

# **Request for Proposals Gateway and Wayfinding Program – Design, Fabrication and Installation Services**

Village of Phoenix, New York  
New York Forward Project  
C1003043

Issued By: Village of Phoenix  
Issue Date: May 19, 2026  
Due Date: June 15, 2026 by 4:00 PM EST  
Budget: \$74,500.00 including design, fabrication and installation

## **Introduction**

The Village of Phoenix seeks proposals from qualified firms for the design, planning, fabrication and installation of municipal gateway, wayfinding, and pedestrian signage. The selected consultant will lead a comprehensive process to analyze the current signage system, engage stakeholders, and propose a new system to enhance navigation, promote local businesses and attractions, and support the Village’s ongoing revitalization initiative.

## **Project Background**

The Village of Phoenix in Oswego County is a canal community rich with 19th century history and character. In the summer months, it buzzes with boater activity as travelers dock at Henley Park, eat at restaurants, and enjoy outdoor concerts. Over the past decade, its Canal Waterfront District has seen significant reinvestment in many buildings. While positive changes are evident to long-time residents, the Village still grapples with retaining small businesses downtown and improving buildings that have not been renovated yet. Undeveloped parcels just a short walk from downtown offer opportunities for new jobs, services, or housing to serve existing and future residents. In 2023, the Village of Phoenix was awarded \$4.5 million dollars from the NY Forward Grant Program and in 2024 the Strategic Investment Plan (SIP) was developed. The fifteen proposed projects featured in the SIP are a mix of new construction, renovation of existing buildings, and public improvements to open spaces and critical infrastructure. Many reinforce the core of the Canal Waterfront District while others support a growing activity center about a half-mile or ten-minute walk away. Some support existing businesses as they grow while others will bring new businesses to the Village. The public improvement projects will transform shared gathering spaces, support more events that bring people together, and help raise the profile of local businesses in the region.

The Village of Phoenix’s Gateway and Wayfinding Project will advance the Village’s NY Forward Program by expanding the marketing campaign for the Village, including new gateway and wayfinding signage. The project will increase pedestrian and vehicular traffic to Phoenix’s downtown corridor by adding gateway signage at Village entry points, improving wayfinding

and informational signage at key locations inside the Village, and expanding the Village’s “\_\_\_\_\_ by the River” marketing campaign and brand to reach more people in the region.

### **Scope of Services**

The selected consultant will be expected to provide services including, but not limited to:

1. Evaluation of Existing Gateway and Wayfinding System
  - a. Existing inventory of signs, condition, placement and functionality
  - b. Assess effectiveness of current signage (vehicle, pedestrian, boating, parking)
  - c. Evaluate visibility, accessibility, ADA compliance, and branding alignment
  - d. Evaluate feasibility to repurpose, supplement with added signs, retrofit and/or fully replace existing inventory
2. Stakeholder and Public Engagement
  - a. Facilitate engagement with stakeholders, including Village, business and property owners, and residents
  - b. Conduct at least two public workshops or pop-ups for input and feedback. Ideally, there will be one workshop to solicit feedback and to inform during the design process and then one workshop to present the new designs
  - c. Provide digital tools for gathering feedback using an online survey, interactive maps, or social media outreach
3. Strategic Framework
  - a. Clear branding identity
  - b. Multimodal integration (visible/accessible from bike/scooter, pedestrian, boat, vehicle experiences)
  - c. Real-time information opportunities (digital parking, events, mapping, advertising)
  - d. Design a scalable, modular wayfinding system that uses standardized components- such as poles and mounting brackets – that can be easily adapted with Village-specific signage to support future expansion throughout the Village
  - e. Recommendations for incorporating digital wayfinding, app connectivity, and QR/NFC technologies
  - f. Identify opportunities for storytelling, cultural interpretation, and public art integration
  - g. Identify opportunities for collaboration with local sign shop for easily updated signage
4. Design Concepts
  - a. Develop at least three distinct design concepts with sample mockups for signage families (vehicular, pedestrian, boating, digital, gateway, etc)
  - b. Recommend colors, typography, iconography, and fabrication materials
  - c. Ensure concepts meet or exceed ADA, MUTCD (Manual on Uniform Traffic Control Devices), and CPTED (Crime Prevention Through Environmental Design) standards
  - d. Meaningfully scope ability to retrofit, repurpose and maximize existing infrastructure
5. Implementation
  - a. Provide cost estimates for design, fabrication, installation and maintenance
  - b. Prepare 100% engineering drawings (as required) for all signs

- c. Prepare bid package and oversee the bid process for the fabrication and installation of all signs including reviewing vendor bids and providing recommendations to the Village for selection
  - d. Work with private landowners to establish easements and land use in the event that existing right-of-way is not viable
6. Final Deliverables
- a. Oversee and consult during installation (as needed)
  - b. Existing and proposed signage location plan
  - c. Summary of public engagement and stakeholder feedback
  - d. Maintenance Plan for implemented systems
  - e. Draft products: One electronic copy of each product must be submitted in PDF, created using 300 dpi scanning resolution and Microsoft Word, if applicable.
  - f. Final products: One electronic copy of each product must be submitted in PDF, created using 300 dpi scanning resolution and Microsoft Word, if applicable. In addition, one paper copy of each final product (including reports, designs, maps, drawings, and plans) must be submitted.
  - g. Electronic data for all Geographic Information System-based mapping products must be submitted in either ArcGIS format, or similar product acceptable to the Village, and comply with the requirements for Contract GIS Products. Formal metadata must be provided with all digital GIS data which includes, at minimum, a file summary/abstract, intended use, data, source data, and author information.
  - h. Electronic data for all designs, drawings, and plans must be submitted in the original software that they were created (such as CAD format or other similar product acceptable to the Village), as well as in JPG format.
  - i. Photographs and images must be submitted in JPG format with a minimum resolution of 300 dpi and must be dated and captioned with the location and a brief description of the activity being documented and include any associated metadata (including the photo's GPS location where available).

### **Project Timeline**

RFP Issued: May 19, 2026  
Proposals Due: June 15, 2026 by 4:00 PM EST  
Selection Announced: June 17, 2026  
Draft Concepts Delivered: January 31, 2027  
Final Deliverables Due: April 15, 2027  
Installation Completion: July 31, 2027

### **Proposal Requirements**

Proposals should not exceed 20 pages (excluding appendices) and must include:

- Firm Qualifications and Relevant Experience
- Experience with wayfinding and branding
- Work in similar municipalities
- Team Composition
- Key personnel, roles and resumes
- Project Understanding and Approach
- Public Engagement Strategy

- Work Plan and Timeline
- Fee Proposal
- References (minimum of three comparable clients)
- Minority and Women-Owned Business (MWBE) Utilization Plan:  
The Village of Phoenix contract with the Department of State contains utilization goals pursuant to New York State Executive Law Article 15-A and 5 NYCRR Parts 142-144 (“Minority and Women-Owned Business Enterprises (MWBE) Regulations”) for the cost of outsourced expenditures related to the work that will be conducted by the consultant hired from this RFP.

This means that 30% of the total cost of consultant services needs to be provided by MBE and/or WBE enterprises. The total MWBE goal on this contract is \$24,900.00. For more information the Consultant shall reference the New York State Minority and Women Owned Business Enterprises page at the following internet address: <https://dos.ny.gov/supplier-diversity>

**A Minority and Women-Owned Business Enterprises (MWBE) utilization plan must be submitted with each proposal.** A blank utilization plan form is attached to this RFP. The Consultant will need to provide a plan of the actions the Consultant will take to meet or demonstrate good faith efforts to meet the Minority and Women-Owned Business Enterprises participation goals as part of their proposal, including any proposed sub-contractors.

The Consultant shall be responsible for submitting a M/WBE Quarterly Report to the Village who will then submit it to the Minority and Woman-Owned Business Program of the New York Department of State.

**Evaluation Criteria**

Relevant Experience and Qualifications:	30%
Project Approach and Creativity:	25%
Public Engagement Strategy:	15%
Work Plan and Timeline:	15%
Fee Proposal:	15%

**Submission Details**

Interested firms/teams shall submit two (2) hard copies of their proposal clearly marked “RFP: Gateway and Wayfinding Program” no later than Monday, June 15, 2026 by 4:00 PM EST to:

Laura Gonzalez  
Village of Phoenix  
455 Main Street  
Phoenix, New York 13135

Late submissions will not be considered.

The Village of Phoenix reserves the right to negotiate with any and all proposers. New York State Certified Minority and Women-Owned Business Enterprises (MWBE) and Service-Disabled Veteran-Owned Businesses (SDVOB) are encouraged to submit proposals. The Village of Phoenix is an Affirmative Action/Equal Opportunity Employer.

**Questions**

Questions regarding this RFP should be submitted electronically to Laura Gonzalez at [lgonzalez@villageofphoenix-ny.gov](mailto:lgonzalez@villageofphoenix-ny.gov) by Monday, June 1, 2026.

**NEW YORK STATE – DEPARTMENT OF STATE (DOS)  
M/WBE UTILIZATION PLAN - FORM D**

**Offeror/Grantee's Name:**  
**Address:**  
**City, State, Zip Code:**  
**Telephone No.:**  
**Region/Location of Work:**

**Federal Identification No.:**  
**Project/Contract No.:**

**M/WBE Goals in the Contract:** MBE      %    WBE      %

1. Certified M/WBE Subcontractors/Suppliers Name, Address, Email Address, Telephone No.	2. Classification	3. Federal ID No.	4. Detailed Description of Work (Attach additional sheets, if necessary)	5. Dollar Value of Subcontracts/ Supplies/Services and intended performance dates of each component of the contract.
A.	<b>NYS ESD CERTIFIED</b> <input type="checkbox"/> MBE <input type="checkbox"/> WBE			
B.	<b>NYS ESD CERTIFIED</b> <input type="checkbox"/> MBE <input type="checkbox"/> WBE			

**6. IF UNABLE TO FULLY MEET THE MBE AND WBE GOALS SET FORTH IN THE CONTRACT, OFFEROR/GRANTEE MUST SUBMIT A REQUEST FOR WAIVER FORM E.**

<b>PREPARED BY (Signature):</b> <b>DATE:</b>  <b>NAME AND TITLE OF PREPARER (Print or Type):</b>  SUBMISSION OF THIS FORM CONSTITUTES THE OFFEROR/GRANTEE'S ACKNOWLEDGEMENT AND AGREEMENT TO COMPLY WITH THE M/WBE REQUIREMENTS SET FORTH UNDER NYS EXECUTIVE LAW, ARTICLE 15-A, 5 NYCRR PART 143, AND THE ABOVE-REFERENCED SOLICITATION. FAILURE TO SUBMIT COMPLETE AND ACCURATE INFORMATION MAY RESULT IN A FINDING OF NONCOMPLIANCE AND POSSIBLE TERMINATION OF YOUR CONTRACT.	<b>TELEPHONE NO.:</b>	<b>EMAIL ADDRESS:</b>
	<b>FOR M/WBE USE ONLY</b>	
	<b>REVIEWED BY:</b>	<b>DATE:</b>
<div style="border: 1px solid black; padding: 2px; text-align: center;"><b>FOR M/WBE USE ONLY</b></div> <b>Comments:</b>	<b>UTILIZATION PLAN APPROVED:</b> <input type="checkbox"/> YES <input type="checkbox"/> NO Date: _____ <b>Contract No.:</b> _____ <b>Project No. (if applicable):</b> _____  <b>Contract Award Date:</b> _____ <b>Estimated Date of Completion:</b> _____ <b>Contract Execution Date:</b> _____ <b>Contract Amount:</b> _____ <b>Amount Obligated Under the Contract:</b> _____ <b>Total Planned MWBE Utilization Amount:</b> _____ <b>Description of Work:</b> _____  <b>NOTICE OF DEFICIENCY ISSUED:</b> <input type="checkbox"/> YES <input type="checkbox"/> NO Date: _____ <b>NOTICE OF ACCEPTANCE ISSUED:</b> <input type="checkbox"/> YES <input type="checkbox"/> NO Date: _____	

## **General Instructions:**

- This form (Form D) or a compliance certification letter (Form D-1) must be submitted within ten (10) business days after the respondent/awardee receives notice from the Department of State that the contract/grant is being awarded.
- In case a compliance certification letter (Form D-1) was submitted at the time of the award notification, the awardee must submit this form D within two (2) weeks following the procurement of any MWBE-applicable purchase or contractual service undertaken in furtherance of the Contract.
- This form D must contain a detailed description of the supplies and/or services to be provided by each certified Minority and Women-owned Business Enterprise (MWBE) that will actually be utilized under the DOS contract. Attach additional sheets if necessary.
- In case of changes to an approved utilization plan, the awardee must submit a revised Form D to the DOS MWBE Program at [dos.sm.mwbe@dos.ny.gov](mailto:dos.sm.mwbe@dos.ny.gov)
- Any Form D submitted to DOS for review must be completed and signed by the entity in contract with DOS.
- Contact your DOS Program/Project Analyst or the DOS MWBE Program at [dos.sm.mwbe@dos.ny.gov](mailto:dos.sm.mwbe@dos.ny.gov), if you have any questions.

## **Instructions for completing:**

The Offeror/Grantee's section on top of the form must contain information on the entity in contract with the Department of State (DOS).

1. Enter the name, address, email address and phone number of each NYS certified MWBE that will actually be utilized under the DOS contract (Look up certified MWBEs in the directory at <https://ny.newnycontracts.com/>)
2. Check off the box to indicate the certification class (MBE or WBE). If the MWBE has both MBE & WBE certifications, check off the appropriate certification class toward which the utilization should count.
3. Enter the federal ID number of each NYS certified MWBE to be utilized.
4. Enter detailed description of the supplies and/or services to be provided by each certified MWBE. Also, enter detailed information on any tier subcontracts, if applicable.
5. Enter the dollar value of subcontracts/supplies/services and intended performance dates of each component of the contract with each certified MWBE. Also, enter detailed information on any tier subcontracts, if applicable.