Request for Proposals
for
City Vehicle Branding Services

General Information

1. The City of West Columbia is seeking a company to coordinate and install 73 partial wraps, remove 73 current decals of various size, and provide 77 vinyl decals. The purpose of this Request for Proposals (RFP) is to determine the interest of qualified firms and to provide a selection process for the City of West Columbia. Responses to the RFP will be reviewed by a selection committee.

2. Five (5) copies of the Response to the RFP are due by January 26, 2021, at 2:00 p.m. Only mailed or hand delivered responses will be received. Electronic submissions will not be accepted.

   The City of West Columbia
   Attn: Tara Greenwood
   200 N. 12th Street
   West Columbia, SC 29169

Scope of Work

The company will provide the following:

- Produce vinyl partial wraps and decals (full color)
- Remove current decals on city vehicles
- Install 73 full color partial wraps
- Provide 77 5”x5” full color decals (Three different pieces of art. One image is a quantity of 48, the next is 14, and the final is 15)
- Coordinate all activities with designated city staff
- Digitize artist supplied large format artwork for twelve (12) different pieces of original artwork for seven (7) sanitation trucks
- Produce a project timeline of all activities

City will provide the basic graphics; however, artwork will need to be adjusted for each style of vehicle. Please see the attached vehicle list.

Respondents will be evaluated based on the following criteria:

- Experience and Qualifications (30)
- Experience with the City of West Columbia (25)
- Demonstrated Ability to Meet Time and Budget Requirements (20)
- Related Experience on Similar Projects/References (15)
- Total project cost (10)

Maximum total points that can be received is 100.

Submittal Requirements

Respondents shall submit a proposal package to include:

- One-page cover letter
- Executive summary with company information, project implementation plan, timeline, material type, estimated life of the material, and product guarantee
- Statement of Qualifications
- Prior experience with the City of West Columbia
- Minimum of Five References
- Total project cost

Submittal package shall be limited to 10 pages, 8 ½ x 11.

Questions shall be directed to Tara Greenwood at tgreenwood@westcolumbiasc.gov

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CODE ENFORCEMENT

WEST COLUMBIA SOUTH CAROLINA
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77 - 5”x5” images. There will be 3 originals due to the different color cars.

VEHICLE REBRANDING

DEPARTMENT	MAKE/MODEL	YEAR	DESCRIPTION	REBRAND Y/N	SIDE DOOR ONLY	WRAP SHOULD READ	ARTIST PROVIDED ART	DATE SCHEDULED	DATE COMPLETED	SIZE OF IMPRINT	Cost
Building Inspections	FORD F150	2020	Standard Truck	Y		Building Inspections					
Building Inspections	CHEVROLET	2017	Equinox Car	Y		Building Inspections					
Building Inspections	FORD F150	2012	Standard Truck	Y		Building Inspections					
Code Compliance	CHEVROLET	2018	Equinox Car	Y		Code Compliance					
Code Compliance	RAM 1500	2019	Standard Truck	Y		Code Compliance					
Code Compliance	RAM 1500	2019	Standard Truck	Y		Code Compliance					
Administration	Chevrolet Impala	2005	Car	Y	X						
Administration	Jeep Cherokee	2000	Jeep Cherokee	Y	X						
Administration	Chevrolet TB	2004	White Trailblazer	Y		No wording					
Administration	FORD CV (GOLD)	2000	Gold Crowne Vic	Y	x						
Public Works	RAM 2500	2018	Standard Truck 4/D	Y		Public Works					
Sanitation	MACK	1999	OLD LEAF TRUCK	Y	X	Public Works					
Sanitation	FORD F750	2009	FLATBED TRUCK	Y	X	Public Works					
Sanitation	FORD F750	2010	Knuckle Boom Loader	Y	X	Public Works					
Sanitation	FORD F250	2016	Scout Truck	Y	X	Public Works					
Sanitation	Freightliner	2018	Garbage Truck - 802	Y		n/a	Y			802 - d side 4'hx9L P side 4'hx13'L	
Sanitation	Freightliner	2016	Garbage Truck - 803	Y		n/a	Y			803 - d side 4'hx6'6" L P side 4'hx11'L	
Sanitation	Peterbuilt	2019	Garbage Truck - 804	Y		n/a	Y			804- D side 5'hx11'L P side 5'hx11'L	
Sanitation	Mack	2006	Garbage Truck - 805	Y		n/a	Y			805 D side 4'hx15'L P side 4'hx17'6"L	
Sanitation	FORD F250	2019	STAKE BODY Truck	Y	X	Public Works					
Sanitation	FORD F650	2009	Switch-n-go Truck	Y	X	Public Works					
Sanitation	VOLVO	2007	Garbage Truck - 813	Y		n/a	Y			813 - 813 d side 4'hx9'L P side 4'hx13'L	
Sanitation	Freighliner	2004	Garbage Truck - 815	Y		n/a	Y			815 - Drivers side 4'H x 13'6" L P side 4' h x18'L	
Sanitation	FORD F650	2011	Garbage Truck - 817	Y		n/a	Y			817 - D side 4'hx15'L P side 4'hx17'6"L	
Sanitation	FORD F250	2002	SCOUT Truck	Y	X	Public Works					
Sanitation	FORD F150	2009	Standard Truck	Y		Public Works					
Sanitation	RAM 2500	2019	Standard Truck	Y		Public Works					
Maintenance	FORD CV (RED)	1998	Crown Vic	N -for sale		Fleet Services					
Maintenance	FORD F150	2013	Standard Truck	Y		Fleet Services					
Maintenance	FORD F35O	2009	Utility Bed Truck	Y		Fleet Services					
Maintenance	CHEVROLET 25OO	2007	4/D Standard Truck	Y		Fleet Services					
Parks & Recreation	FORD F250	2016	Standard Truck	Y		Public Works					
Parks & Recreation	FORD F150	2007	Standard Truck	Y		Public Works					
Parks & Recreation	RAM 2500	2019	4/D Standard Truck	Y		Public Works					
Parks & Recreation	FORD F550	2015	Flatbed on back switch &	Y	X	Public Works					
Parks & Recreation	FORD F250	2016	Standard Truck	Y		Public Works					
Parks & Recreation	FORD F250	2016	Standard Truck	Y		Public Works					
Parks & Recreation	FORD F550	2019	Flatbed on back	Y	X	Public Works					
Parks & Recreation	Chevrolet 1500	2008	Standard Truck	Y		Public Works					
Parks & Recreation	GMC 1500	2008	Standard Truck	Y		Public Works					
Parks & Recreation	FORD F350	2011	DUMP Truck	Y	X	Public Works					
Parks & Recreation	FORD F250	2012	Standard Truck	Y		Public Works					
Parks & Recreation	FORD F450	2012	Landscape Truck(no body	Y	X	Public Works					
Water Plant #1,Riverside	FORD F150	2011	Standard Truck	Y		Utilities					
Water Plant #1,Riverside	FORD F150	2008	Standard Truck	Y		Utilities					
Water Plant #1,Riverside	CHEVROLET	2019	Standard Truck	Y		Utilities					
Water Plant #2,Lake Murray	CHEVROLET 1500	2006	Standard Truck	Y		Utilities					
Water Plant #2,Lake Murray	FORD F150	2012	Standard Truck	Y		Utilities					
Water Plant #2,Lake Murray	CHEVROLET 1500	2004	Standard Truck	Y		Utilities					
Water Plant #2,Lake Murray	CHEVROLET 3500	1996	Bucket Truck	Y	X	Utilities					
Water Plant #2,Lake Murray	CHEVROLET 2500	2018	Standard Truck	Y		Utilities					
Water Plant #2,Lake Murray	FORD F550	2019	New Bucket Truck	Y	X	Utilities					
Water Plant #2,Lake Murray	RAM 1500	2019	Standard Truck	Y		Utilities					
Water Plant #2,Lake Murray	RAM 1500	2017	Standard Truck	Y		Utilities					
Water Plant #2,Lake Murray	FORD F150	2009	Standard Truck	Y		Utilities					
Water Distribution	NISSAN	2016	Standard Truck	Y		Utilities					
Water Distribution	FREIGHTLINER	2017	VACCUUM TRUCK	Y	X	Utilities					
Water Distribution	FORD F450	2016	Utility Body Truck	Y		Utilities					
Water Distribution	RAM 1500	2018	Standard Truck	Y		Utilities					
Water Distribution	CHEVROLET 1500	2019	Standard Truck	Y		Utilities					
Water Distribution	FORD F250	2019	4/D Standard Truck	Y		Utilities					
Water Distribution	RAM 2500	2019	4/D Standard Truck	Y		Utilities					
Water Distribution	CHEVROLET 3500	2019	Utility BodyTruck	Y		Utilities					
Water Distribution	FORD F250	2008	Green Standard Truck	Y		Utilities					
Water Distribution	FORD F750	2011	DUMP Truck	Y	X	Utilities					
Water Distribution	FORD F150	2020	Standard Truck	Y		Utilities					
Water Distribution	INTERNATIONAL	2017	DUMP Truck	Y	X	Utilities					
Sewer Collections	FORD F350	2008	Utility Body Truck	Y		Utilities					
Sewer Collections	FORD F550	2016	Flatbed on back	Y	X	Utilities					
Sewer Collections	CHEVROLET 3500	2019	Utility Body Truck	Y		Utilities					
Sewer Collections	FORD F350	2019	Utility Body Truck	Y		Utilities					
Water Billing	CHEVROLET 1500	2006	Standard Truck	Y		Meter Reader					
Water Billing	RAM 1500	2017	Standard Truck	Y		Meter Reader					