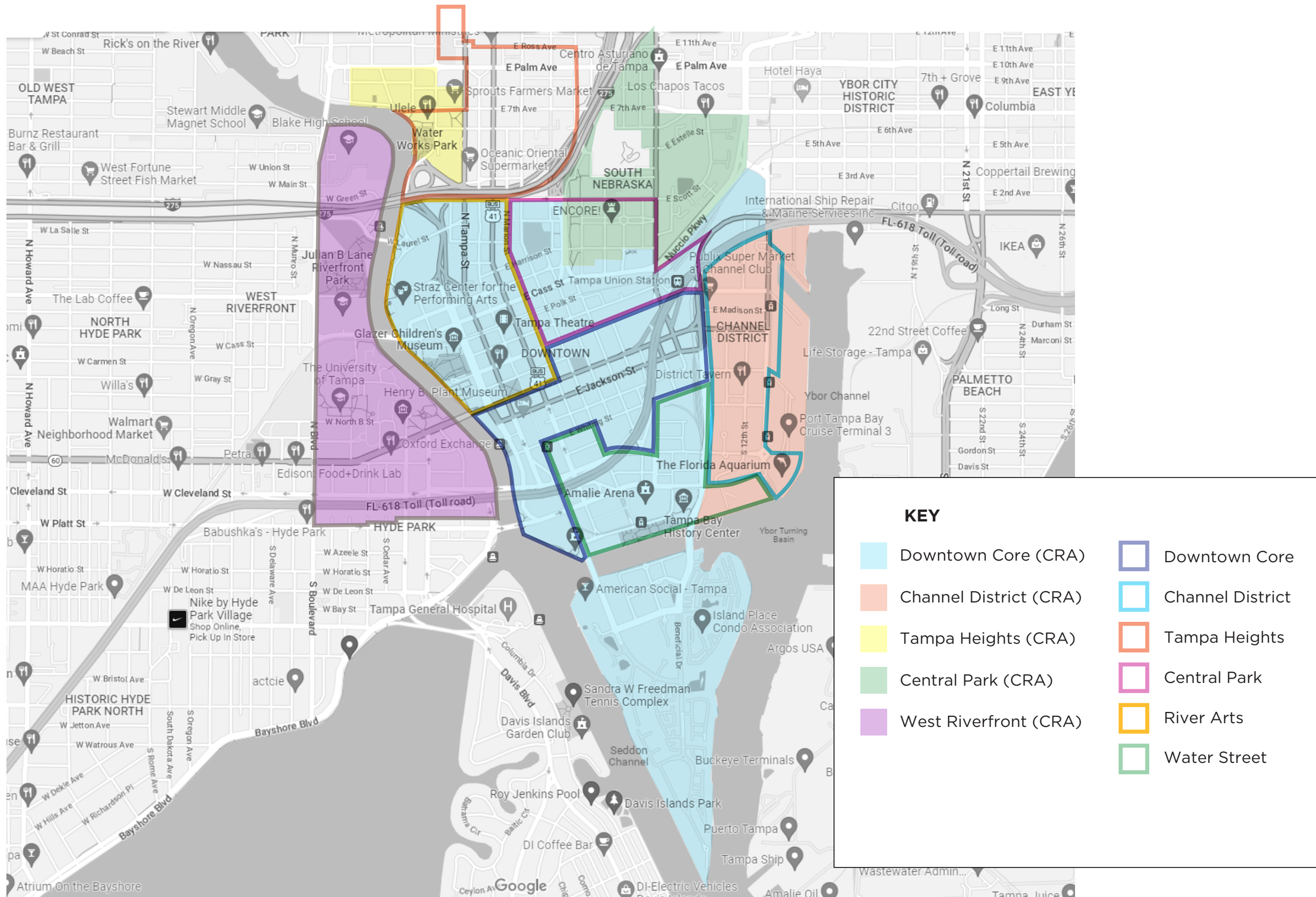
# (+) downtown tampa cra districts



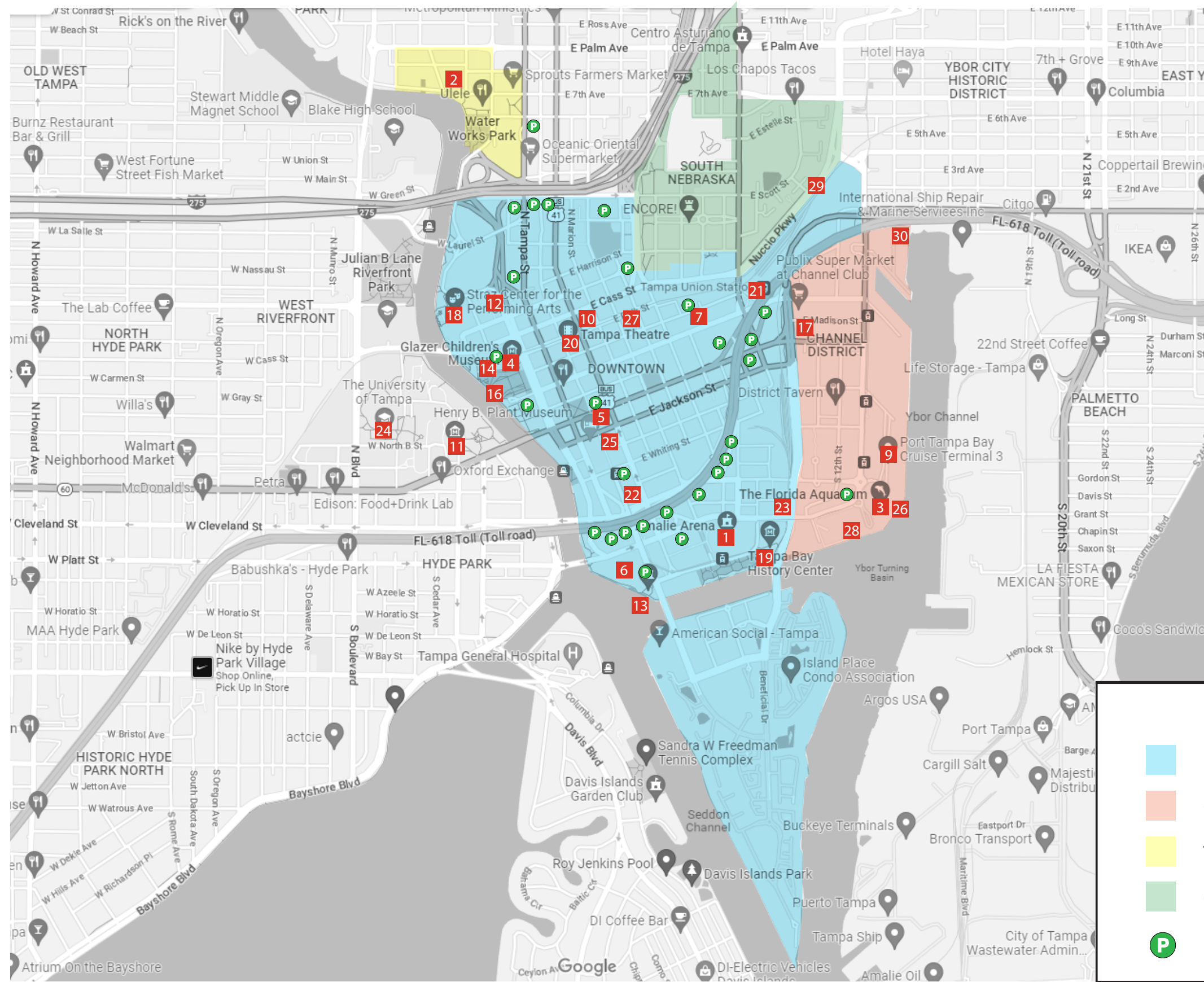
# (+) cra districts included in wayfinding study



# (+) cra districts/neighborhoods



# (+) destinations map



- |                       |                                   |
|-----------------------|-----------------------------------|
| 1 Amalie Arena        | 16 Riverwalk                      |
| 2 Amature Works       | 17 Stageworks Theatre             |
| 3 Aquarium            | 18 Straz Center                   |
| 4 Childrens Museum    | 19 Tampa Bay History Center       |
| 5 City Hall           | 20 Tampa Theatre                  |
| 6 Convention Center   | 21 Union Station                  |
| 7 County Courthouse   | 22 USF CAMLS                      |
| 8 Courthouses         | 23 USF Morsani                    |
| 9 Cruise Ships        | 24 University of Tampa            |
| 10 Federal Court      | 25 Visitor Center                 |
| 11 H.B. Plant Museum  | 26 American Victory Ship & Museum |
| 12 Library            | 27 Tampa Fire Fighters Museum     |
| 13 Marina             | 28 Sparkman Wharf                 |
| 14 Museum of Art      | 29 Gas Worx                       |
| 15 P.O'Knight Airport | 30 Ybor Harbor                    |

**KEY**

- Downtown District
- Channel District
- Tampa Heights
- Central Park District (Encore)
- P Parking

# (+) map of key entry corridors

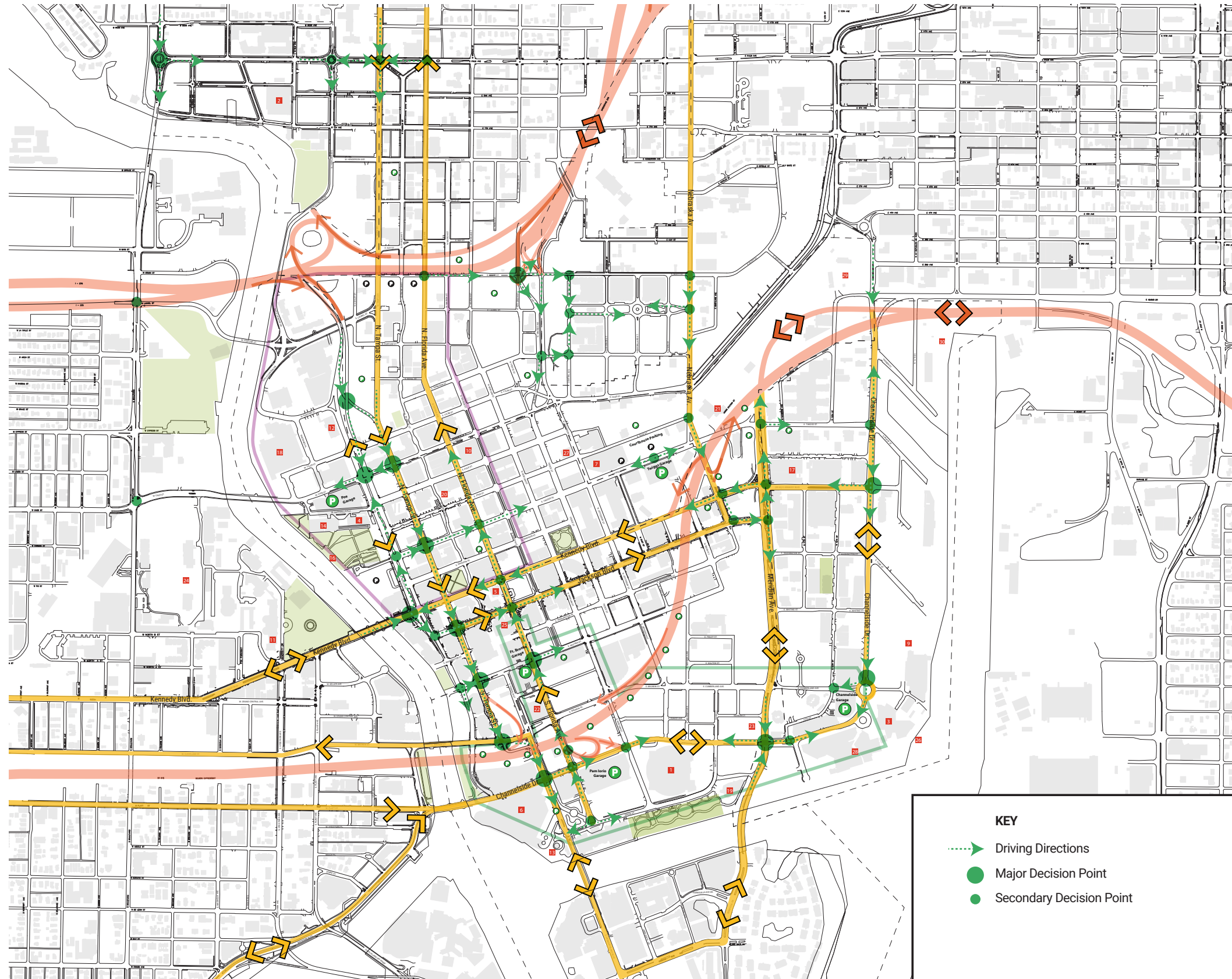




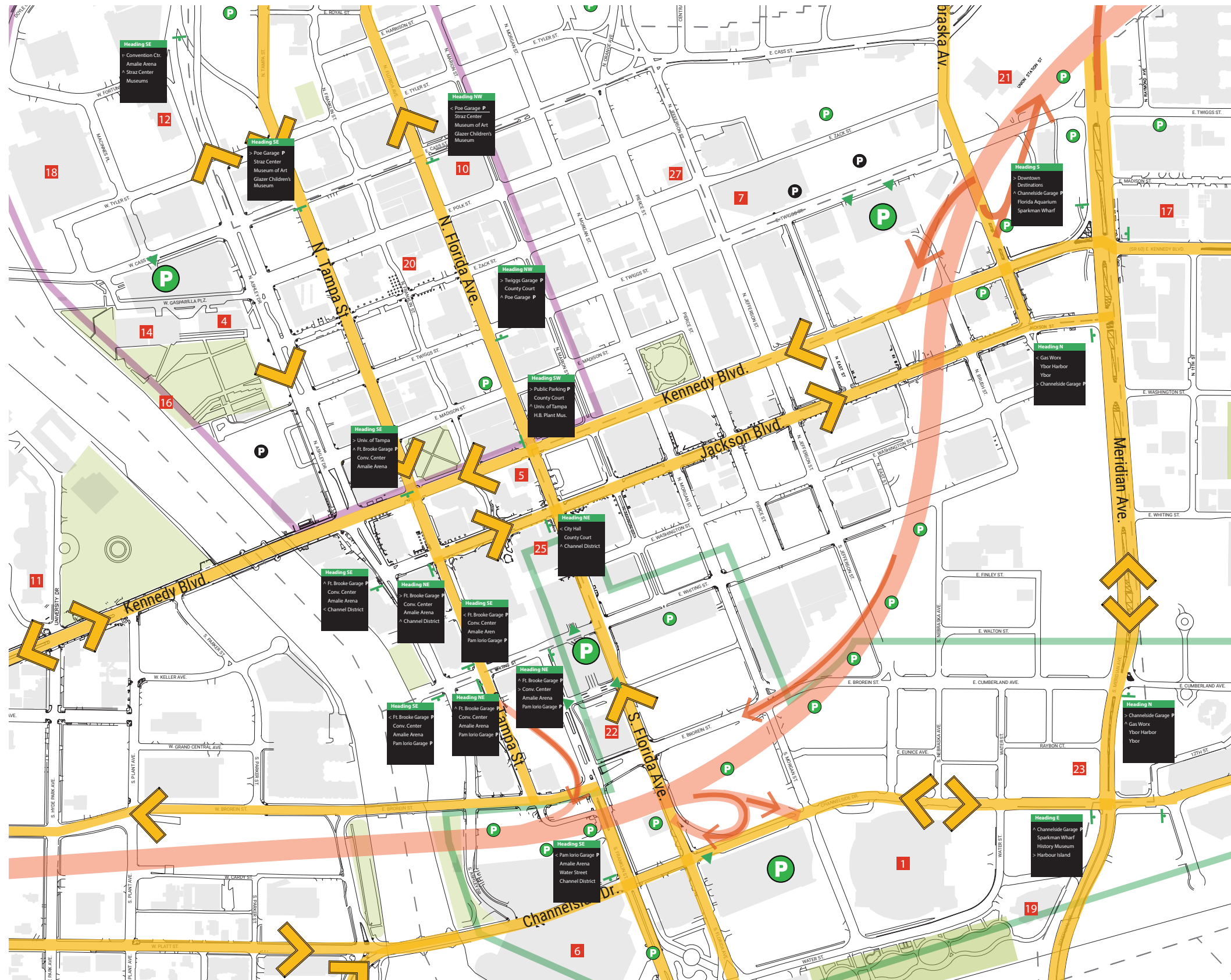
# (+) map of circulation corridors



# (+) key decision points / vehicular navigation strategy

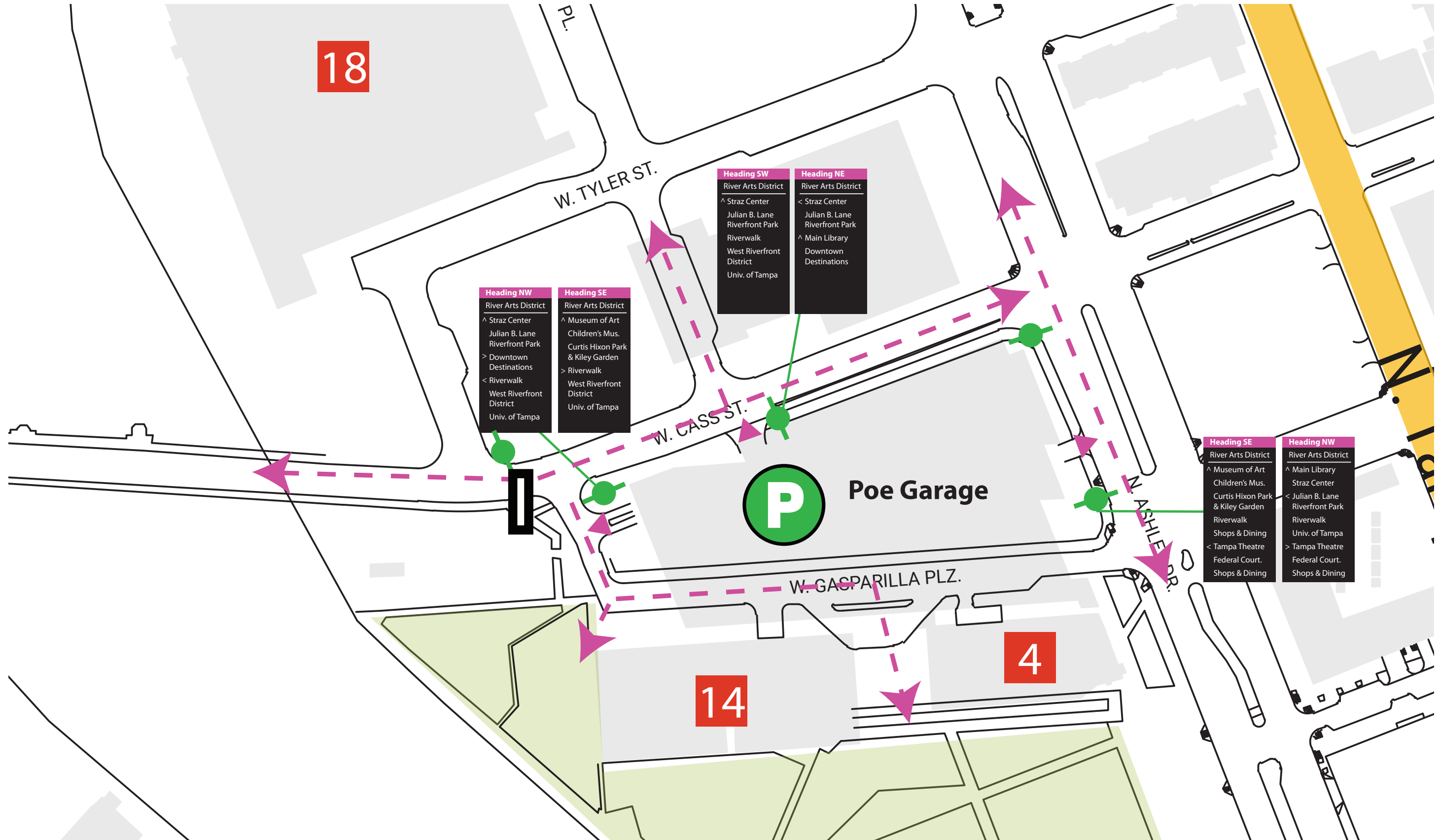


# (+) prototypical vehicular sign messages

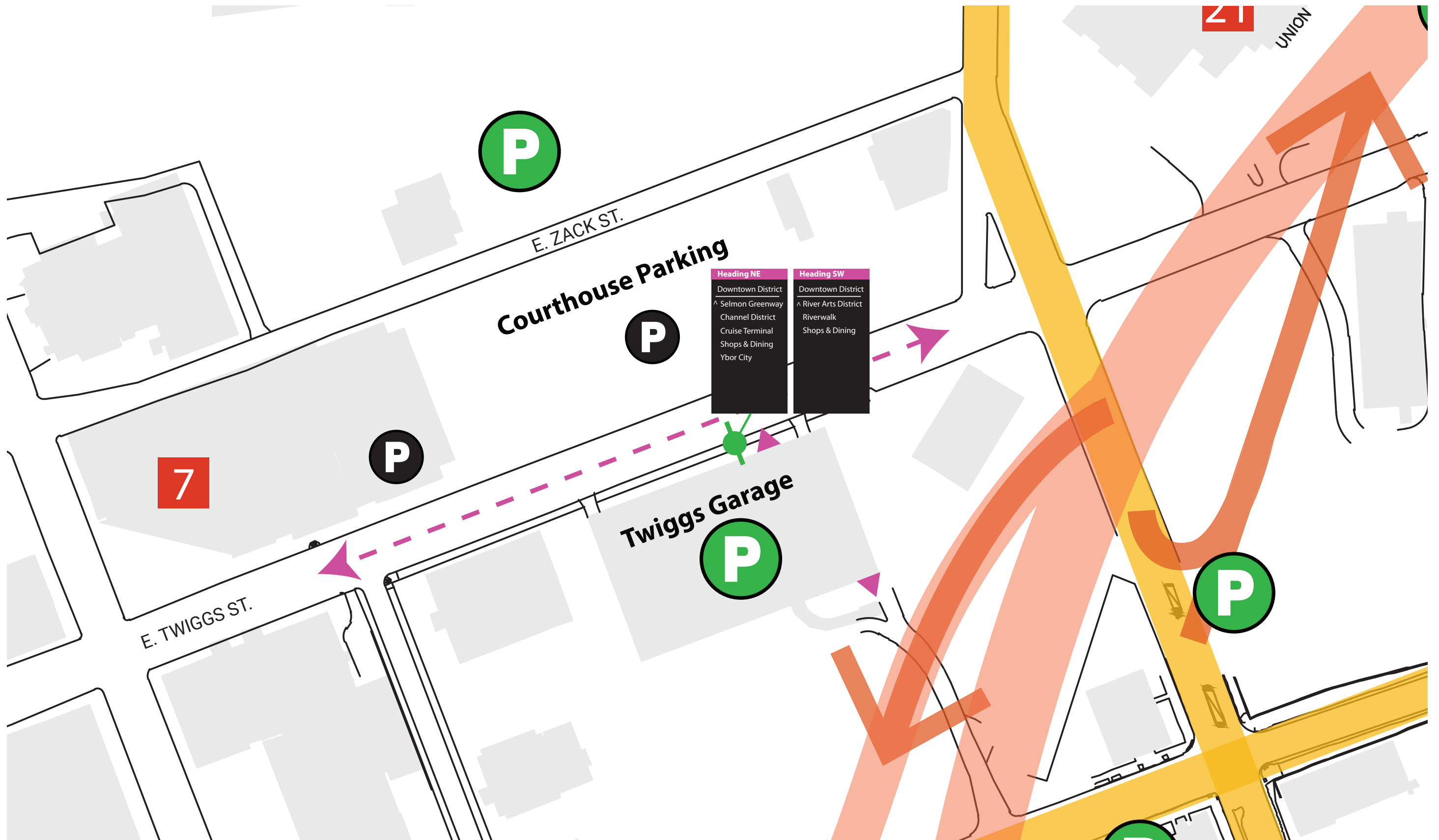




(+) key decision points / pedestrian pathways from poe garage



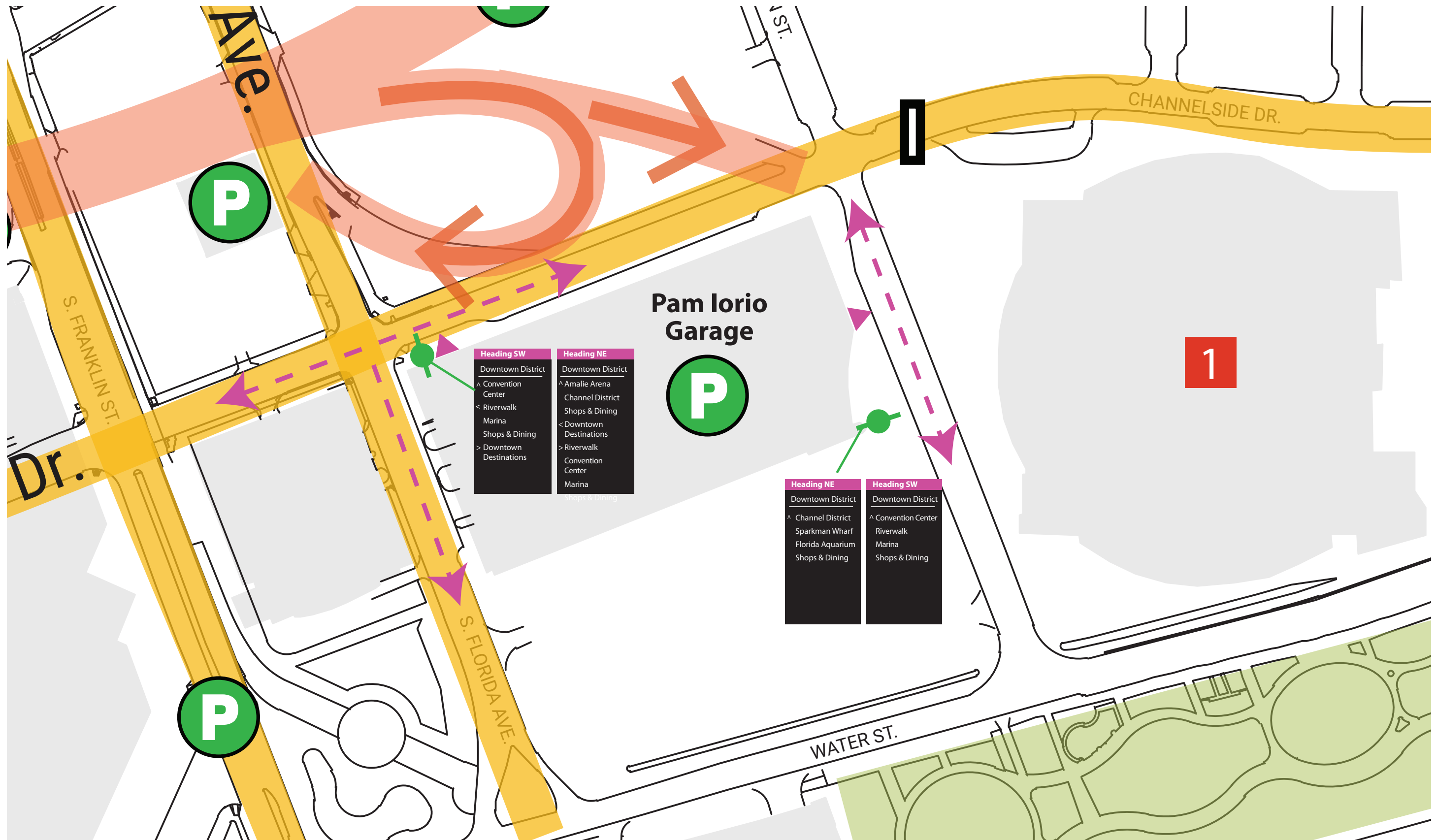
# (+) key decision points / pedestrian pathways from twiggs garage



# (+) key decision points / pedestrian pathways from ft. brooke garage

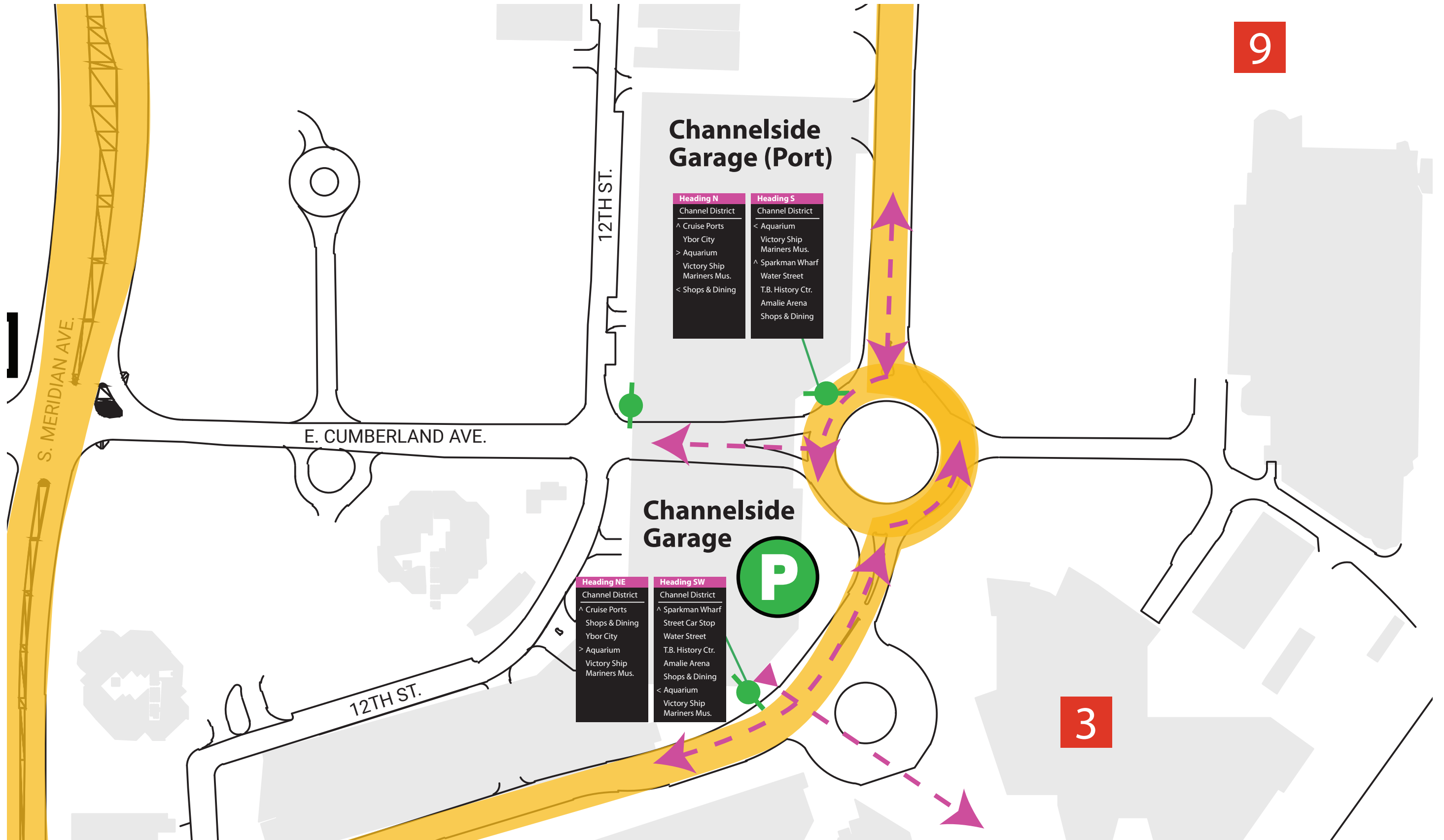


(+) key decision points / pedestrian pathways from pam iorio garage

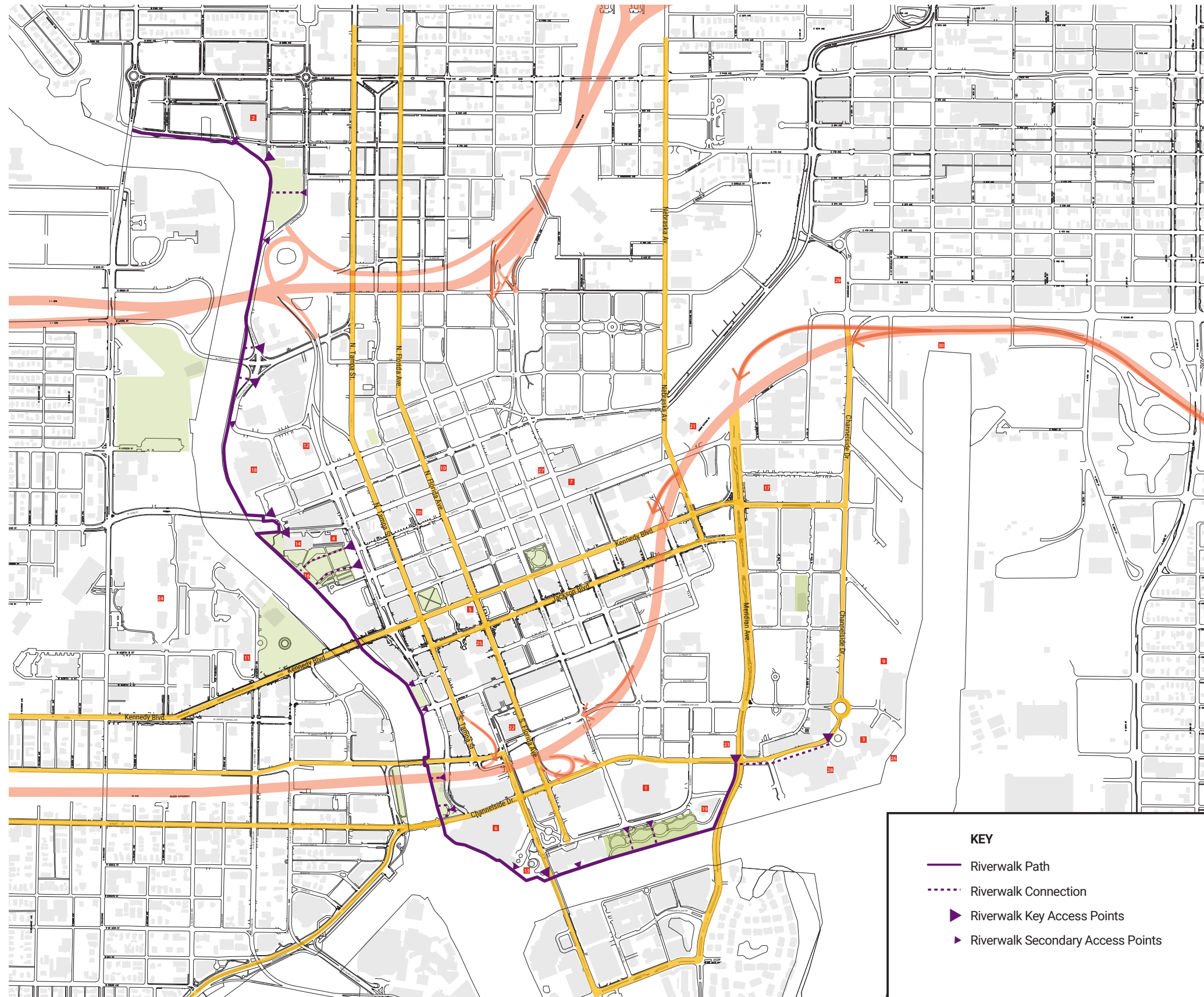




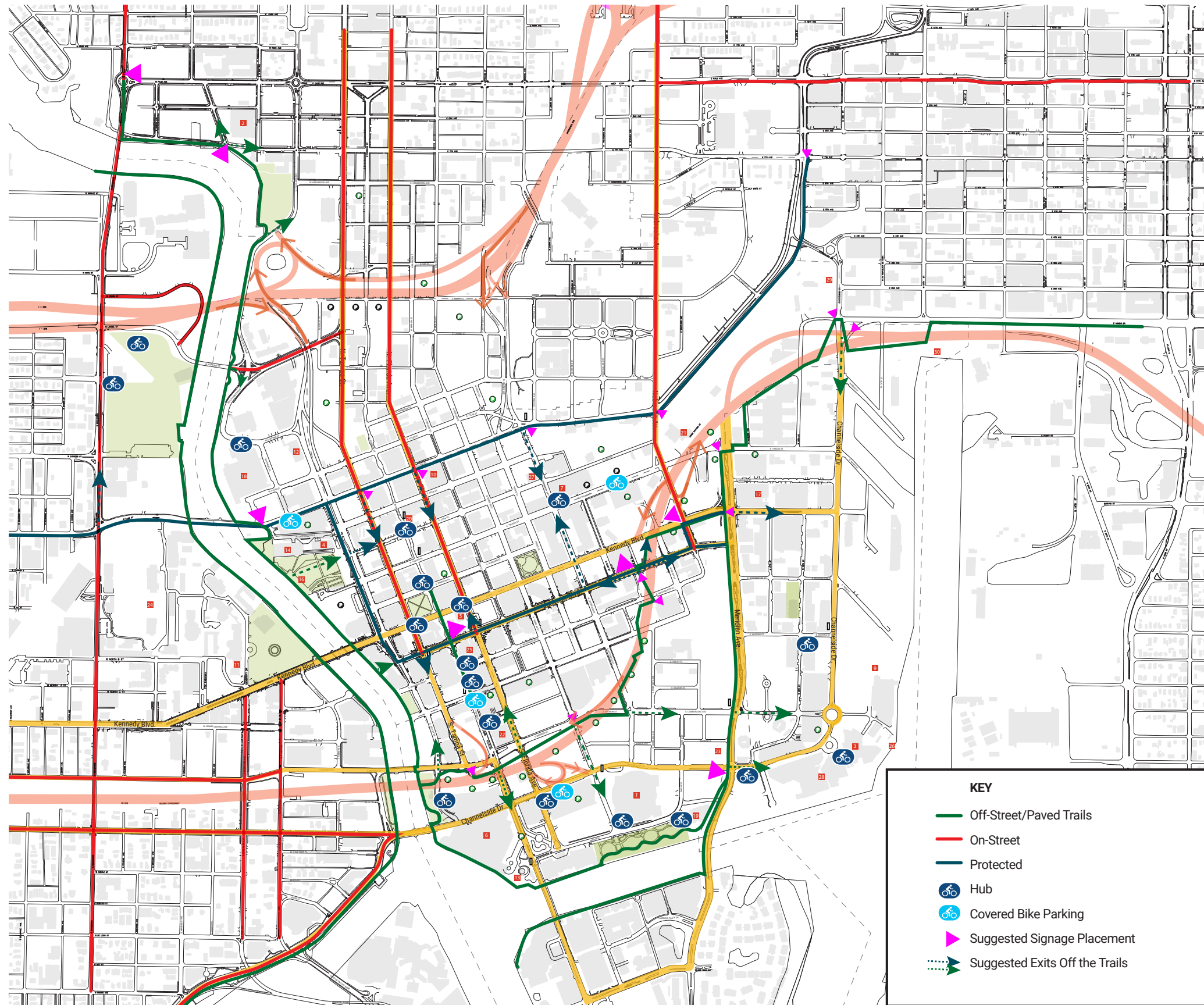
(+) key decision points / pedestrian pathways from channelside garage



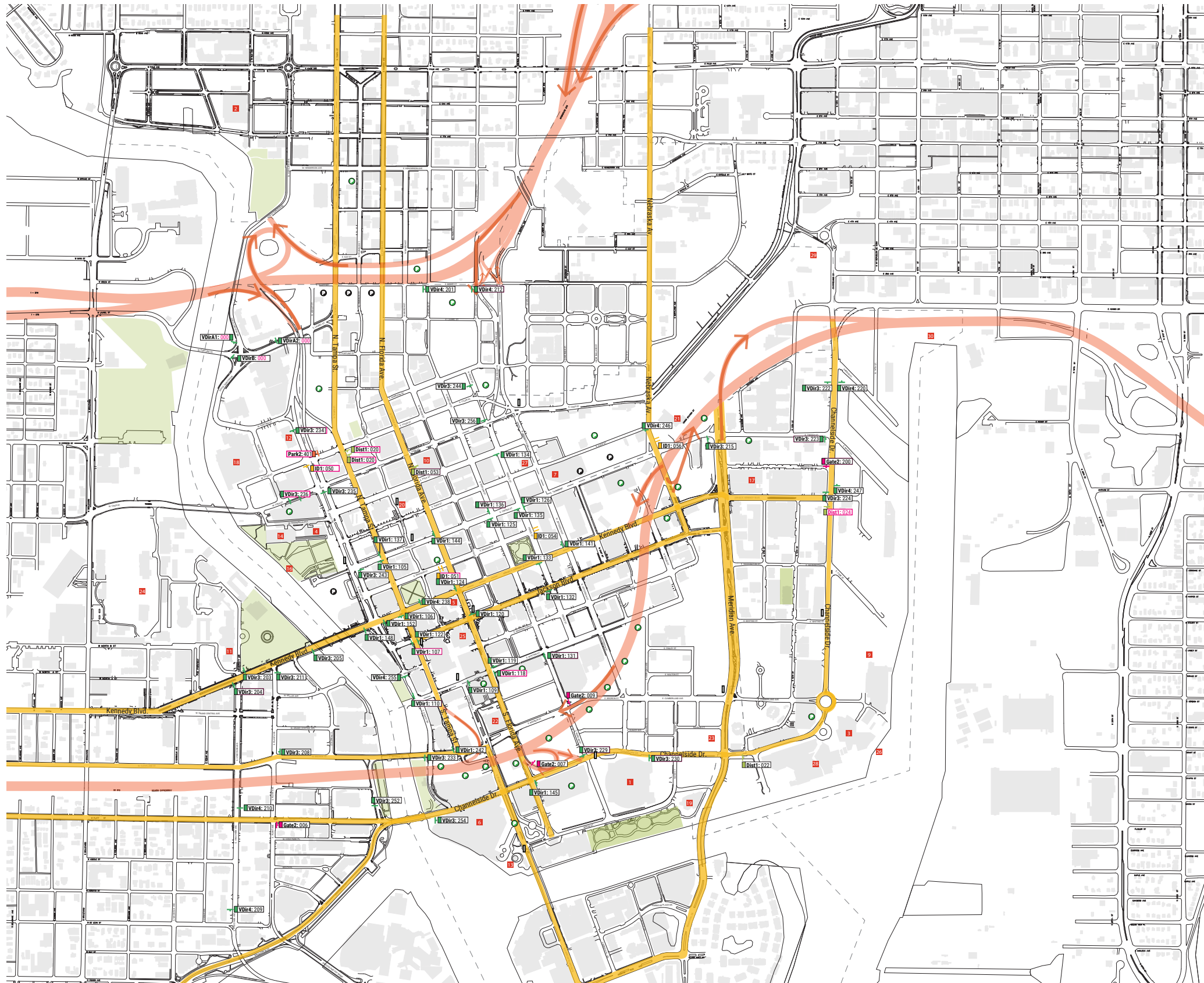
# (+) key decision points / riverwalk



# (+) micro-mobility hubs and paths

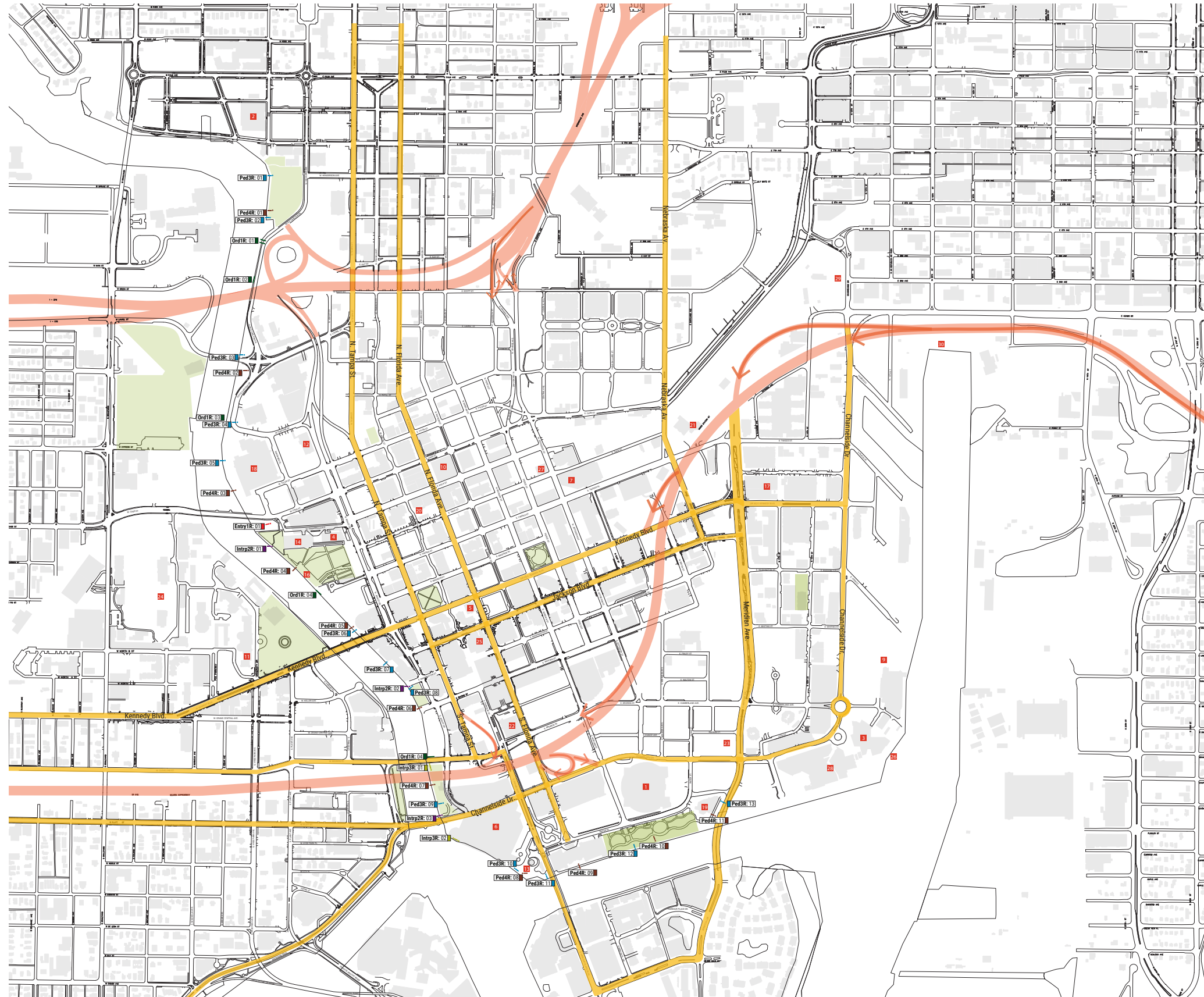


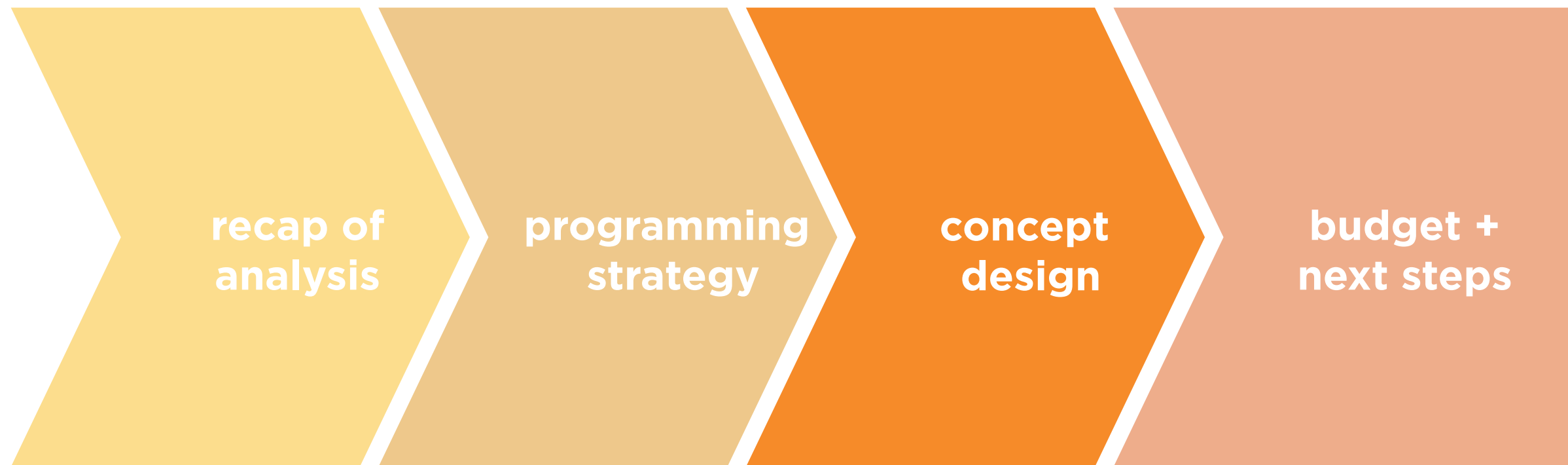
# (+) existing sign locations



Sign analysis in progress.  
Pink outlined signs are for suggested move/replace signs placed in the recommended location.

# (+) existing sign locations / riverwalk



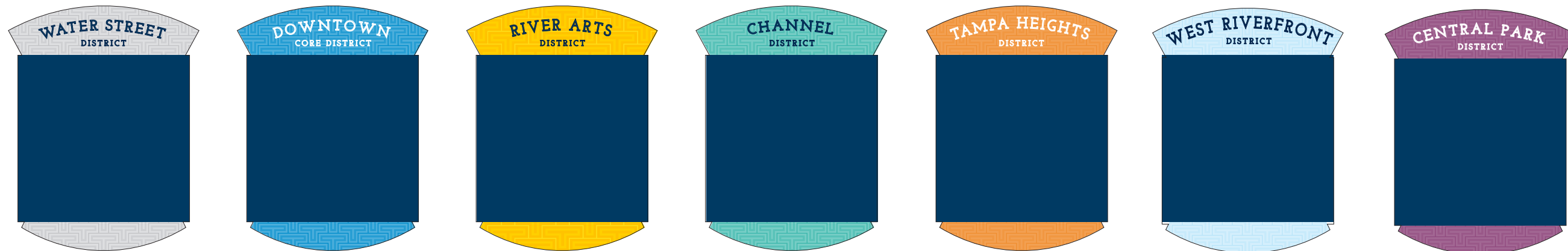


# (+) signage design / concept 1.1



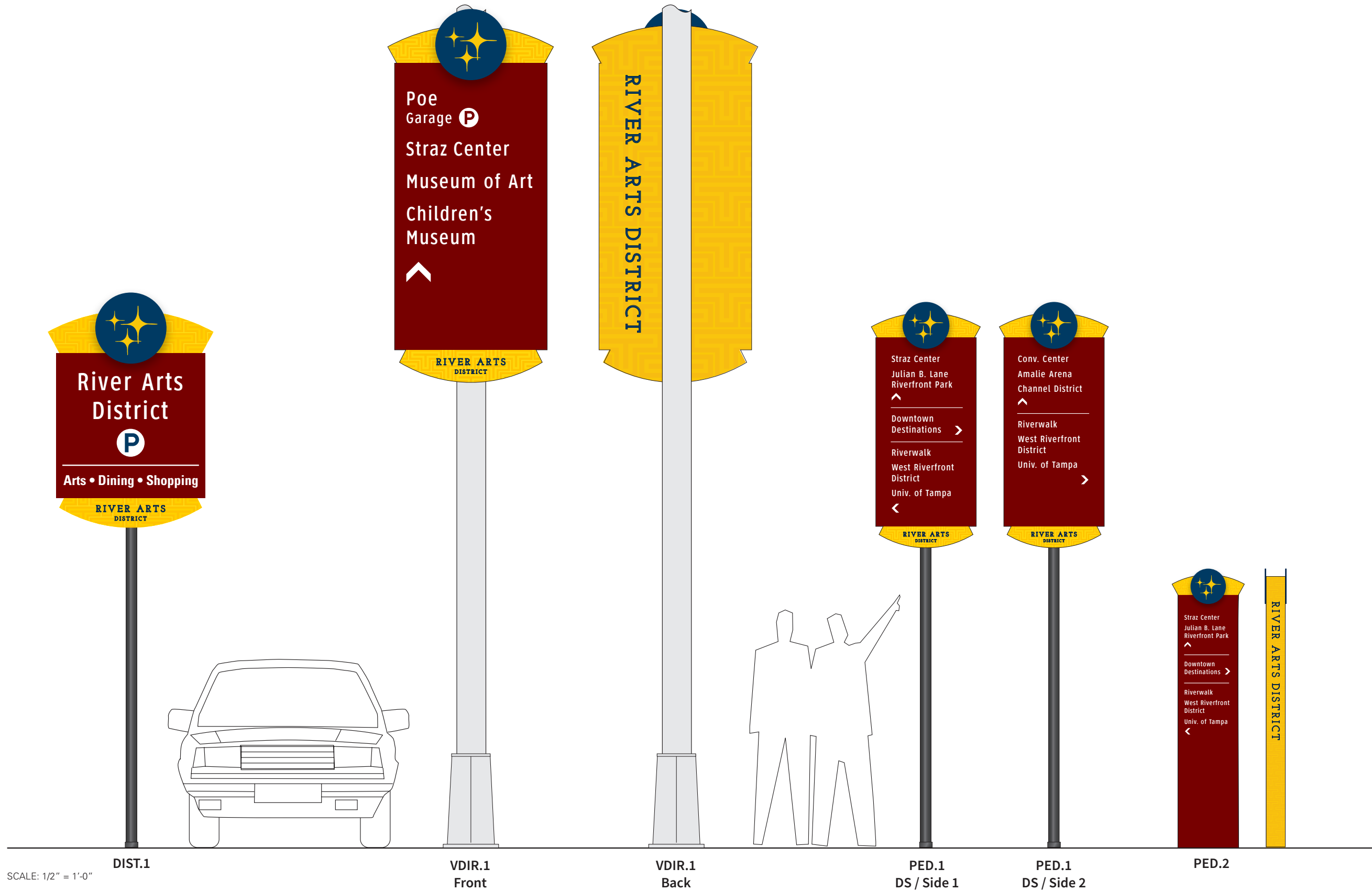
SCALE: 1/2" = 1'-0"

# (+) signage design / concept 1.1 / Color Study

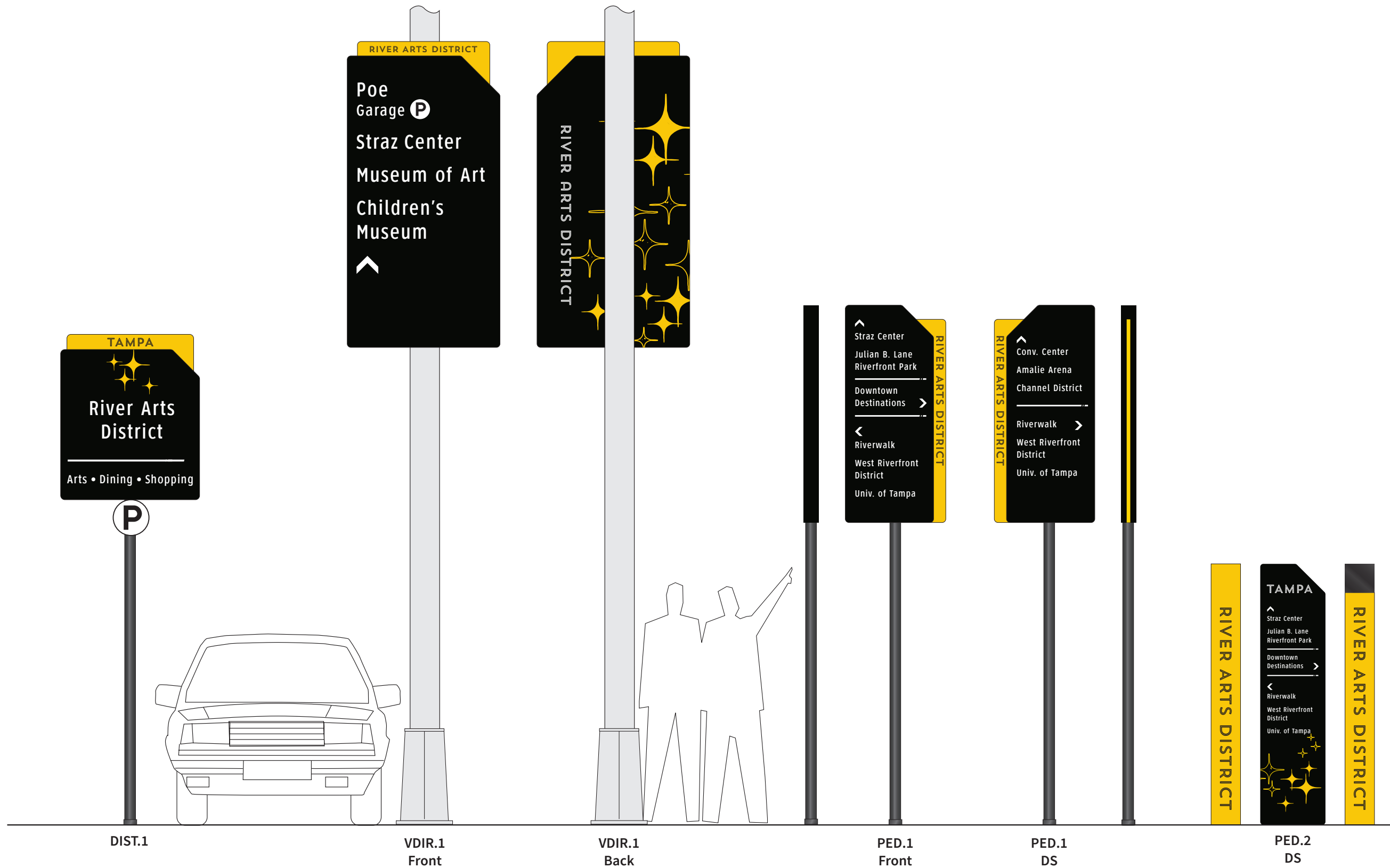




# (+) signage design / concept 1.2

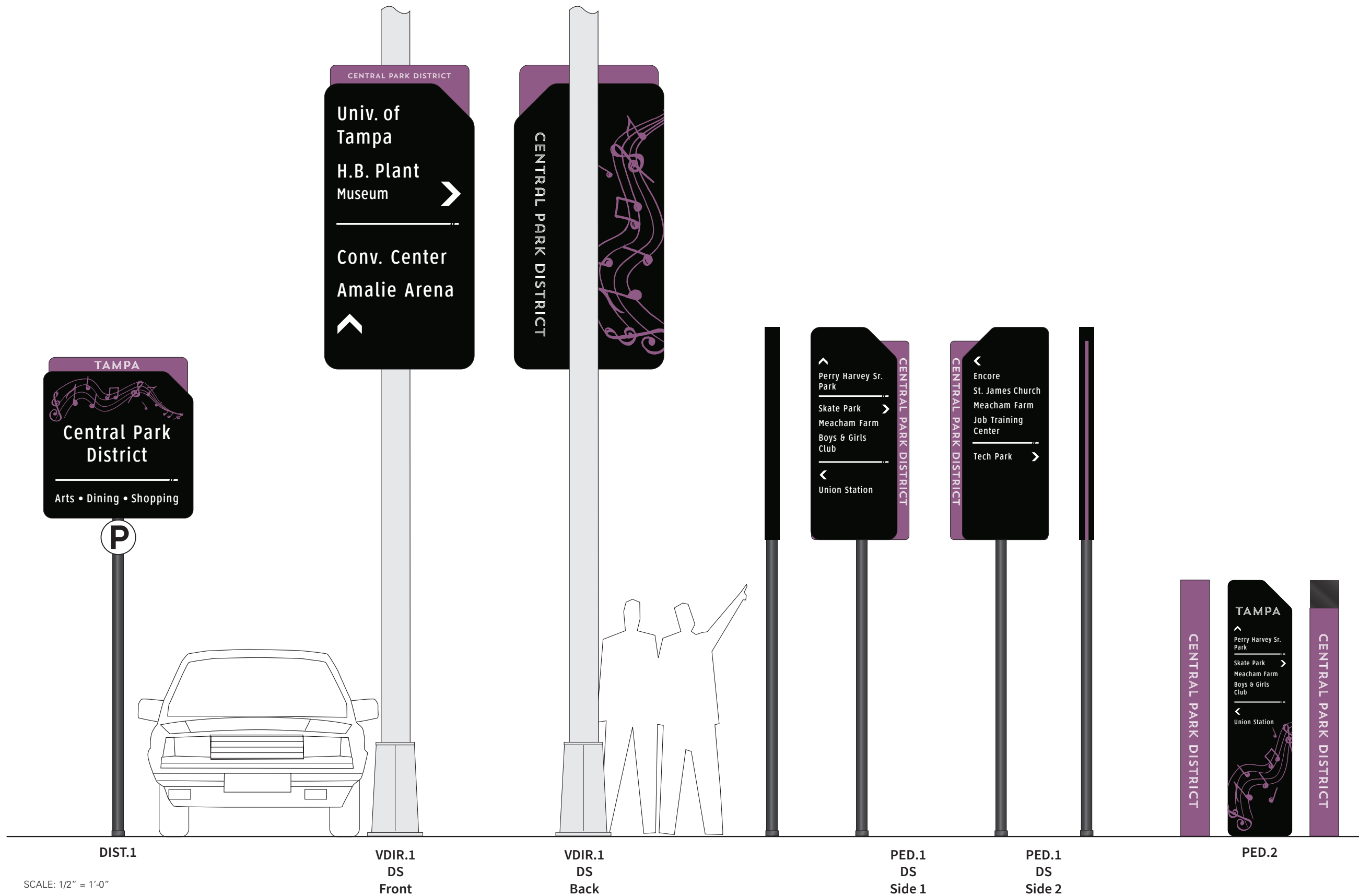


# (+) signage design / concept 2.1

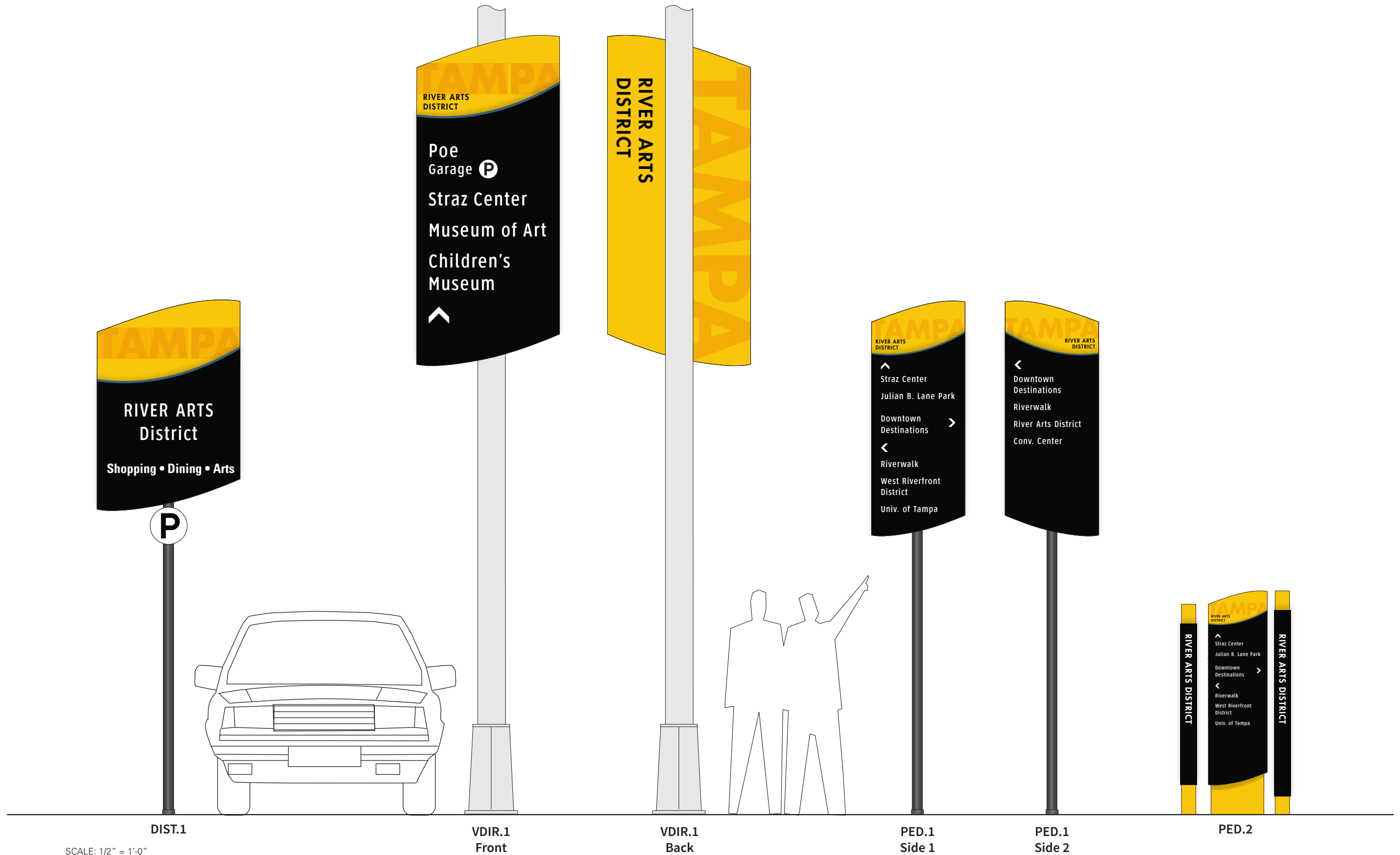


SCALE: 1/2" = 1'-0"

# (+) signage design / concept 2.2



# (+) signage design / concept 3



# (+) signage design / concept 3 / color study

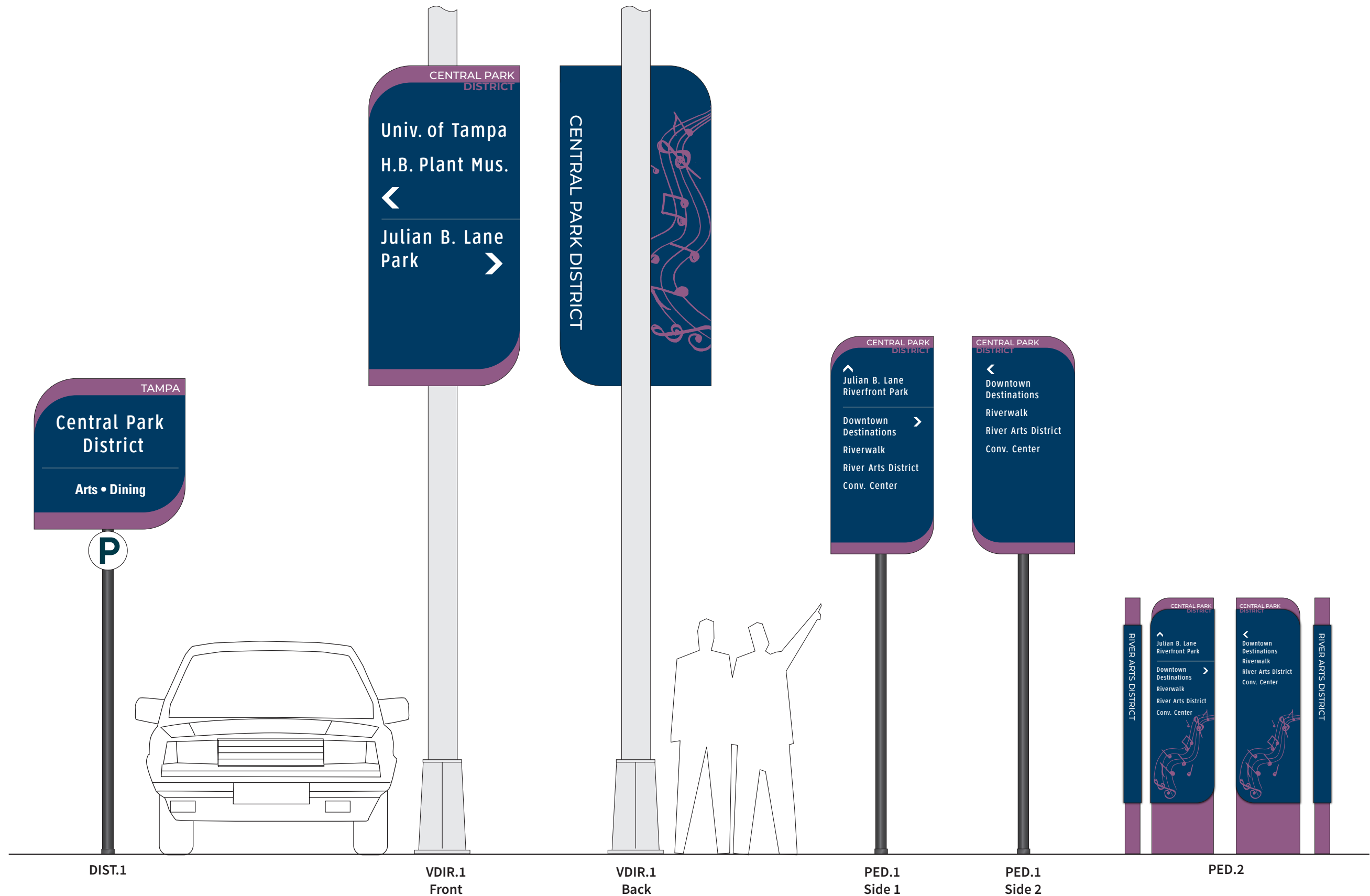


# (+) signage design / concept 4

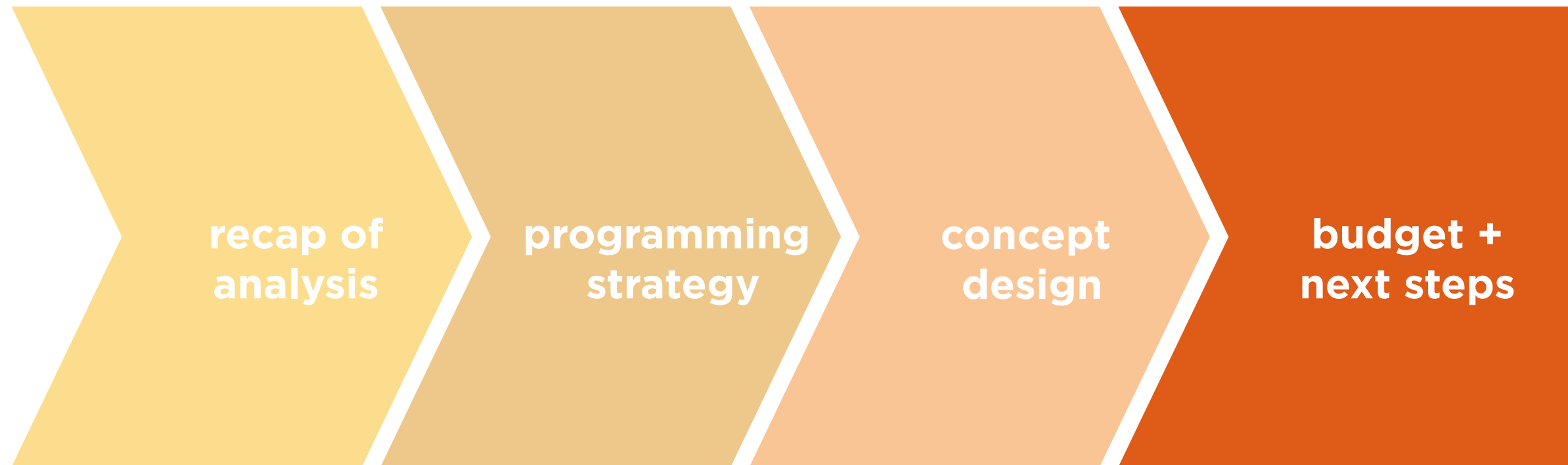


SCALE: 1/2" = 1'-0"

# (+) signage design / concept 5

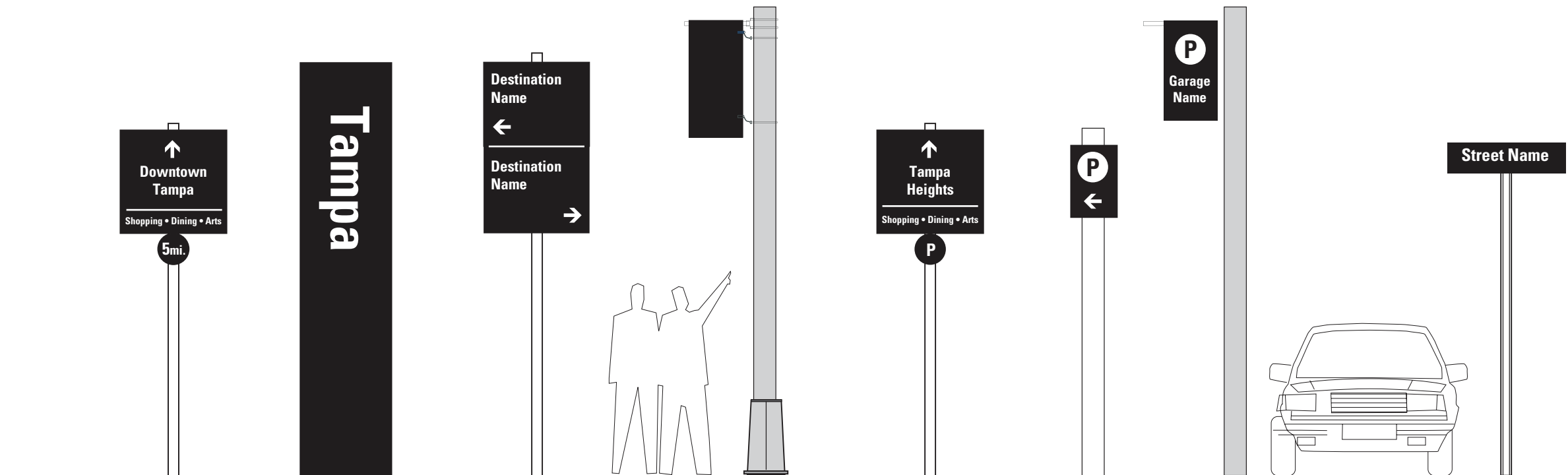


SCALE: 1/2" = 1'-0"





# (+) diagrammatic sign family with budget pricing



**Downtown Trailblazer**  
 Existing Pole F: \$1,050  
 New Pole F: \$5,820  
 I: \$690 I: \$4,950  
 T: \$1,740 T: \$10,770

**Gateway**  
 F: \$12,000 - \$16,500  
 I: \$6,900  
 T: \$18,900 - \$23,400

**Vehicular Directional**  
 Existing Pole F: \$3,963  
 New Pole F: \$8,256  
 I: \$1,287 I: \$6,120  
 T: \$5,250 T: \$14,376

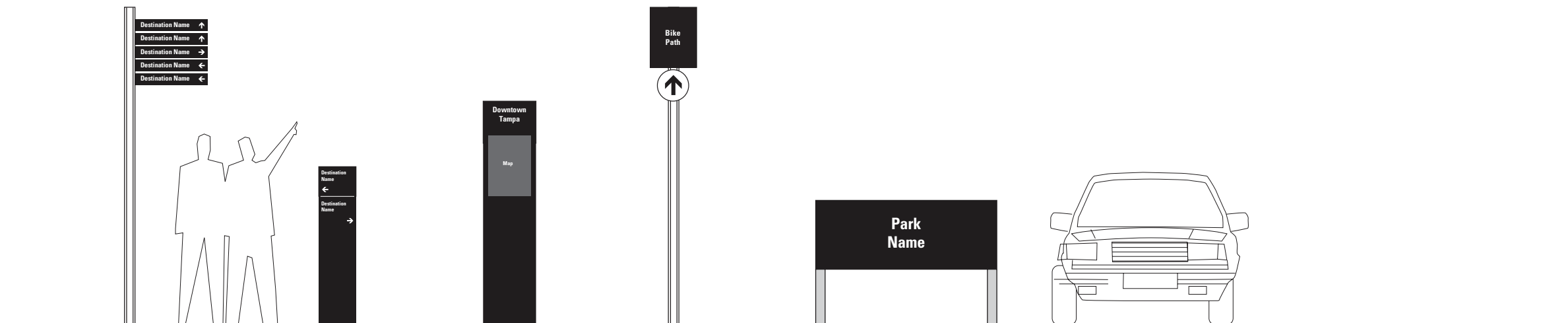
**Banners**  
 F: \$240 - \$400  
 I: \$300  
 T: \$540 - \$700

**District ID**  
 Existing Pole F: \$1,050  
 New Pole F: \$5,820  
 I: \$690 I: \$4,950  
 T: \$1,740 T: \$10,770

**Parking Directional**  
 Existing Pole F: \$860  
 I: \$600  
 T: \$1,460

**Parking ID**  
 F: \$4,200 - \$7,500  
 I: \$1,300 - \$5,000  
 T: \$5,500 - \$12,500

**Street Name**  
 F: \$420  
 I: \$300  
 T: \$720



**Pedestrian Directional (Post Option)**  
 F: \$4,000 - \$5,000  
 I: \$2,750 - \$5,000  
 T: \$6,750 - \$10,000

**Pedestrian Directional (Pillar Option)**  
 F: \$2,800  
 I: \$1,850  
 T: \$4,650

**Pedestrian Kiosk**  
 F: \$3,750  
 I: \$2,000  
 T: \$5,750

**Bike Trailblazers**  
 Existing Pole F: \$600  
 I: \$600  
 T: \$1,200

**Park ID**  
 F: \$2,300  
 I: \$1,900  
 T: \$4,200

# (+) ballpark budget pricing

City of Tampa - Budgetary Pricing					
Sign Type	Fabrication	Installation	Total	QTY	Total Budget
<b>DIST.1 - PANEL ONLY</b> (Non-illuminated panel with mounting bracket. 1/4" thick aluminum panel w/digitally printed graphics applied front and back.)	\$1,050.00	\$690.00	\$1,740.00	8	\$13,920.00
<b>DIST.2 -POST &amp; PANEL</b> (Non-illuminated post and panel sign. 1/4" thick aluminum panel w/digitally printed graphics applied front and back.)	\$5,820.00	\$4,950.00	\$10,770.00	8	\$86,160.00
<b>GATE.1</b> (Internally illuminated cabinet sign with base).	\$20,000.00	\$10,000.00	\$30,000.00	4	\$120,000.00
<b>VDIR.1 - PANEL ONLY</b> (Non-illuminated panel with mounting bracket. 1/4" thick aluminum panel with digitally printed graphics applied front and painted graphics on back.)	\$3,963.00	\$1,287.00	\$5,250.00	25	\$131,250.00
<b>VDIR.2 -POST &amp; PANEL</b> (Non-illuminated single-sided post and panel sign. 1/4" thick aluminum panel with digitally printed graphics applied front and painted graphics on back.)	\$8,256.00	\$6,120.00	\$14,376.00	25	\$359,400.00
<b>PARK.1 - PANEL ONLY</b> (Non-illuminated panel with mounting bracket. 1/4" thick aluminum panel w/digitally printed graphics applied front and painted graphics on back.)	\$860.00	\$600.00	\$1,460.00	20	\$29,200.00
<b>PARK.2 -POST &amp; PANEL</b> (Non-illuminated post and panel sign. 1/4" thick aluminum panel w/digitally printed graphics applied front and painted graphics on back.)	\$2,331.00	\$2,112.00	\$4,443.00	5	\$22,215.00
<b>PARK.3 - PANEL ONLY</b> (Non-illuminated single - sided panel with mounting bracket. 1/4" thick aluminum panel w/digitally printed graphics applied front and back.)	\$6,207.00	\$1,287.00	\$7,494.00	4	\$29,976.00
<b>PARK.4 -POST &amp; PANEL</b> (Non-illuminated double - sided post and panel sign. 1/4" thick aluminum panel w/digitally printed graphics applied front and back.)	\$7,464.00	\$5,130.00	\$12,594.00	8	\$100,752.00
<b>PARK.5 - BLADE</b> (6" deep internally illuminated blade sign.)	\$5,430.00	\$1,830.00	\$7,260.00	10	\$72,600.00
<b>DEST.1 -POST &amp; PANEL</b> (Non-illuminated post and panel sign. 1/4" thick aluminum panel w/digitally printed graphics applied front and back.)	\$2,160.00	\$1,920.00	\$4,080.00	0	\$0.00
<b>PED.1</b> (4" deep non-illuminated cabinet with base.)	\$2,790.00	\$1,860.00	\$4,650.00	40	\$186,000.00
<b>KIOSK.1</b> Pedestrian Kiosk (4" deep non-illuminated cabinet with base.)	\$3,750.00	\$2,000.00	\$5,750.00	6	\$34,500.00
<b>Total</b>					\$1,151,473.00

## next steps and tentative timeframe

- Present to upper CRA team and possibly the Mayor
- Integrate any changes/comments
- End of current scope - look at new scope to continue program through Design Development, Bid Documents, Bidding, and Documentation



*no secrets to the process...  
it's all about the ability of the craftsmen.*

**apiplus.com**

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Tampa, Florida 33607 USA  
T 813 + 281 9299

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## EBO Guidelines for Evaluation Points on RFP and CCNA Proposals

<b>Points Pursuant to Designated Industry Category: _____</b> <b>FORM MBD-71</b> <b>(Refer to MBD Form 70 and Form 50-GFE Outreach)</b>		
	Evaluation Criteria	Point Values
A.	Underutilized WMBE Firms participating as the Prime Contractor (City of Tampa Certified Only)	20
B.	City of Tampa Certified SLBE firms participating as the Prime Contractor, which include City of Tampa Certified WMBE/SLBE sub-(contractor, consultant) participation	5 - 15
C.	Non-City of Tampa Certified WMBE/SLBE Prime Contractor with meaningful sub-(contractor, consultant) participation by City Certified Underutilized WMBE and/or SLBE firms	1 - 15
D.	* External agency WMBE/SLBE/DBE certifications recognized by City of Tampa for designated RFP, RFQ, RFI solicitations	0 – 7
<b>NOTE: The maximum points available for WMBE and/or SLBE participation will not exceed twenty (20)</b>		

Points are determined as follows (Requires Form 50-GFE):

- A. A maximum of twenty (20) rating points may be awarded when the Proposer is a City of Tampa Certified WMBE firm deemed underutilized within the Industry category established by the RFQ.
- B. A maximum of fifteen (15) rating points may be awarded when the Proposer is a City of Tampa certified SLBE with meaningful participation by City certified WMBE/SLBE sub-contractors/consultants.
- C. One to Fifteen (1-15) rating points may be awarded when the Proposer is not a City of Tampa certified WMBE/SLBE prime contractor but utilizes either Underutilized WMBE and/or SLBE certified firm(s) as sub-contractors/consultants and assigned to perform meaningful segments of the contractual services detailed herein and documented on the enclosed MBD Form 10-20.
- D. A maximum of seven (7) “discretionary” rating points may be awarded when the Proposer provides WMBE/SLBE participation from an external agency recognized by the City. Discretionary points may be awarded for ancillary participation (see definition). The point values for ancillary participation may be subordinate to weighted values outlined in categories A, B and C above.

**NOTE:** \*WMBE participation is narrowly tailored (per policy) to target underutilization of affected groups in specific trade/industry categories. Any WMBE/SLBE achievement that was not designated on MBD Form 70 is considered ancillary. Ancillary participation may be counted with overall participation and credited to your rating points when underutilization criteria are met.

**The maximum number of points available for WMBE and/or SLBE participation will not exceed a total of twenty (20) points.**



## EBO Guidelines for Evaluation Points on RFP and CCNA Proposals

### **Equal Business Opportunity Evaluation Weighted Points: CCNA Proposal Guidelines**

Under CCNA solicitations, proposers must submit to preconstruction Good Faith Efforts (GFE) requirements covering the inclusion of City of Tampa certified WMBE & SLBE firms. Such inclusion shall be clearly addressed and documented utilizing Forms MBD 10, 20 & 50. Proof of certification shall include copies of current certification certificates. This applies to ALL Phase 1 preconstruction design services.

Points awarded during the shortlist selection process will be more heavily weighted predominantly on the design side (this does not preclude identification of phase 2 projections of construction participation which follow in the future, i.e., GMPs). In order to ensure the maximum points, a proposer must **clearly identify and quantify** its planned participation without ambiguity. Simply marking "To Be Determined" (TBD) will not satisfy this requirement and may receive significantly lower ratings. Finally, additional favorable consideration will be granted to the firm(s) that beyond all others, provide(s) the highest *relevant* and most binding participation.

The evaluation includes but is not limited to the following criteria:

- Diversity of WMBE/SLBE subcontractors listed to be utilized (MBD Form 20)
- Percentage of proposal/scope committed to WMBE/SLBE subcontracting
- The collective factors in determining the total points awarded will be based on the overall weight of evidence in the proposal that specified the participation.

In all cases, the Proposer and/or subcontractor(s) must be WMBE and/or SLBE certified prior to the opening date and time of the RFP to be eligible to earn WMBE/SLBE rating points. The evaluation process of WMBE and SLBE participation will be evaluated by the City of Tampa's Office of Equal Business Opportunity. The Successful Proposer will be required to execute MBD Form 40 (Letter of Intent-LOI) with their subcontractors/sub-consultants prior to award.



# Good Faith Effort Compliance Plan (GFECF) Guidelines

for Women/Minority Business Enterprise/Small Local Business Enterprise Participation  
City of Tampa - Equal Business Opportunity Program  
**(Form MBD 50 – detailed instructions on page 2 of 2)**

Contract Name \_\_\_\_\_ Bid Date \_\_\_\_\_

Bidder/Proposer \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

The Compliance Plan with attachments is a true account of Good Faith Efforts (GFE) made to achieve the participation goals as specified for Women/Minority Business Enterprises/Small Local Business Enterprises (WMBE/SLBE) on the referenced contract:

- WMBE/SLBE participation **Goal is Not Specified for this Solicitation** however participation is aspirational and **GFECF is required**.
- WMBE/SLBE participation **Goal is Met or Exceeded** (refer to Goal-Set Form MBD-90).
- WMBE/SLBE participation Goal is **Not Fully Achieved** (refer to Goal-Set Form MBD-90).

For each checkbox above Bidders/Proposers shall submit DMI Forms 10 and 20 which accurately report all subcontractors solicited and all subcontractors to-be-utilized. The following list is an overview of the required baseline GFECF action steps for all bids/proposals. Furthermore, it is understood that these GFECF requirements are weighted in the compliance evaluation based on the veracity and demonstrable degree of documentation provided with the bid/proposal:

(Check applicable boxes below - Must enclose supporting documents accordingly with Qualifying Remarks)

- (1) Solicited through reasonable and available means the interest of WMBE/SLBEs that have the capability to perform the work of the contract. The Bidder or Proposer must solicit this interest within enough time to allow the WMBE/SLBEs to respond. The Bidder or Proposer must take appropriate steps to follow up initial solicitations with interested WMBE/SLBEs.  See DMI report forms for subcontractors solicited.  See enclosed supplemental data on solicitation efforts.
  - Qualifying Remarks
- (2) Provided interested WMBE/SLBEs with adequate, specific scope information about the plans, specifications, and requirements of the contract, including addenda, in a timely manner to assist them in responding to the requested scope identified by bidder/proposer for the solicitation.  See enclosed actual solicitations used.
  - Qualifying Remarks
- (3) Negotiated in good faith with interested WMBE/SLBEs that have submitted bids (e.g. adjusted quantities or scale). Documentation of negotiation must include the names, addresses, and telephone numbers of WMBE/SLBEs that were solicited; the date of each such solicitation; a description of the information provided regarding the plans and specifications for the work selected for subcontracting; and evidence as to why agreements could not be reached with WMBE/SLBEs to perform the work. Additional costs involved in soliciting and using subcontractors is not a sufficient reason for a bidder/proposer's failure to meet goals or achieve participation, as long as such costs are reasonable. Bidders are not required to accept excessive quotes in order to meet the goal.
  - DMI Utilized Forms for sub-(contractor/consultant) reflect genuine negotiations  This project is an RFQ/RFP in nature and negotiations are limited to clarifications of scope/percentages, specifications, qualifications and subs fee schedules.  See enclosed documentation.
  - Qualifying Remarks
- (4) Not rejecting WMBE/SLBEs as being unqualified without justification based on a thorough investigation of their capabilities. The WMBE/SLBEs standing within its industry, membership in specific groups, organizations / associations and political or social affiliations are not legitimate causes for rejecting or not soliciting bids to meet the goals.
  - Not applicable.  See attached justification for rejection of a subcontractor's bid or proposal.  Qualifying Remarks
- (5) Made scope(s) of work available to WMBE/SLBE subcontractors and suppliers; and, segmented portions of the work or material consistent with the available WMBE/SLBE subcontractors and suppliers, to facilitate meeting the goal.  In addition, Sub-Contractors could bid on their own choice of work or trade without restriction to a pre-determined portion.  See enclosed comments.  Qualifying Remarks
- (6) Made good faith efforts, despite the ability or desire of Bidder/Proposer to perform the sub-tasks of a contract with its own forces/organization. A Bidder/Proposer who desires to self-perform the sub-tasks of a contract must demonstrate good faith efforts if the goal has not been met.  Sub-Contractors were not prohibited from submitting bids/proposals and were solicited on work typically self-performed by the prime.  Qualifying Remarks w/Documents
- (7) Segmented the portions of the work to be performed by WMBEs/SLBEs in order to increase the likelihood that the goals will be met. This includes, where appropriate, breaking out contract work items into economically feasible units (quantities/scale) to facilitate WMBE/SLBE participation, even when the Bidder/Proposer might otherwise prefer to perform these work items with its own forces.  Sub-Contractors could bid on their own choice of work or trade without restriction to a pre-determined portion.  Sub-Contractors were not prohibited from submitting bids/proposals and were solicited on work typically self-performed by the prime.  See enclosed comments.  Qualifying Remarks
- (8) Made efforts to assist interested WMBEs/SLBEs in obtaining bonding, lines of credit, or insurance as required by the City or contractor.
  - See enclosed documentation on initiatives undertaken and methods to accomplish.  Qualifying Remarks
- (9) Made efforts to assist interested WMBEs/SLBEs in obtaining necessary equipment, supplies, materials, or related assistance or services, including participation in an acceptable mentor-protégé program.  See enclosed documentation of initiatives and/or agreements.  Qualifying Remarks
- (10) Effectively used the services of the City and other organizations that provide assistance in the recruitment and placement of WMBEs/SLBEs.
  - See enclosed documentation of services engaged.  Overview (attached) of tactical actions and resources employed toward recruitment

**Note:** Any unsolicited information in support of your Bid/RFP Compliance must accompany your submittal.  Identify Information Submitted



**Participation Plan: Guidance for Complying with Good Faith Efforts Outreach**  
**(page 2 of 2)**

- (1) All firms on the WMBE/SLBE Goal Setting List must be solicited and documentation provided for email, fax, letters, phone calls, and other methods of outreach/communication with the listed firms. The DMI Solicited and DMI-Utilized forms must be completed for all firms solicited and all firms utilized. Other opportunities for subcontracting should be explored to attain participation. May consult Tampa EBO Office and/or researching the on-line Diversity Management Business System Directory for Tampa certified WMBE/SLBE firms.
- (2) Solicitation of WMBE/SLBEs, via written or electronic notification, should provide specific information on the services needed, where plans can be reviewed and assistance offered in obtaining these, if required. Solicitations should be sent a minimum of a week (i.e. 5 city business days or more) before the bid/proposal date. Actual copies of the bidder's solicitation containing their scope-specific instructions should be provided.
- (3) With any quotes received, a follow-up should be made when needed to confirm detail scope of work. For any WMBE/SLBE low quotes rejected, an explanation shall be provided detailing negotiation efforts.
- (4) If a low bid WMBE/SLBE is rejected or deemed unqualified the contractor must provide an explanation and supporting documentation for this decision.
- (5) Prime shall break down portions of work into economical feasible opportunities for subcontracting. The WMBE/SLBE directory may be useful in identifying additional subcontracting opportunities and certified firms not listed in the "WMBE/SLBE Goal Setting Firms Contact List."
- (6) Contractor shall not preclude WMBE/SLBEs from bidding on any part of work, even if the Contractor may desire to self-perform aspects of the work.
- (7) Contractor shall avoid relying solely on subcontracting those scopes of work where WMBE/SLBE availability is not sufficient to attain pre-determined goals; including RFP/RFQ solicitations, all of which require GFECF compliance to achieve sub-consultant participation.
- (8) In its solicitations, the Bidder should offer assistance to WMBE/SLBEs in obtaining bonding, insurance, et cetera, if required of subcontractors by the City or Prime Contractor.
- (9) In its solicitation, the Bidder should offer assistance in obtaining equipment for a specific job to WMBE/SLBEs, if needed. This includes mobilization where applicable.
- (10) Contractor should use the services offered by such agencies as the Small Business Development Center (SBDC) @ University South Fla.; SBDC @ Hillsborough County Entrepreneur Collaborative Center; Hillsborough NAACP Empowerment Center; Hillsborough County Economic Development Department DM/DWBE/SBE Program and Prospera-Hispanic Business Assoc. to name a few for the recruitment and placement of available WMBEs/SLBEs.





**Failure to Complete, Sign and Submit Both Forms 10 & 20 SHALL render the Bid or Proposal Non-Responsive**

**Page 1 of 4 – DMI Solicited/Utilized Schedules  
City of Tampa – Schedule of **All Solicited** Sub-(Contractors/Consultants/Suppliers)  
(FORM MBD-10)**

Contract No.: \_\_\_\_\_ Contract Name: \_\_\_\_\_  
 Company Name: \_\_\_\_\_ Address: \_\_\_\_\_  
 Federal ID: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Check applicable box(es). Detailed Instructions for completing this form are on page 2 of 4.

- No Firms were contacted or solicited for this contract.**
- No Firms were contacted because:** \_\_\_\_\_
- See attached list of additional Firms solicited and all supplemental information (List must comply to this form)**  
Note: Form MBD-10 must list ALL subcontractors solicited including Non-minority/small businesses

NIGP Code Categories: Buildings = 909, General = 912, Heavy = 913, Trades = 914, Architects = 906, Engineers & Surveyors = 925, Supplier = 912-77

S = SLBE W=WMBE O = Neither	Company Name Address Phone, Fax, Email	Type of Ownership (F=Female M=Male) BF BM = African Am. HF HM = Hispanic AF AM = Asian Am. NF NM = Native Am. CF CM = Caucasian	Trade or Services  NIGP Code (listed above)	Contact Method L=Letter F=Fax E=Email P=Phone	Quote or Response Received Y/N

Failure to Complete, Sign and Submit  
this form with your Bid or Proposal  
Shall render the Bid Non-Responsive  
(Do Not Modify This Form)

It is hereby certified that the information provided is an accurate and true account of contacts and solicitations for sub-contracting opportunities on this contract.

Signed: \_\_\_\_\_ Name/Title: \_\_\_\_\_ Date: \_\_\_\_\_  
**Failure to Complete, Sign and Submit Both Forms 10 & 20 SHALL render the Bid or Proposal Non-Responsive**  
**Forms must be included with Bid / Proposal**



## Page 2 of 4 – DMI Solicited/Utilized

### Instructions for completing The Sub-(Contractors/Consultants/ Suppliers) Solicited Form (Form MBD-10)

**This form must be submitted with all bids or proposals.** All subcontractors (regardless of ownership or size) solicited and subcontractors from whom unsolicited quotations were received must be included on this form. The instructions that follow correspond to the headings on the form required to be completed. Note: Ability or desire to self-perform all work shall not exempt the prime from Good Faith Efforts to achieve participation.

- **Contract No.** This is the number assigned by the City of Tampa for the bid or proposal.
- **Contract Name.** This is the name of the contract assigned by the City of Tampa for the bid or proposal.
- **Contractor Name.** The name of your business and/or doing business as (dba) if applicable.
- **Address.** The physical address of your business.
- **Federal ID.** FIN. A number assigned to your business for tax reporting purposes.
- **Phone.** Telephone number to contact business.
- **Fax.** Fax number for business.
- **Email.** Provide email address for electronic correspondence.
- **No Firms were contacted or solicited for this contract.** Checking the box indicates that a pre-determined Subcontract Goal or Participation Plan Requirement was not set by the City resulting in your business not using subcontractors and will self-perform all work. If during the performance of the contract you employ subcontractors, the City must pre-approve subcontractors. Use of the “Sub-(Contractors/Consultants/Suppliers) Payments” form (MBD Form-30) must be submitted with every pay application and invoice. Note: Certified **SLBE or WMBE firms** bidding as Primes **are not exempt** from outreach and solicitation of subcontractors.
- **No Firms were contacted because.** Provide brief explanation why no firms were contacted or solicited.
- **See attached documents.** Check box, if after you have completed the DMI Form in its entirety, you need more space to list additional firms and/or if you have supplemental information/documentation relating to the form. All DMI data not submitted on the MBD Form-10 must be in the same format and have all requested data from MBD Form-10 included.

The following instructions are for information of any and all subcontractors solicited.

- **“S” = SLBE, “W” = WMBE.** Enter “S” for firms Certified by the City as Small Local Business Enterprises and/or “W” for firms Certified by the City as either Women/Minority Business Enterprise; **“O” = Non-certified others.**
- **Federal ID.** FIN. A number assigned to a business for tax reporting purposes. This information is critical in proper identification and payment of the contractor/subcontractor.
- **Company Name, Address, Phone & Fax.** Provide company information for verification of payments.
- **Type of Ownership.** Indicate the Ethnicity and Gender of the owner of the subcontracting business.
- **Trade, Services, or Materials** indicate the trade, service, or materials provided by the subcontractor. NIGP codes aka “National Institute of Governmental Purchasing” are listed at top section of document.
- **Contact Method L=letter, F=fax, E=Email, P=Phone.** Indicate with letter the method(s) of soliciting for bid.
- **Quote or Resp. (response) Rec’d (received) Y/N.** Indicate “Y” Yes if you received a quotation or if you received a response to your solicitation. Indicate “N” No if you received no response to your solicitation from the subcontractor. Must keep records: log, ledger, documentation, etc. that can validate/verify.

If additional information is required or you have questions, please contact the Equal Business Opportunity Program - Office of Equal Business Opportunity at (813) 274-5522.



**Failure to Complete, Sign and Submit Both Forms 10 & 20 SHALL render the Bid or Proposal Non-Responsive**

**Page 3 of 4 – DMI Solicited/Utilized Schedules  
City of Tampa – Schedule of All To-Be-Utilized Sub-(Contractors/Consultants/Suppliers)  
(FORM MBD-20)**

Contract No.: \_\_\_\_\_ Contract Name: \_\_\_\_\_  
 Company Name: \_\_\_\_\_ Address: \_\_\_\_\_  
 Federal ID: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Check applicable box(es). Detailed Instructions for completing this form are on page 4 of 4.

See attached list of additional Firms Utilized and all supplemental information (List must comply to this form)

**Note: Form MBD-20 must list ALL subcontractors To-Be-Utilized including Non-minority/small businesses**

No Subcontracting/consulting (of any kind) will be performed on this contract.

No Firms are listed to be utilized because: \_\_\_\_\_

NIGP Code General Categories: Buildings = 909, General = 912, Heavy = 913, Trades = 914, Architects = 906, Engineers & Surveyors = 925, Supplier = 912-77

Enter "S" for firms Certified as Small Local Business Enterprises, "W" for firms Certified as Women/Minority Business Enterprise, "O" for Other Non-Certified

S = SLBE W=WMBE O =Neither	Company Name Address Phone, Fax, Email	Type of Ownership (F=Female M=Male) BF BM = African Am. HF HM = Hispanic Am. AF AM = Asian Am. NF NM = Native Am. CF CM = Caucasian	Trade, Services, or Materials  NIGP Code Listed above	\$ Amount of Quote. Letter of Intent (LOI) if available	Percent of Scope or Contract %

Failure to Complete, Sign and Submit  
this form with your Bid or Proposal  
Shall render the Bid Non-Responsive.  
(Do Not Modify This Form)

Total ALL Subcontract / Supplier Utilization \$ \_\_\_\_\_  
 Total SLBE Utilization \$ \_\_\_\_\_  
 Total WMBE Utilization \$ \_\_\_\_\_  
 Percent SLBE Utilization of Total Bid/Proposal Amt. \_\_\_\_\_% Percent WMBE Utilization of Total Bid/Proposal Amt. \_\_\_\_\_%

It is hereby certified that the following information is a true and accurate account of utilization for sub-contracting opportunities on this Contract.

Signed: \_\_\_\_\_ Name/Title: \_\_\_\_\_ Date: \_\_\_\_\_

**Failure to Complete, Sign and Submit Both Forms 10 & 20 SHALL render the Bid or Proposal Non-Responsive  
Forms must be included with Bid / Proposal**



## Page 4 of 4 DMI – Solicited/Utilized

### Instructions for completing The Sub-(Contractors/Consultants/ Suppliers) to be Utilized Form (Form MBD-20)

**This form must be submitted with all bids or proposals. All subcontractors (regardless of ownership or size) projected to be utilized must be included on this form.** Note: Ability or desire to self-perform all work shall not exempt the prime from Good Faith Efforts to achieve participation.

**Contract No.** This is the number assigned by the City of Tampa for the bid or proposal.

- **Contract Name.** This is the name of the contract assigned by the City of Tampa for the bid or proposal.
- **Contractor Name.** The name of your business and/or doing business as (dba) if applicable.
- **Address.** The physical address of your business.
- **Federal ID. FIN.** A number assigned to your business for tax reporting purposes.
- **Phone.** Telephone number to contact business.
- **Fax.** Fax number for business.
- **Email.** Provide email address for electronic correspondence.
- **No Subcontracting/consulting (of any kind) will be performed on this contract.** Checking box indicates your business will not use subcontractors when no Subcontract Goal or Participation Plan Requirement was set by the City, but will self-perform all work. When subcontractors are utilized during the performance of the contract, the “Sub-(Contractors/Consultants/Suppliers) Payments” form (MBD Form-30) must be submitted with every pay application and invoice. Note: certified SLBE or WMBE firms bidding as Primes are not exempt from outreach and solicitation of subcontractors, including completion and submitting Form-10 and Form-20.
- **No Firms listed To-Be-Utilized.** Check box; provide brief explanation why no firms were retained when a goal or participation plan requirement was set on the contract. Note: mandatory compliance with Good Faith Effort outreach (GFECF) requirements applies (MBD Form-50) and supporting documentation must accompany the bid.
- **See attached documents.** Check box, if after completing the DMI Form in its entirety, you need more space to list additional firms and/or if you have supplemental information/documentation relating to the scope/value/percent utilization of subcontractors. Reproduce copies of MBD-20 and attach. All data not submitted on duplicate forms must be in the same format and content as specified in these instructions.

The following instructions are for information of Any and All subcontractors To Be Utilized.

- **Federal ID. FIN.** A number assigned to a business for tax reporting purposes. This information is critical in proper identification of the subcontractor.
- **“S” = SLBE, “W” = WMBE.** Enter “S” for firms Certified by the City as Small Local Business Enterprises and/or “W” for firms Certified by the City as Women/Minority Business Enterprise; **“O” = Non-certified others.**
- **Company Name, Address, Phone & Fax.** Provide company information for verification of payments.
- **Type of Ownership.** Indicate the Ethnicity and Gender of the owner of the subcontracting business.
- **Trade, Services, or Materials (NIGP code if Known)** Indicate the trade, service, or material provided by the subcontractor. Abbreviated list of NIGP is available at <http://www.tampagov.net/mbd> “Information Resources”.
- **Amount of Quote, Letters of Intent** (required for both SLBEs and WMBEs).
- **Percent of Work/Contract.** Indicate the percent of the total contract price the subcontract(s) represent. For CCNA only (i.e. Consultant A/E Services) you must indicate subcontracts as percent of total scope/contract.
- **Total Subcontract/Supplier Utilization.** – Provide total dollar amount of all subcontractors/suppliers projected to be used for the contract. (Dollar amounts may be optional in CCNA depending on solicitation format).
- **Total SLBE Utilization.** Provide total dollar amount for all projected SLBE subcontractors/Suppliers used for this contract. (Dollar amounts may be optional in CCNA proposals depending on the solicitation format).
- **Total WMBE Utilization.** Provide total dollar amount for all projected WMBE subcontractors/Suppliers used for this contract. (Dollar amounts may be optional in CCNA proposals depending on the solicitation format).
- **Percent SLBE Utilization.** Total amount allocated to SLBEs divided by the total bid/proposal amount.
- **Percent WMBE Utilization.** Total amount allocated to WMBEs divided by the total bid/proposal amount.

If additional information is required or you have questions, please contact the Equal Business Opportunity Program - Office of Equal Business Opportunity at (813) 274-5522.

## Procurement Guidelines To Implement Minority & Small Business Participation

### Underutilized WMBE Primes by Industry Category

<b>FORMAL PROCUREMENT</b>	Construction	Construction-Related	Professional	Non-Professional	Goods
	Black	Asian	Black	Black	Black
	Hispanic	Native Am.	Hispanic	Asian	Hispanic
	Native Am.	Woman	Asian	Native Am.	Asian
	Woman		Native Am.		Native Am.
			Woman		Woman

### Underutilized WMBE Sub-Contractors / Sub-Consultants

<b>SUB WORK</b>	Construction	Construction-Related	Professional	Non-Professional	Goods
	Black	Black	Black	Black	Black
		Asian	Asian	Asian	Asian
		Native Am.	Native Am.	Native Am.	Native Am.
		Woman	Woman		Woman
			Hispanic		

#### **Policy**

The Guidelines apply to formal procurements and solicitations. WMBE participation will be narrowly-tailored for affected groups.

#### **Index**

**Black (BBE)** = Black/African-American Business Enterprise

**Hispanic (HBE)** = Hispanic Business Enterprise

**Asian (ABE)** = Asian Business Enterprise

**Native American (NBE)** = Native American Business Enterprise

**Woman (WBE)** = Woman Business Enterprise (Caucasian)

#### **Industry Categories**

**Construction** is defined as: new construction, renovation, restoration, maintenance of public improvements and underground utilities.

**Construction-Related Services** are defined as: architecture, professional engineering, landscape architecture, design build, construction management services, or registered surveying and mapping.

**Professional Services** are defined as: attorney, accountant, medical doctor, veterinarian, miscellaneous consultant, etc.

**Non-Professional Services** are defined as: lawn maintenance, painting, janitorial, printing, hauling, security guard, etc.

**Goods** are defined as: all supplies, materials, pipes, equipment, machinery, appliances, and other commodities.

**MBD Form-70**