

Request for Responses

Massachusetts School Building Authority

Address: 10 Post Office Square, Suite S400, Boston, MA 02109

Telephone: (617) 720-4466

Web Address: <http://www.massschoolbuildings.org>

RFR File Number: MSBA-Office-Signage-and-Wayfinding-2026

RFR Contact Person: Siobhan Tolman, Procurement and Contracts Manager

SECTION I. SUMMARY

The Massachusetts School Building Authority (the “MSBA”) is seeking services for the design, fabrication and installation of signage for offices, workstations and wayfinding throughout their office premises located at 10 Post Office Square, 4th floor, Boston, MA.

Minority Business Enterprise (MBE), Women Business Enterprise (WBE), Minority and Women Business Enterprise (M/WBE), Veteran-Owned Business Enterprise (VBE), Service Disabled Veteran-Owned Business Enterprise (SDVOBE), Disability-Owned Business Enterprise, Lesbian, Gay, Bisexual or Transgender Business Enterprise (LGBTB), Minority Nonprofit Organization (M/NPO), Minority and Women Non-Profit Organization (M/W/NPO), or Women Nonprofit Organization (W/NPO) firms are encouraged to submit Responses.

At the conclusion of this RFR process, the MSBA intends to award a contract to one responsive and responsible firm or individual submitting the most advantageous response, taking into consideration, among other things, qualifications, experience, capacity, references, approach to providing the services requested, and value.

A. BACKGROUND & OBJECTIVES

In June of 2025, the MSBA relocated to a new office located at 10 Post Office Square in Boston. The MSBA is now expanding the office space to include an additional 5,000 square feet for an approximate total of 24,000 square feet. Office signage is required throughout the current office space and the new expansion space to ensure clear identification of offices, workstations, conference rooms, huddle rooms, phone rooms, public areas and other key spaces. The new signage will support effective wayfinding for employees and visitors.

10 Post Office Square, Suite S400, is a single floor space with approximately 24 offices, 60 workstations, 60 lockers and additional conference rooms, huddle rooms, phone rooms and other supporting storage and utility spaces.

The MSBA is in the final stages of developing a new logo and style guide that will be provided to the selected Respondent prior to the commencement of the contract for this project.

The MSBA's primary objectives of this RFR are to:

- Improve wayfinding to employees and visitors throughout the office premises and support workplace safety;
- Provide clear identification of offices, workstations, conference rooms, huddle rooms, phone rooms, public areas and other key spaces; and
- Ensure compliance with the Americans with Disabilities Act (ADA) and 521 CMR Massachusetts Architectural Access Board (MAAB).

B. SCOPE OF SERVICES

Project Management for Phases 1-3 Described Below:

- a. Oversee and manage the project across all phases.
- b. Advise the MSBA on materials and applicable industry standards.
- c. Manage the ordering, production and quality of fabricated items.
- d. Ensure all products are installed and delivered in accordance with the design, specifications, and building rules.

1. Design Phase:

- a. Conduct an on-site visit to the MSBA office to assess existing conditions relevant to the Scope of Services.
- b. Provide a work plan and schedule for design, fabrication and installation of office signage.
- c. On-site confirmation of sign count, locations and mounting conditions. The estimated quantity, location and mounting conditions are shown on Attachment F: Summary of Signage Needs.
- d. Provide design options including options for materials, mounting hardware, size, color and text style.
- e. Work with MSBA to finalize design. The signs should adhere to the style guide as appropriate. The style guide will be provided to the selected Respondent.
- f. All signs must be compliant with applicable codes and regulations including but not limited to the Americans with Disabilities Act (ADA) and 521 CMR Massachusetts Architectural Access Board (MAAB).
- g. Receive approval from the MSBA prior to fabrication and manufacturing.

2. Fabrication Phase:

- a. Provide samples of each type of signage for MSBA approval.
- b. Place order or manage fabrication of signage.

3. Installation Phase:

- a. Install signage.
- b. Coordinate with the MSBA for a mutually agreed upon installation timeframe.

- c. The selected Respondent will need to comply with the building regulations. See Attachment H: Building Rules and Regulations 10 Post Office Square, for information regarding delivery and installation.

4. Deliverables for Phases 1-3

- a. Confirmation of sign quantities and locations, as established during the on-site visit.
- b. Draft of final design elements, including mounting details, submitted for approval by the MSBA.
- c. Physical sample(s) of signage for MSBA review and approval prior to fabrication.
- d. Fabrication and manufacturing of approved signage.
- e. Installation of signage in accordance with the approved designs and specifications.

All deliverables shall become the sole property of the MSBA upon completion.

The MSBA will award a single contract under this RFR. The specific scope of services for this contract is at the sole discretion of the MSBA. The budget for this initiative is up to \$25,000. The MSBA anticipates this project to be completed, delivered, and installed by the end of September 2026. The schedule for this contract will be further discussed with the selected Respondent.

C. COST PROPOSAL

All Respondents must submit a cost proposal that includes a detailed breakdown of the costs associated for each phase of the scope of services: Project Management, Design, Fabrication and Installation. Respondents must clearly describe their billing, including how services will be charged and invoiced for each phase of the project.

The cost proposal must include all applicable hourly rates, and the projected number of hours associated with this project, if applicable. If there are hourly billing rates, Respondent must include hourly rates for each proposed team member, the estimated number of hours that each team member will spend on each activity, and a total fee amount. The final not-to-exceed fee will be negotiated with the successful Respondent(s) once a completed work plan is established and approved by the MSBA.

Respondents must include, as part of its proposed fee, the costs for all incidental expenses including, but not limited to, travel expenses, sustenance, and mobile phones.

SECTION II. MSBA BACKGROUND

Chapter 208 of the Acts of 2004 established the Massachusetts School Building Authority. The MSBA is an independent public authority not subject to the supervision and control of any other executive office, department, commission, board, bureau, agency or political subdivision of the Commonwealth. The MSBA's Board consists of the State Treasurer, who serves as chair, the

Secretary of Administration and Finance, the Commissioner of Education, and four additional members appointed by the State Treasurer.

Prior to the establishment of the MSBA, the Department of Education administered and managed the former school building assistance program. Chapter 208 eliminated the former program and created a new program for school building construction, renovation and repair projects (the “Program”), administered by the MSBA. The new Program provides assistance to cities, towns, regional school districts and independent agricultural and technical schools to finance school building projects. The MSBA has adopted regulations necessary to administer the Program and to review and approve applications for reimbursement for school building construction projects.

For more information about the MSBA and its program, please visit our website at www.massschoolbuildings.org and refer to Massachusetts General Laws Chapter 70B, Chapter 208 of the Acts of 2004, and 963 CMR 2.00 et seq.

SECTION III. GENERAL INFORMATION

All terms, conditions, requirements, and procedures included in this RFR should be met for a Response to be qualified as responsive. The MSBA reserves the right to determine whether a Response is non-responsive and to waive or permit cure of any and all non-material errors or omissions. The MSBA reserves the right to modify, amend or cancel the terms of this RFR at any time. All Responses must be submitted in accordance with the specific terms of this RFR.

All Responses must be submitted electronically through the Commonwealth’s procurement website, [COMMBUYS](#). Please see Section IV.(B.). of this RFR.

A. SPECIFICATIONS

- 1. Respondent Communication.** All communication regarding this RFR must be **in writing** via email to the RFR Contact Person, Siobhan Tolman, Procurement and Contracts Manager. Any Provider that intends to submit a Response is prohibited from contacting any employee of the MSBA or Member of the BOD other than the Contact Person regarding this RFR. **Failure to observe this rule may result in disqualification.** Furthermore, no other individual MSBA employee or representative is authorized to provide any information or respond to any question or inquiry concerning this RFR and the MSBA shall not be bound by any such unauthorized provision of information or response. Respondents should notify in writing via email the Contact Person for this RFR in the event it is incomplete or the Respondent is having trouble obtaining any required attachments electronically through COMMBUYS or from the MSBA’s website.
- 2. Reasonable Accommodation.** Respondents that seek reasonable accommodation because of disabilities or other hardship, which may include the receipt of RFR information in an alternative format, may communicate such requests in writing to the Contact Person. Requests for accommodation will be addressed on a case-by-case basis.
- 3. Public Records.** All Responses and related documentation and information submitted in Response to this RFR are subject to the Massachusetts Public Records Law, M.G.L. c. 66, §10; c. 4, §7(26)(h), regarding public access to such documents. Any statements in submitted

Responses that are inconsistent with the provisions of these statutes will be void and disregarded. Respondent agrees that the MSBA shall not be liable under any circumstances for the subsequent disclosure of any information submitted to it by Respondent pursuant to this RFR and/or in connection with any contract entered into between Respondent and the MSBA as a result of the RFR process.

Respondents are advised that all responses are deemed sealed, and therefore their contents will be treated as confidential and will not be disclosed to competing Respondents until the evaluation process has been completed and the contract has been awarded.

4. **Submission of Proposed Materials and Demonstrations.** All materials, representations, and submissions made within the response and at demonstrations are subject to becoming part of the contract binding the selected Respondent to uphold the materials, representations, and submissions made by the selected Respondent within the response and at the demonstrations, if any.
5. **Conflict of Interest.** Prior to award of any contract and/or qualification, the Respondent shall certify in writing that no relationship exists between the Respondent and the procuring or contracting authority that interferes with fair competition or is a conflict of interest, and no relationship exists between the Respondent and another person or organization that constitutes a conflict of interest. No official or employee of the MSBA who exercises any function or responsibility in the review or approval of the undertaking or carrying out of this project shall, prior to the completion of the project, voluntarily acquire any personal interest, either directly or indirectly, in this contract or proposed contract.

The Respondent shall provide assurance that it presently has no interest and shall not acquire any interest, either directly or indirectly, which will conflict in any manner or degree with the performance of its services hereunder. The Respondent shall also provide assurances that no person having any such known interest shall be employed during the performance of this contract.

6. **Best Value Selection and Negotiation.** The MSBA intends to select the Response that demonstrates the “Best Value” overall, including proposed alternatives that will achieve the procurement goals of the MSBA. The MSBA and the selected Respondent may negotiate a change in any element of contract performance or cost identified in the original RFR or the selected Respondent’s Response which results in lower costs or in a more cost effective or better value than was presented in the selected Respondent’s or contractor’s original Response.
7. **Costs.** The MSBA will not reimburse any Respondent for any costs associated with the preparation or submittal of any Response to this RFR or for any travel and/or per diem incurred in any presentation of such Responses. Costs that are not specifically identified in a Respondent’s submissions, and accepted by the MSBA as part of a contract, will not be compensated.
8. **MSBA Website and COMMBUYS.** This RFR has been distributed electronically using the COMMBUYS system and can be accessed at <https://www.commbuys.com/bsa/>. RFR Attachments that are referenced are available either as separate files along with the RFR, or in the COMMBUYS Attachments section. The RFR and Attachments are also available at the MSBA’s website: www.massschoolbuildings.org

Respondents are solely responsible for obtaining and completing required attachments that are identified in this RFR; for regularly checking both COMMBUYS and the MSBA website for any addenda or modifications that are subsequently made to this RFR or attachments; for obtaining, reviewing and appropriately responding to any such addenda or modifications to the RFR of attachments; and for acknowledging the receipt of any addenda in the cover letter. The MSBA accepts no liability and will provide no accommodation to Respondents who fail to check for, obtain, review and appropriately respond to addenda or modifications to the RFR and attachments, and then submit inadequate or incorrect Responses. Respondents are advised to check the MSBA’s website and COMMBUYS to ensure that they have the most recent RFR files. Respondents may not alter (manually or electronically) the RFR language or any RFR component files. Modifications to the body of this RFR, specifications, terms and conditions, which change the intent of this RFR are prohibited and may disqualify a Response.

Respondents may also contact the COMMBUYS Helpdesk at COMMBUYS@state.ma.us or the COMMBUYS Helpline at 1-888-627-8283 or 617-720-3197 (during normal business hours, 8AM – 5PM Monday – Friday).

9. **Validity of Response.** Responses must remain in effect for at least 120 days from the submission deadline and thereafter until either the Respondent withdraws the Response in writing, a contract is executed with Respondent, or the procurement is canceled, whichever occurs first.
10. **Prohibition against Distribution of Information.** Any Respondent awarded a contract under this RFR is prohibited from selling or distributing any information collected or derived from the contract and/or procurement process, including lists of participating or eligible MSBA employee names, telephone numbers, or addresses, including email addresses.
11. **Right to Modify.** The MSBA reserves the right to modify, amend, or cancel the terms of this RFR at anytime prior to the closing date. The MSBA reserves the right to negotiate with the selected Respondent(s) as to any element of cost or performance, including without limitation, elements identified in the RFR and/or the selected Response in order to achieve the best value for the MSBA.

B. PROCUREMENT CALENDAR

The following is the tentative time schedule for the MSBA’s selection of a Respondent. All dates are subject to modification by the MSBA with notice.

Issuance of RFR: June 1, 2026

Non-Mandatory Site Visit: June 10, 2026, at 10:00 AM

Question Deadline: June 12, 2026 at 5:00 PM

Responses to Questions Posted: June 17, 2026

RFR Response Deadline: June 24, 2026, at 3:00 PM

Award of Contract: Anticipated July 2026

Non-mandatory Site Visit: Wednesday, June 10, 2026, 10:00 AM, 10 Post Office Square, Suite S400, Boston, MA 02109. Bring a photo ID. Register in advance by emailing Siobhan Tolman using the Contact Information provided below.

Questions concerning this RFR may be submitted to the RFR Contact Person in writing via email at the contact information below. No telephone Calls concerning this RFR are permitted.

Siobhan Tolman, Procurement and Contracts Manager
ATTN: MSBA-Office-Signage2026
E-Mail Address: siobhan.tolman@massschoolbuildings.org

SECTION IV. RESPONSE REQUIREMENTS

A. Contents of the Response

All Responses to this RFR must include the following information:

- 1) Mandatory Cover Letter: Each Response must be accompanied by a cover letter of not more than two (2) pages. The letter, which shall be considered an integral part of the submission, shall be signed by an individual who is authorized to bind the firm contractually, giving his or her title. The letter must acknowledge Addenda to the RFR, if any, and certify that all information contained in the Response is accurate and complete. Inaccurate or incomplete information may adversely affect the evaluation of the submission.
- 2) Firm Overview: Provide a summary of the firm's qualifications, including relevant experience with signage projects of similar size and scope, particularly for office environments, wayfinding systems, and workplace signage.
- 3) Cost Proposal: In accordance with Section I.C.
- 4) Professional Experience: Provide a description of the professional experience of the key personnel proposed for the project, including their roles, qualifications and relevant experience related to the design and installation phases of the requested services. Include information for all personnel who would be assigned to the MSBA for this project, including subcontractors and joint venture partners, if applicable.

All Responses also must include:

- A resume and contact information for each of the proposed key personnel;
- A table that describes the role of each member of the proposed project team and describing their role and responsibilities for the projects; and
- Identify the individual(s) who will have primary responsibility for contacts and communications with the MSBA.

The MSBA reserves the right to reject the use of any personnel, within its sole discretion.

- 5) Representative Signage Work: Provide one or more representative samples of signs designed by the Respondent that demonstrate the experience, capabilities and design skills necessary to perform the services requested in Section I.B of this RFR.

- 6) Manufacturing Process: Provide a detailed description of the manufacturing process for the fabrications of the signage, including whether the work is performed in-house or outsourced to subcontractors or third-party manufacturers. If outsourced, identify the contractor(s) or manufacturer(s) responsible for the manufacturing services and describe their role in the project delivery process.

Responses should also include the anticipated lead time for a typical project of similar size and scope. Additionally, Respondents must identify whether manufacturing will occur domestically or overseas and describe any potential impacts on project schedule and/or delivery.

- 7) Approach to Providing Services: Provide a detailed description of the firm's approach to providing the services described in Section I, Item B, including the firm's overall approach to project management and each phase of work, including design, coordination, fabrication, delivery and installation.

Responses must clearly demonstrate the firm's capacity to successfully perform the requested services and meet all timelines and deliverable requirements described in this RFR, including the availability of qualified staff, manufacturing capabilities, installation resources, and any subcontractors or additional resources necessary to successfully complete the project.

- 8) Certificates of Insurance: The Respondent must provide a Certificate of Insurance to the MSBA prior to any work at 10 Post Office Square in conformance with the insurance requirements contained in Attachment I: 10 Post Office Square – Insurance Requirements.
- 9) Statement of Limitations: Provide a statement clearly describing any limitations to the submitted Response (such as scope of proposed services, geography, etc.).
- 10) References: Respondents must identify three (3) client references for which the Respondent has performed similar services as the services described in this RFR. The MSBA reserves the right to contact references.
- 11) Supplier Diversity Program Plan Form: The MSBA is committed to developing and strengthening Minority Business Enterprises (MBE), Women Business Enterprises (WBE), Minority and Women Business Enterprise (M/WBE), Service-Disabled Veteran-Owned Business Enterprises (SDVOBE), Veteran Business Enterprises (VBE), Disability-Owned Business Enterprises, LGBT Business Enterprises, Minority Nonprofit Organizations (M/NPO), and Women Nonprofit Organizations (W/NPO), Minority and Women Non-Profit Organization (M/W/NPO), Disability-Owned Business Enterprise, or LGBT Business Enterprise and expanding equal opportunity in the primary and secondary industries affected by this RFR. Please note, completion of a Supplier Diversity Program Plan Form (Attachment D) by a Respondent is NOT mandatory for the purposes of the MSBA's review of a

Response. However, if a Respondent has an SDO partner, the Respondent should complete the form to the extent possible. Respondents that clearly demonstrate the intent to further the development of the business enterprises and organizations listed above or the existence of a relationship which does further those goals may receive favorable consideration. If the Form is not completed, or provided with a Response, the MSBA will assume that it was omitted intentionally.

- 12) Anti-Discrimination Policy: Each Respondent must include a detailed copy of its policy relative to affirmative actions/equal opportunity and the prohibition of discriminatory employment practices. **(All Respondents must provide this document.)**
- 13) Authorized Respondent's Signature and Acceptance Form: If the Respondent is a corporation, partnership, or other business entity, complete **(Attachment "A")** as indicated.
- 14) Invest in Massachusetts Data Form: The MSBA encourages investment in our local economy and is committed to advancing the creation and preservation of jobs in the Commonwealth. Consequently, all Respondents must submit an Invest in Massachusetts Data Form ("IMD Form"). **(Attachment "E")**.
- 15) Certification of Compliance with Laws: Each Respondent must complete and submit the Certification of Compliance with Laws. **(Attachment "B")**.

B. Instructions for Submission

Responses to this RFR must be submitted electronically by the submission deadline, or the response will not be considered. Hard copy submissions will not be accepted. Responses and Attachments received after this deadline date and time will not be evaluated.

All Responses must be submitted electronically through the Commonwealth's procurement website, [COMMBUYS](https://www.commbuys.com). Instructions on how to submit a Response are included as **Attachment "J,"** Creating a Quote in COMMBUYS: How to Respond to Bid Solicitation.

Respondents may also contact the COMMBUYS Helpdesk at COMMBUYS@state.ma.us or the COMMBUYS Helpline at 1-888-627-8283 or 617 720-3197 (during normal business hours, 8AM – 5PM Monday – Friday).

When responding to this RFR, firms should take note of the following provisions:

- a) Responses should include the information and documents listed in Section IV, Item A "Contents of the Response."
- b) The MSBA reserves the right to request additional information from firms responding to this Request. Additionally, upon reviewing the Responses, the MSBA may decide to have certain firms make virtual presentations.

c) The MSBA reserves the right to reject any and all Responses to this request, to waive any minor informality in a Response, to request clarification of information from any firm responding and to effect any agreement deemed by the MSBA to be in the MSBA's best interest with one or more of the firms responding. The MSBA reserves the right to amend or cancel this RFR at any time. All Responses and their contents will become the sole property of the MSBA upon receipt.

d) The duration of any contract that may result from this RFR will be for an initial term of one (1) year, with the option to extend for a one (1) year renewal period, for a maximum potential term of four (2) years, at the sole discretion of the MSBA.

C. Submission Format Requirements

Respondents are cautioned to read carefully and conform to the requirements for this specific RFR. Failure to comply with the provisions of this RFR may serve as grounds for rejection of a Response.

- a) All Responses must be submitted electronically through the Commonwealth's procurement website, COMMBUYS. Instructions on how to submit a Response are included as **Attachment "J,"** Creating a Quote in COMMBUYS: How to Respond to Bid Solicitation, to this RFR. The specific organization and orientation of the Response is at the Respondent's discretion, but it is recommended that the Response be laid out in such a manner that the reader does not need to be constantly rotating the response.
- b) Submissions must be limited to 10 pages excluding the following:
 - i. Cover Letter
 - ii. Table of Contents
 - iii. Cost Proposal
 - iv. Appendix for resumes
 - v. Anti-Discrimination Policy
 - vi. **Attachments "A-J"**
- c) Submissions must be in a font of 12 point or larger.
- d) Any and all data, materials, and documentation submitted to the MSBA in Response to this RFR shall become the MSBA's property and shall be subject to public disclosure under the Massachusetts Public Records Act. In this regard, Respondents are required to sign the Authorized Respondent's Signature and Acceptance Form, set forth as **Attachment "A"** hereto.

RESPONDENTS PLEASE NOTE: BY EXECUTING THE AUTHORIZED RESPONDENT'S SIGNATURE AND ACCEPTANCE FORM AND SUBMITTING A RESPONSE TO THIS RFR, RESPONDENT AGREES THAT THE MSBA SHALL NOT BE LIABLE UNDER ANY CIRCUMSTANCES FOR THE DISCLOSURE OF ANY

MATERIALS SUBMITTED TO THE MSBA PURSUANT TO THIS RFR OR UPON RESPONDENT’S SELECTION AS A PREQUALIFIED CONTRACTOR.

D. Disqualification

- a. Late Proposals. Proposals that are received after the deadline date and time shall be disqualified. An electronic or facsimile Response will **not** qualify as a “submission” for deadline purposes in advance of or in lieu of a hard copy submission.
- b. Nonresponsive Proposals. Proposals which, in the opinion of the MSBA, are not responsive or fail to comply with mandatory requirements of the RFR may be deemed nonresponsive and disqualified. Nonresponsive proposals shall include, but not be limited to, those that fail to address or meet any mandatory and material item. The MSBA reserves the right to disqualify from consideration those Responses that are submitted in an incorrect format if the MSBA determines, in its sole discretion, that the formatting error is prejudicial to the interests of other Respondents and fair competition.
- c. Collusion. Collusion by two or more Respondents agreeing to act in a manner intended to avoid or frustrate fair and open competition is prohibited and shall be grounds for rejection or disqualification of a proposal or termination of this contract.
- d. Debarred Respondents or Subcontractors. A Respondent who is currently subject to any Commonwealth or federal debarment order or determination shall not be considered for evaluation by the Procurement Team. If a Respondent’s response is dependent upon the services of a named subcontractor and the disqualification of this named subcontractor would materially alter the response, then that response shall be deemed unresponsive if the named subcontractor is found to be debarred. Responses that indicate that subcontractors will be used but do not rely on any specifically named subcontractor shall not be deemed unresponsive if the disqualification of a proposed subcontractor will not materially alter the response.

SECTION V. EVALUATION PROCESS

The RFR Evaluation Process will be conducted in two phases. MSBA staff will complete the Phase One Review for all submitted Responses. The purpose of the Phase One Review is to eliminate any Respondents whose Responses are nonresponsive to the requirements of the RFR. Responses that are deemed to be complete and responsive based on the Phase One Review will be submitted to a committee of MSBA staff for additional review. The Phase Two Review will evaluate the Responses based on a point scoring process. The selection committee will make a recommendation of the qualified firm and/or individual to the Executive Director of the MSBA and to the MSBA Board of Directors who will then accept or reject the recommendation. The MSBA reserves the right to require virtual presentations of Respondents as part of its review if the MSBA determines in its sole discretion that it is in the best interests to do so.

(Phase One and Phase Two Reviews of this RFR will be Conducted Separately)

A. PHASE ONE REVIEW

Responses will be reviewed based on the completeness of Responses, including mandatory attachments and compliance with submission criteria, legal, and other requirements as described in Section IV of the RFR. Responses that do not comply with these components may be rejected and will not proceed to Phase Two Review. The MSBA reserves the right to waive or permit cure of non-material errors or omissions. Phase One of the Review will ensure compliance with the submission criteria in Section IV.

B. PHASE TWO REVIEW

In addition to the specific requirements set forth below, all Respondents must demonstrate that they have significant experience, knowledge, and abilities with respect to providing the Services described in Section I.B of this RFR. The MSBA will evaluate Responses based on criteria that shall include, but not be limited to, the following:

1. **Supplier Diversity** – “Advantageous” or “Not Advantageous”

Advantageous (5 points): Respondent clearly demonstrates, through the information provided in “Attachment D”, its intent to develop a relationship with SDO certified Minority Business Enterprise (MBE), Women Business Enterprise (WBE), Minority and Women Business Enterprise (M/WBE), Veteran-Owned Business Enterprise (VBE), Service-Disabled Veteran-Owned Business Enterprise (SDVOBE), Disability Owned Business Enterprise, Lesbian, Gay, Bisexual or Transgender Business Enterprise (LGBTB), Minority Nonprofit Organization (M/NPO), Minority and Women Non-Profit Organization (M/W/NPO), or Women Nonprofit Organization (W/NPO) in performing the services identified in this RFR. Points awarded for this section will be based on the information provided by the Respondent in “Attachment D”.

Not Advantageous (0 points): Respondent does not demonstrate the existence of or intent to develop a relationship with one or more businesses certified in the above-mentioned supplier diversity categories to perform the potential scope of services outlined in Section I.B of this RFR.

An evaluation of “Not Advantageous” on this component shall not prevent the Respondent from being awarded a contract if the Respondent is deemed to be qualified to perform the requested services after the complete evaluation process.

2. **Invest in Massachusetts** – “Advantageous” or “Not Advantageous”

Advantageous (5 points): Respondent provides an IMD Form certifying that 50% or more of the work hours to be performed in connection with any contract arising out of the response to this RFR will be performed in Massachusetts.

Not Advantageous (0 points): Respondent provides an IMD Form certifying that less than 50% of the work hours to be performed in connection with any contract arising out of the response to this RFR will be performed in Massachusetts.

An evaluation of “Not Advantageous” on this component shall not prevent the Respondent from being awarded a contract if the Respondent is deemed to be qualified to perform the requested services after the complete evaluation process.

3. **Demonstrated Experience of Respondent Firm** – Responses will be evaluated as Advantageous, Good, Fair or Not Advantageous based upon information provided regarding the firm’s qualifications and demonstrated experience with signage projects of similar size and scope.

Advantageous (20 points): The Respondent firm has demonstrated substantial (more than 10 years) experience with providing services similar to those outlined in Section I.B of this RFR.

Good (15 points): The Respondent firm has demonstrated some (6 -10 years) experience with providing services similar to those outlined in Section I.B of this RFR.

Fair (10 points): The Respondent firm has demonstrated limited (3 - 5 years) experience with providing services similar to those outlined in Section I.B of this RFR.

Not Advantageous (0 points): The Respondent firm has demonstrated little (less than 3 years) experience with providing services similar to those outlined in Section I.B of this RFR.

4. **Representative Signage Work** – To be evaluated as Advantageous, Good, Fair or Not Advantageous based upon the representative signage samples included in the Response that demonstrate the experience, capabilities and design skills necessary to perform the services requested in Section I.B of this RFR.

Advantageous (20 points): The Response includes highly relevant examples of comparable projects and representative signage work that clearly demonstrates the firm’s experience, capabilities and design skills necessary to perform the services requested in Section I.B of this RFR.

Good (15 points): The Response includes some relevant examples of comparable projects and representative signage work that clearly demonstrate the firm’s experience, capabilities and design skills necessary to perform the services requested in Section I.B of this RFR.

Fair (10 points): The Response includes limited relevant examples of comparable projects and representative signage work that demonstrates the firm’s experience, capabilities and design skills necessary to perform the services requested in Section I.B of this RFR.

Not Advantageous (0 points): The Response includes few or no relevant examples of comparable projects and representative signage work that does not demonstrate the firm’s

experience, capabilities and design skills necessary to perform the services requested in Section I.B of this RFR.

5. **Capacity and Organizational Structure** – Responses will be evaluated as Advantageous, Good or Not Advantageous based upon information provided regarding the firm's capacity to successfully perform the requested services and meet all timelines and deliverable requirements described in this RFR, including the availability of qualified staff, manufacturing capabilities, installation resources, and any subcontractors or additional resources necessary to successfully complete the project.

Advantageous (20 points): Based on the Respondent's staff size, organizational structure, manufacturing and installation capacity, the Respondent demonstrates a high level of assurance that it will be able to deploy sufficient and qualified personnel to manage and support the projected workload that may arise as outlined in the potential Scope of Work described in Section I.B of this RFR in a timely and satisfactory manner.

Good (10 points): Based on the Respondent's staff size, organizational structure, manufacturing and installation capacity, the Respondent provides a reasonable level of assurance that it will be able to deploy sufficient and qualified personnel to manage and support the projected workload that may arise as outlined in the potential Scope of Work described in Section I.B of this RFR in a timely and satisfactory manner.

Not Advantageous (0 points): Based on the Respondent's staff size, organizational structure, manufacturing and installation capacity, the Respondent does not provide an adequate level of assurance that it will be able to deploy sufficient and qualified personnel to manage and support the projected workload that may arise as outlined in the potential Scope of Work described in Section I.B of this RFR in a timely and satisfactory manner.

6. **Proposed Overall Approach** – Responses will be evaluated as Advantageous, Good or Not Advantageous based upon information provided regarding the firm's written approach to providing the services described in Section I, Item B, including the firm's overall approach to project management and each phase of work, including design, coordination, fabrication, delivery and installation.

Advantageous (30 points): The Respondent demonstrates a substantial and comprehensive written approach to providing the services described in Section I.B of the RFR. The Response clearly describes the firm's overall approach to project management and each phase of work, including design, coordination, fabrication, delivery and installation.

Good (15 points): The Respondent demonstrates an adequate written approach to providing the services described in Section I.B of the RFR. The Response describes the firm's overall approach to project management and each phase of work, including design, coordination, fabrication, delivery and installation.

Not Advantageous (0 points): The Respondent does not demonstrate a clear or sufficient written approach to providing the services described in Section I.B of the RFR. The Response does not clearly describe the firm’s overall approach to project management and each phase of work.

Value

The MSBA may select the Response that demonstrates the “Best Value” overall, including proposed alternatives that will achieve the procurement goals of the MSBA. The MSBA and the selected Respondent may negotiate a change in any element of contract performance or cost identified in the original RFR or the selected Respondent’s Response which results in lower costs or in a more cost effective or better value than was presented in the selected Respondent’s or contractor’s original Response.

The order of these factors generally does not denote relative importance, and the MSBA reserves the right to consider any other relevant factors as it deems appropriate, in its sole discretion. The MSBA may or may not seek additional information from Respondents.

C. Virtual Presentations.

After Phase One and Phase Two reviews, the MSBA shall have the option to invite one or more Respondents to make virtual presentations either via “Zoom” or “Microsoft Teams”. Virtual presentations provide the MSBA with an opportunity to evaluate a Respondent through the presentation of their proposal. The MSBA may limit the number of virtual presentations conducted. Respondents will not be informed of their preliminary ranking at the time of the presentations. After presentations, the MSBA reserves the right to adjust any preliminary ranking in the Phase Two review.

The time allotments and format shall be the same for all virtual presentations. Respondents will be given a maximum of 30 minutes to present their proposals followed by a 15-minute question and answer period. The MSBA will give notice of at least five (5) business days prior to the date of a virtual presentation. The MSBA may require the Respondent’s assigned key personnel to conduct the presentation.

A Respondent is limited to the presentation of material contained in its Response, with the limited exception that a Respondent may supplement its Response to address specific questions posed by the MSBA and provide clarification of information contained in its Response. A Respondent’s failure to agree to a virtual presentation may result in disqualification from further consideration.

SECTION VI. COMPONENTS OF THE PROCUREMENT

A. DURATION AND RENEWAL OPTIONS

The MSBA intends to select one qualified Respondent to provide the services solicited in this RFR for an initial term of one (1) year. The MSBA may, at its sole discretion, exercise one (1) additional one-year renewal option, for a maximum potential contract term of two (2) years.

The selected Respondent(s) will be required to execute the standard Master Services Agreement, a copy of which is attached hereto as **Attachment “C”**. **RESPONDENTS ARE REQUIRED TO SPECIFY ANY EXCEPTIONS TO THE MASTER SERVICES AGREEMENT AND TO MAKE ANY SUGGESTED COUNTERPROPOSAL WITH THEIR RESPONSE. A FAILURE TO SPECIFY EXCEPTIONS AND/OR COUNTERPROPOSALS WILL BE DEEMED AN ACCEPTANCE OF THE MASTER SERVICES AGREEMENT’S TERMS AND CONDITIONS.**

B. CONTRACT PERFORMANCE AND BUSINESS SPECIFICATIONS

1. Rejection of Proposals

The MSBA reserves the right to reject any and all proposals submitted under this solicitation.

2. Withdrawn/Irrevocability of Responses

A Respondent may withdraw and resubmit a Response prior to the deadline. No withdrawals or re-submissions will be allowed after the deadline.

3. Subcontracting and Joint Ventures

Respondent must obtain prior approval from the MSBA for subcontracting any portion of the Contract. Respondent’s intention to subcontract or partner or joint venture with other firm(s) must be clearly stated in the Response. The MSBA reserves the right to reject any and all subcontracts, partners, or joint venture firms.

4. Price Limitation

The Respondent must agree that no other customer of similar size and similar terms and conditions shall receive a lower price for the same commodity and service during the contract period, unless this same lower price is immediately effective for the MSBA. The Respondent must also agree to provide current or historical pricing offered or negotiated with other governmental or private entities at any time during the contract period upon the request of the MSBA.

5. Security Breach Law, M.G.L. c. 93H

The bidders hereby acknowledge and agree to comply with the requirements and responsibilities, including those of providing notice and Response, as set forth in G.L. c. 93H concerning Security Breaches and any regulations implemented to effectuate security of “personal information” as defined in § 1 of G.L. c. 93H.

SECTION VII. ATTACHMENTS

This RFR consists of a 17-page Request for Responses and the following Attachments:

Attachment A: Authorized Respondent's Signature and Acceptance Form

Attachment B: Certification of Compliance with Laws

Attachment C: Master Services Agreement

Attachment D: Supplier Diversity Program Plan Form

Attachment E: Invest in Massachusetts Form

Attachment F: Summary of Signage Needs (Preliminary)

Attachment G: Example Photos of Signage Locations

Attachment H: Building Rules and Regulations 10 Post Office Square

Attachment I: 10 Post Office Square – Insurance Requirements

Attachment J: Creating a Quote in COMMBUYS: How to Respond to Bid Solicitation

SECTION VIII. ADDITIONAL INFORMATION

It is recommended that Respondents refer to chapter 70B of the Massachusetts General Laws, chapters 201, 208, and 210 of the Massachusetts Acts of 2004, and 963 CMR 2.00 *et seq.* for additional information about the MSBA.

Your interest in working with the Massachusetts School Building Authority is appreciated.

Mary L. Pichetti
Executive Director
Massachusetts School Building Authority