

CENTRAL MAINE COMMUNITY COLLEGE

REQUEST FOR PROPOSAL

EXTERIOR SIGNAGE & CAMPUS WAYFINDING PROJECT

RFP ISSUE DATE: Friday, May 22

FINAL PROPOSAL DUE DATE: Thursday, June 18 at 12:00 PM EST

ISSUED BY:

Andrew Morong
Dean of Enrollment Management
Central Maine Community College
amorong@mainecc.edu
(207) 755-5448

Final proposals received by 12:00 PM EST on Thursday, June 18 will be considered.

One (1) hard copy and one (1) electronic copy (PDF format via email) of the proposal must be delivered to:

Maureen Aube
Dean of Finance and General Services
Central Maine Community College
Jalbert Hall – Business Office
1250 Turner Street
Auburn, ME 04210
maube@mainecc.edu

TABLE OF CONTENTS

SECTION 1: Instructions & Timeline
SECTION 2: Project Overview & Intent
SECTION 3: Campus Background Information
SECTION 4: Scope of Services
SECTION 5: Proposal Submission Requirements
SECTION 6: Proposal Evaluation Criteria
SECTION 7: Presentations
SECTION 8: Contract Terms & Conditions
ATTACHMENTS

SECTION 1: INSTRUCTIONS & TIMELINE

1.1 General Information

Central Maine Community College (“CMCC”) invites qualified firms specializing in exterior signage, environmental branding, and campus wayfinding systems to submit proposals for the CMCC Exterior Signage & Campus Wayfinding Project.

CMCC seeks a qualified signage and wayfinding partner capable of evaluating the campus comprehensively and proposing a cohesive exterior signage and wayfinding strategy that improves campus navigation, strengthens institutional identity, and enhances the visitor experience.

The College is intentionally not prescribing a specific signage solution. Respondents are expected to assess existing campus conditions, participate in the mandatory campus walkthrough, and develop recommendations that reflect both functional wayfinding needs and the visual identity of Central Maine Community College.

By submitting a proposal, the respondent acknowledges complete understanding of and willingness to comply with all instructions, conditions, specifications, and requirements contained within this Request for Proposal (“RFP”).

CMCC reserves the right to reject any or all proposals, waive informalities and minor irregularities in proposals received, and accept any portion of a proposal or all items proposed if deemed in the best interest of the College. CMCC reserves the right to select the proposal that, in

the College's judgment, best meets the needs of the institution and not necessarily the proposal with the lowest cost.

The successful firm's proposal shall remain valid for a minimum period of one hundred twenty (120) days following the proposal due date.

1.2 Timeline

ACTION	DATE
RFP Issued	Friday, May 22
RSVP Deadline for Mandatory Walkthrough	Wednesday, June 10 at 12:00 PM EST
Mandatory Campus Walkthrough	Thursday, June 11 at 1:00 PM EST
Written Questions Due	Friday, June 12 at 5:00 PM EST
CMCC Responses to Questions Issued	Tuesday, June 16 by 5:00 PM EST
Presentations by Selected Firms	Wednesday, June 17
Final Proposals Due	Thursday, June 18 at 12:00 PM EST
Award Notification	Thursday, June 18 at 4:00 PM EST

CMCC reserves the right to revise the timeline at its sole discretion.

1.3 Mandatory Campus Walkthrough

A mandatory campus walkthrough will be held for all interested firms.

Attendance at the mandatory walkthrough is required for a proposal to be considered responsive.

The walkthrough will be led by:

- Andrew Morong, Dean of Enrollment Management
- Dan Graham, Director of Maintenance

The walkthrough will include:

- Existing exterior signage review
- Building identification challenges
- Vehicular and pedestrian traffic flow considerations
- Visitor wayfinding concerns
- Institutional branding opportunities
- Discussion regarding project goals and expectations

Firms are expected to independently evaluate the campus environment and develop recommendations that reflect both functional wayfinding needs and the overall visual identity of Central Maine Community College.

Date: Thursday, June 11

Time: 1:00 PM EST

Location: Lobby of The Tower

Interested firms must RSVP no later than Wednesday, June 10 at 12:00 PM EST.

Virtual attendance will not be permitted.

1.4 Questions & Requests for Additional Information

Questions regarding clarification of the contents of this RFP will be accepted in writing until Friday, June 12 at 5:00 PM EST.

All inquiries must be directed to:

Andrew Morong
Dean of Enrollment Management
amorong@mainecc.edu
(207) 755-5448

All communication regarding this RFP must be directed solely to Andrew Morong or his designee.

1.5 Proposal Submission Requirements

Final proposals received by 12:00 PM EST on Thursday, June 18 will be considered.

Proposals received after the due date and time will not be considered.

One (1) hard copy and one (1) electronic copy in PDF format must be submitted.

Proposals shall be delivered to:

Maureen Aube
Dean of Finance and General Services
Central Maine Community College
Jalbert Hall – Business Office

1250 Turner Street
Auburn, ME 04210
maube@mainecc.edu

CMCC reserves the right to select one, multiple, or none of the proposals submitted.

SECTION 2: PROJECT OVERVIEW & INTENT

2.1 Project Intent

Central Maine Community College is seeking proposals from experienced firms to develop and implement a comprehensive exterior signage and campus wayfinding system.

The intent of this project is to improve campus navigation, strengthen institutional branding, and enhance the visitor experience through cohesive and functional signage solutions.

CMCC is not seeking a prescriptive “replace-in-kind” signage proposal. Rather, the College seeks a qualified partner capable of evaluating the campus comprehensively and proposing a cohesive exterior signage and wayfinding solution that enhances both campus function and institutional brand identity.

Respondents are expected to provide conceptual recommendations, implementation strategies, fabrication specifications, installation plans, and cost proposals associated with their recommended approach.

2.2 Desired Outcomes

The selected firm should provide recommendations and solutions that support the following objectives:

- Improve campus navigation for visitors, students, faculty, staff, and guests
- Improve vehicular and pedestrian wayfinding
- Improve visibility of buildings from campus roadways
- Establish cohesive and professional campus branding
- Replace inconsistent and aging signage
- Improve event and athletic facility navigation
- Create scalable signage standards for future campus growth
- Utilize durable materials appropriate for Maine weather conditions

- Develop phased implementation options aligned with institutional priorities and available funding
-

2.3 Existing Campus Challenges

Current campus challenges include, but are not limited to:

- Visitors cannot easily locate buildings
 - Existing signage is inconsistent in appearance and placement
 - Lack of unified institutional branding across signage systems
 - Poor visibility from roadways and campus entry points
 - Pedestrian wayfinding issues
 - Aging and outdated signage infrastructure
 - Event and athletic facility navigation challenges
-

SECTION 3: CAMPUS BACKGROUND INFORMATION

3.1 Campus Information

Central Maine Community College is located in Auburn, Maine and serves students from across the state and region.

Additional information regarding the College can be found at:

www.cmcc.edu

CMCC seeks a signage and wayfinding system that reflects the College's institutional identity while improving functionality and visitor experience.

3.2 Branding Standards

Respondents are expected to review and incorporate CMCC branding standards and institutional identity guidelines into their proposals.

CMCC Graphic Standards:

3.3 Campus Materials

The following materials may be provided as attachments to this RFP:

- Aerial campus image
 - Campus map
 - Branding standards and institutional identity resources
-

SECTION 4: SCOPE OF SERVICES

4.1 General Scope

The selected firm shall provide professional services related to the assessment, design, fabrication, production, and installation of exterior signage and campus wayfinding solutions.

CMCC recognizes that firms may approach this project differently based on expertise and experience. Respondents are encouraged to propose additional ideas, strategies, or solutions that would improve the overall effectiveness of the campus signage and wayfinding system.

4.2 Services May Include

Services may include, but are not limited to:

- Campus signage assessment and inventory
- Vehicular and pedestrian wayfinding analysis
- Building identification recommendations
- Exterior directional signage recommendations
- Campus entry signage recommendations
- Environmental branding integration
- Conceptual signage renderings
- Material palette recommendations
- Fabrication specifications
- Production and installation services
- Phased implementation recommendations
- Budget development and cost estimates

- Warranty and maintenance recommendations
-

4.3 Deliverables

The selected firm shall provide deliverables that may include:

- Conceptual signage renderings
 - Proposed signage family and design standards
 - Material palette recommendations
 - Fabrication specifications
 - Installation recommendations
 - Phased implementation schedule
 - Detailed cost proposal broken out by:
 - Design
 - Fabrication
 - Production
 - Installation
 - Warranty and maintenance information
-

SECTION 5: PROPOSAL SUBMISSION REQUIREMENTS

To simplify the review process and assist in making valid comparisons between proposals, respondents shall organize proposals in the following format.

5.1 Company Background & Experience

Provide:

- Company history and overview
 - Experience with higher education projects
 - Experience with campus signage and wayfinding systems
 - Relevant project examples and portfolio
 - References from similar projects
-

5.2 Project Approach

Describe:

- Your understanding of CMCC's project goals
 - Your process for evaluating campus wayfinding needs
 - Your approach to institutional branding integration
 - Your methodology for signage planning and implementation
-

5.3 Conceptual Vision

Provide:

- Conceptual design direction
 - Examples of signage approaches
 - Initial thoughts regarding campus branding opportunities
 - Recommendations for improving campus navigation
-

5.4 Timeline & Implementation Approach

Provide:

- Proposed project timeline
 - Design schedule
 - Fabrication timeline
 - Installation timeline
 - Phased implementation recommendations
-

5.5 Cost Proposal

Provide a detailed cost proposal including:

- Design costs
- Fabrication costs
- Production costs
- Installation costs
- Optional phased implementation pricing
- Warranty information

- Maintenance recommendations

CMCC seeks scalable and phased recommendations aligned with institutional priorities and available funding.

5.6 Warranty & Maintenance

Describe:

- Warranty coverage
 - Recommended maintenance practices
 - Expected lifespan of materials
 - Service/support availability
-

SECTION 6: PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated based upon, but not limited to, the following criteria:

EVALUATION CRITERIA	WEIGHT
Relevant Experience & Portfolio	10%
Understanding of Campus Wayfinding & Branding	20%
Creativity & Conceptual Vision	20%
Project Approach & Implementation Strategy	20%
Cost Proposal & Value	20%
References & Warranty/Maintenance Support	10%

CMCC reserves the right to request clarification, supplemental information, or interviews from any respondent.

SECTION 7: PRESENTATIONS

Prior to submitting proposals, firms are required to attend an in-person presentation.

Presentations are scheduled for Wednesday, June 17.

Presentations shall:

- Be conducted in person
- Be limited to 45–60 minutes maximum
- Include conceptual renderings and recommendations
- Include discussion regarding implementation approach and project costs

CMCC reserves the right to request revised or supplemental proposal documentation following presentations.

SECTION 8: CONTRACT TERMS & CONDITIONS

8.1 General Conditions

By submitting a proposal, respondents acknowledge complete understanding of and willingness to comply with all terms and conditions contained within this RFP.

CMCC reserves the right to:

- Reject any or all proposals
 - Waive minor irregularities in proposals
 - Request additional information
 - Negotiate final terms with the selected firm
 - Accept portions of proposals if deemed in the best interest of the College
-

8.2 Ownership of Materials

All conceptual designs, renderings, specifications, recommendations, and project materials produced for CMCC as part of this project shall become the property of Central Maine Community College upon project completion and payment.

8.3 Compliance With Laws

The selected firm shall comply with all applicable federal, state, and local laws, regulations, and requirements.

8.4 Insurance

The selected firm shall maintain appropriate liability insurance coverage throughout the duration of the project.

Proof of insurance may be requested by CMCC prior to contract execution.

8.5 Confidentiality

The selected firm shall maintain confidentiality regarding proprietary or sensitive information obtained through participation in this RFP process.

8.6 Standard MCCS Terms

The selected firm shall comply with applicable Maine Community College System purchasing requirements and standard contractual provisions.

ATTACHMENTS

The following attachments may accompany this RFP:

- Attachment A – Campus Aerial Image
- Attachment B – Campus Map

ADMINISTRATIVE BUILDINGS

1. **CULINARY ARTS**
Culinary Arts Kitchen
Dining Areas
2. **JALBERT HALL**
Automotive Technology
Building Construction Technology
Central Services
College Store
Conference Rooms
Connector to LaPoint
Criminal Justice
Dining Commons
Early Childhood Education
Electromechanical Technology
Financial Aid
Graphic Communications
Hall of Flags
J15 Lecture Hall
Learning & Advising Center
Library
Maintenance Office
Precision Machining Technology
Registrar Business Office
Student Services
TRiO Success Center
Writing Center
3. **KIRK HALL**
Athletics Department
Corporate & Community Services
Fitness Center
Gymnasium
Nursing
4. **LAPOINT CENTER**
Academic Affairs Office
Computer Labs
Disabilities Office
5. **LEARNING TOWER**
200 Case Study Rooms
400 Chemistry Lab
Admissions Office
Atrium/Main Entrance
Bull & Bear Business Lounge
Leadership Seminar & Lounge
Presentation Room

STUDENT HOUSING

1. APARTMENTS
2. FORTIN HALL
3. RANCOURT HALL

KEY

- ◆ BUILDINGS
- HOUSING
- ▶ ADA ACCESSIBLE ENTRANCES
- ▶ OTHER BUILDING ENTRANCES
- HANDICAP PARKING
- FACULTY/STAFF PARKING
- STUDENT PARKING
- VISITOR PARKING



