

***Request for Proposal: #2025-15***

**Merced Community College District**

**Wayfinding Consultant Services – Pedestrian ‘Street-Name’  
Signage Program**



**MERCED**  
**COLLEGE**

**NOTICE CALLING FOR REQUEST FOR PROPOSALS AND QUALIFICATIONS  
(RFP/RFQ)**

**RFP# 2025-15 Wayfinding Consultant Services – Pedestrian ‘Street-Name’  
Signage Program**

**DISTRICT: MERCED COMMUNITY COLLEGE DISTRICT**

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**Project Description**

NOTICE IS HEREBY GIVEN that the Merced Community College District of Merced County, California, acting by and through its Governing Board, hereinafter referred to as "MCCD," invites qualified firms to submit proposals and qualifications for the following project:

**RFP# 2025-15 – Wayfinding Consultant Services for Pedestrian ‘Street-Name’  
Signage Program at the Merced and Los Banos Campuses.**

Each proposal must conform and be responsive to this invitation, the Information for Bidders, the Specifications, Plans (if any), and all other documents comprising the contract documents.

The District reserves the right to accept or reject any or all proposals, negotiate with any or all responsible firms, and waive any informality in the proposal process.

**Proposal Deadline:**

Proposals must be received by 12:00 Noon on Thursday, November 20, 2025, at the address listed below. MCCD will use the official U.S. time as provided by <https://www.time.gov/> to determine submission timeliness.

**For further information, contact:**

Andre Urquidez

Phone: (209) 384-6300

Email: [purchasingbids@mccd.edu](mailto:purchasingbids@mccd.edu)

**Return Proposals To:**

Merced Community College District

ATTN: Andre Urquidez, Director, Business & Fiscal Services

3600 M Street, Merced, CA 95348

Or electronic submissions

To email: [purchasingbids@mccd.edu](mailto:purchasingbids@mccd.edu)

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**MERCED COMMUNITY COLLEGE DISTRICT**  
**REQUEST FOR PROPOSALS AND QUALIFICATIONS #2025-15**  
**Wayfinding Consultant Services – Pedestrian ‘Street-Name’ Signage Program**

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**I. INTRODUCTION**

The Merced Community College District (MCCD) is seeking proposals and qualifications from qualified wayfinding consultants to provide services related to the planning and design of a pedestrian wayfinding signage program. The project includes the surveying of both the Merced and Los Baños campuses, identification of key pedestrian walkway intersections, and development of a ‘street-name’ style signage system to improve campus walkability and navigation.

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**II. INSTRUCTIONS AND CONDITIONS**  
**SCHEDULE OF EVENTS**

| <b>Action</b>                         | <b>Date/Time</b>               |
|---------------------------------------|--------------------------------|
| Last Day for Questions/Clarifications | November 13, 2025 @ 4:00 p.m.  |
| Deadline for Receipt of Proposals     | November 20, 2025 @ 12:00 Noon |
| Interviews (if required)              | December 1-4, 2025             |
| Board of Trustees Contract Award      | December 16, 2025              |

## **PREPARATION OF PROPOSALS**

- Examine all RFP/RFQ documents before submitting.
- Proposals must be signed by an authorized agent.
- All required items in the proposal must be completed.

## **INQUIRIES**

- Submit all questions via email to Andre Urquidez at: [purchasingbids@mccd.edu](mailto:purchasingbids@mccd.edu)
- Do not contact other District personnel or Board members regarding this RFP/RFQ.

## **AMENDMENTS**

- MCCD reserves the right to revise the RFP/RFQ before the proposal deadline. All changes will be made via written addendum.
- Oral statements regarding the RFP/RFQ are unauthorized and non-binding.

## **SUBMITTING PROPOSALS**

- If physically submitted - submit one original and five (5) copies of the proposal.
- Electronic copies (PDF via email) are acceptable.
- Deliver to:

### **Purchasing Department**

Merced Community College District  
3600 M Street, Merced, CA 95348

Or submit via email to [purchasingbids@mccd.edu](mailto:purchasingbids@mccd.edu)

No later than 12:00 Noon on November 20, 2025

### **WITHDRAWAL OF PROPOSALS**

- Proposals may be withdrawn prior to the deadline.
- Proposals are binding for 90 days post-submission.

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## **III. DESCRIPTION OF DISTRICT**

Founded in 1962, Merced Community College District serves over 15,000 students across multiple sites. The District offers a wide range of associate degrees and certificate programs, serving a diverse population in California's Central Valley. Support services include advising, tutoring, veteran services, and athletics.

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## **IV. SCOPE OF SERVICES**

The selected consultant will provide comprehensive wayfinding services including:

### **1. Campus Survey**

- Survey both Merced and Los Baños campuses to identify key intersections and pedestrian decision points.

### **2. Naming Framework**

- Develop logical naming conventions for primary walkways and intersections.

### **3. Sign Family & Design Standards**

- Provide sign typologies, specifications, materials, and accessibility-compliant design standards that incorporate existing Merced College color and logo standards.

### **4. Message Schedule & Location Plan**

- Develop a comprehensive message schedule and location plan.

### **5. Concept Design**

- Prepare three (3) design iterations with revisions based on District feedback.

### **6. Cost & Phasing Plan**

- Provide order-of-magnitude cost estimates and phased implementation strategy. Provide an implementation average cost per sign basis with a minimum of 15 signs on Merced campus and 4 signs on the Los Banos campus.

### **7. Bid-Ready Package**

- Produce CSI specifications, detailed drawings, and installation details for procurement.

### **8. Construction Administration**

- Provide support during fabrication and installation including submittal review, color/material approvals, and punch-walks.

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## **V. CONTENTS OF THE PROPOSAL**

Limit to **10 pages maximum** (excluding resumes and attachments). Follow the sequence below:

### **A. Title Page**

### **B. Table of Contents**

### **C. Letter of Transmittal**

### **D. Profile of the Firm**

**E. Qualifications and Experience**

**F. District-Provided Services/Information**

**G. Schedule**

**H. Additional Information**

**I. Cost Proposal (submitted separately)**

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**VI. EVALUATION AND AWARD**

Selection criteria include:

- Qualifications and relevant experience (30%)
- Understanding of project and proposed approach (25%)
- Experience with Progressive Design-Build and higher education clients (20%)
- Team qualifications and availability (15%)
- Fee and value (10%)

The District reserves the right to reject any or all proposals and will retain ownership of all proposals submitted.

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**VII. SIGNATURE FORM**

(To be submitted with proposal)

I hereby submit this proposal in response to RFP/RFQ #2025-15, Wayfinding Consultant Services – Pedestrian ‘Street-Name’ Signage Program and affirm, under penalty of perjury, that all representations are true and accurate.

**Note: ALL ENTRIES SHALL BE LEGIBLE AND SHALL BE TYPEWRITTEN OR PRINTED.**

Signature \_\_\_\_\_

Type or Print (Name/Title) \_\_\_\_\_

Name of Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip Code \_\_\_\_\_

Telephone Number (Area Code) \_\_\_\_\_

Email Address \_\_\_\_\_

Tax Identification Number \_\_\_\_\_