

**Advertisement for Proposal: Professional Service
Maintenance Facility Hallway Design and Installation
Advertised starting Tuesday, July 15, 2025, for a minimum of two consecutive weeks using
VendorNet.**

Specifications are available by visiting the District website at:
<https://www.madsewer.org/contracting-center>

The Madison Metropolitan Sewerage District requests proposals for a branded and educational wall design in its Maintenance Facility. Proposal documents are linked below. Proposals will be accepted until 12:00 p.m./Noon CT, Tuesday, August 5, 2025, at the District Operations building, 1610 Moorland Road, Madison, Wisconsin 53713, or by email to rfp@madsewer.org. Any questions should be directed to Amy Steger, Communications & Marketing Specialist at 608-338-2334, or rfp@madsewer.org.

Only formal written addenda can materially alter the specifications. No verbal statement made by a District employee or anyone else is binding, nor shall such a statement be considered an official part of this public proposal. All proposal responses and their contents will be public record.

Unless otherwise specified in the proposal documents, the proponent should check the Contracting Center on the District website for any addendum 72 hours before the scheduled proposal deadline.

The District is federal and state tax-exempt. The District reserves the right to reject any or all proposals, waive any technicality, and accept any proposal that may, in its opinion, be advantageous to the District.

Any questions may be directed to:
Amy Steger
Communications & Marketing Specialist
Madison Metropolitan Sewerage District
1610 Moorland Rd
Madison, WI 53713
608-338-2334
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Published by authority of the commissioners of the Madison Metropolitan Sewerage District. By Bradley J. Murphy, Secretary



REQUEST FOR PROPOSAL

Maintenance Facility Hallway Design and Installation

Issue Date: Tuesday, July 15, 2025

Responses Due: 12:00 p.m./Noon CT, Tuesday, August 5, 2025

Project manager contact: Amy Steger, Communications & Marketing Specialist



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Maintenance Facility Hallway

Design and Installation

Project Vision

This project aims to transform a high-traffic area of the Maintenance Facility into a memorable experience for staff, stakeholders and visitors. The goal is to showcase the District as an organization, highlighting its mission, vision and values, while creating space for workgroup accomplishments and individual staff recognition.

What We're Looking For

We're seeking a qualified and innovative individual or team to work collaboratively with staff to see the project through from concept development and design to installation. Proposals can include any mix of interactive technology, corporate space design, interior architecture or other creative disciplines to create a visually engaging environment that:

1. **Elevates awareness:** Uses creative design to communicate who we are as a District.
2. **Employee recognition:** Celebrates the diverse professional accomplishments and achievements of District employees and District workgroups to inspire, impress, engage and enlighten.
3. **Employee engagement:** Encourages viewers to reflect on their relationship with the District, the organizational culture and their potential to make a positive impact in their work. District staff should be able to see themselves reflected in the installation.
4. **Offers interactivity:** Supports involvement by the viewer through digital installation(s).
5. **Reinforces our brand:** Creates a visually appealing interior branding solution that showcases the core message of the District's purpose, goals and fundamental principles.

The design should also take inclusion and accessibility into account and should speak to diverse levels of professional experience, District roles, languages, cultural backgrounds, etc.

Scope & Deliverables

The chosen individual/team will be expected to:

- Enter into a contract with the Madison Metropolitan Sewerage District.
- Work with District staff to develop an approved design for the space.
- Travel to the project site at least once during the conception and design phase.
- Ideate a design in visual alignment with existing building materials and key features.
- Work within the fixed budget.
- Bring the designed vision to life, including fabrication and installation of all elements.
- Work with District staff to coordinate the installation.

Budget

A total of \$24,999 is available for the entirety of the project. This budget is inclusive of all associated project fees: design, travel, engineering, materials, fabrication, installation, consultant compensation, taxes and all other associated project expenses. However, District talent and resources may be incorporated into the project plan when desired or necessary to control costs (e.g. electrical outlet installation.)

Timeline

- RFP distributed: Tues., July 15, 2025
- Maintenance Facility site visit: 1:00pm CT, Tues., July 22, 2025
- Questions submitted by: 12:00pm CT/Noon, Tues., July 29, 2025
- Answers posted by: close of business, Thurs., July 31, 2025
- Proposals due: 12:00pm CT/Noon, Tues., August 5, 2025
- Proposal selected, teams notified by: Wed., August 27, 2025
- Design: October 2025 through December 2025
- Fabrication and installation: January 2026 through May 2026

*Design, fabrication and installation timelines may vary depending on factors like resource availability.

Site

The [Maintenance Facility](#) is located inside Gate 4 on the Nine Springs Wastewater Treatment Plant campus at 1610 Moorland Road, Madison, WI 53713. The building was built in 2016 and is a platinum-level LEED facility.

Just inside the front entrance to the building, there are two feature walls available for use for the project. However, additional areas of the building may also be available for design if the project scope remains within budget. Details for the available space, square footage, layout, etc. are included in the attached “Maintenance Facility Hallway Specs” PDF.

Parties interested in submitting proposals are invited to see the Maintenance Facility at 1:00 p.m., Tuesday, July 22, 2025.

Requirements

- **Communication:** It is expected that communication with District staff will be conducted in a professional and timely manner throughout the project. All documents shared with the District should be clearly labeled (version/draft, bid set, etc.). Advanced preparation, including any presentation materials for staff and relevant stakeholder groups, is expected.
- **Safety and accessibility:** As a public entity, the space must be designed to accommodate a variety of accessibility and mobility levels. The design should meet all relevant federal, state and local codes governing the architectural, engineering and/or professional design of public buildings, and not obstruct any accessibility features that are purposefully in the built space. The construction, operation, and occupation of the facilities must comply with OSHA regulations. The design team must ensure that facilities can be constructed in a manner compliant with all current OSHA regulations applicable to the construction, operation, and occupation of the facilities.
- **Maintenance:** Design elements should be sturdy, able to withstand regular cleaning without undue burden on facilities maintenance or custodial staff or special preventative maintenance requirements.
- **Longevity:** This project, like much of the treatment plant and collection system infrastructure, is funded by rates. As a public clean water utility, we have a responsibility to ratepayers to keep rates low. Designs should be durable, resilient and timeless. Ongoing maintenance/operating expenses should be considered and kept minimal beyond general janitorial upkeep.

- **Flexibility:** The design of the space should provide flexibility and/or changeable design elements to avoid becoming a fixed, unchanging installation. The space should support the future growth of the District.
- **Sustainability:** The District is committed to sustainable infrastructure and operations. Design must, at a minimum, comply with all federal, state and local environmental laws and regulations, but should strive to utilize low-impact and/or restorative practices where possible.

District Background

Madison Metropolitan Sewerage District

The Madison Metropolitan Sewerage District (District) is one of the three largest clean water utilities in Wisconsin. The District serves 435,000 people in 24 customer communities, manages 18 regional (District-owned) pumping stations, maintains 150 miles of sewer pipes and operates the Nine Springs Wastewater Treatment Plant.

Since 1930, the District and its staff have been at the forefront of innovation, employing cutting-edge technologies to return clean water to the environment while recovering valuable resources like nutrients and methane. Drawing from our legacy of innovation, the District recognizes the need to embrace new strategies for communicating who we are to internal and external audiences.

Mission: Protect public health and the environment.

Vision: Enrich life through clean water and resource recovery.

Values: Service, reliability and sustainability.

How to Apply

Please prepare and submit:

1. **Statement of Interest:** Introduce yourself and/or your team, your interest in this project and anything special that differentiates you and your approach. Include contact information.
2. **Qualifications:** Provide a brief description of specialized experience and skills of the individual(s)/team to be involved (could include subcontractors as well, if relevant.) Please include up to four examples of past work with project description, photos/links and estimated project costs.
4. **Project Approach & Schedule:** Show how you would organize the project and carry out the work. Comment on key technical aspects or components of this project that you believe will be particularly important to its success. Break down the project into tasks and show how and when the various tasks will be completed to meet major milestones.
6. **Pricing:** Provide an estimated price range and detailed breakdown for the services to be provided by project phase. Show billable rates and estimated hours for the individual(s) to be involved. Include a chart or table showing the anticipated hours from each individual, organized by the areas or tasks where each would be involved. Include a fee schedule for all subcontractors involved in the project.

Submit proposals by 12:00pm/Noon CT, Tuesday, August 5, 2025 at the District Operations Building, 1610 Moorland Road, Madison, Wisconsin 53713, or by email to rfp@madsewer.org.

Proposal Evaluation

Proposals will be evaluated by a committee composed of District staff. Proposals will be scored per the criteria as follows:

Qualifications	0-40
<ul style="list-style-type: none"> Previous Projects (10 points): Do past projects include any branded spaces or design installations that are immersive, educational or stimulate engagement? Does the proposer have experience working with government agencies and limited budgets? Team (5 points): Is the team composed of individuals who will bring strengths from the required disciplines and backgrounds to ensure success? Is the team diverse? Do team members have sufficient knowledge and experience with similar projects? Do examples show commitment to equitable design processes? How well does the proposal showcase the qualifications, expertise and relevant experience of the consultant team in designing engaging spaces? Operationalization (10 points): Does the team have a proven track record of bringing concepts from design to reality? Do they cite capacity and experience (could also be subcontractors), indicating competence with fabrication/installation. Innovative and Creative Concepts (15 points): To what extent does the proposal present innovative and creative design concepts? Do past projects exhibit unique and engaging ideas? Do examples exhibit the ability to design interactivity, wonder and/or behavioral design elements into the work? Do examples show the ability to be integrated with brand standards and existing facility design? 	
Approach	0-40
<ul style="list-style-type: none"> Understanding of Project Goals and Vision (15 points): How well does the proposal demonstrate an understanding of the District's vision, goals, and objectives for the Maintenance Facility Hallway? Are the proposed approaches aligned with the project's intended purpose? Feasibility and Practicality (10 points): Does the proposal outline a realistic and practical plan to implement the design within the given timeline and budget? Are potential challenges and mitigation strategies considered? Process and Collaboration (5 points): Does the proposal acknowledge and show understanding of challenges/constraints unique to public sector projects? Does the proposal highlight the team's ability to work cooperatively with diverse groups? Regular, open communication and collaborative decision-making are a must. Environmental Sustainability (5 points): How well does the proposal incorporate sustainable and environmentally responsible design practices that align with the District's commitment to sustainable infrastructure and operations? 	

<ul style="list-style-type: none"> • Safety, Accessibility and Inclusivity (5 points): Does the proposal address safety and accessibility considerations adequately to ensure that the space can accommodate a diverse group of viewers? Does the proposal demonstrate a commitment to inclusivity, diversity and cultural sensitivity? 	
Pricing	0-15
<ul style="list-style-type: none"> • Cost-effectiveness (10 points): How competitive and cost-effective is the proposed pricing for the project, considering the scope of work? Does the proposal budget account for all labor required to develop design, install, fabricate, etc.? No overpromising/short-changing for the given scope. • Travel Costs (5 points): How much of the proposed budget is absorbed by travel costs? Teams that minimize travel expenses, (ie. local) receive higher points. 	
Schedule	0-5
<ul style="list-style-type: none"> • Realistic Timeline (5 points): Does the proposed schedule align with the District's timeline for project completion? Does the proposal demonstrate capacity to complete the project on time? 	

Following the review of proposals, clarifying questions may be sent. Additionally, virtual interviews may be scheduled as deemed necessary by the review committee.

The review committee's recommendation will be for the consultant deemed to be in the best interest of the project based on both the proposal and interview, if conducted.

Award shall be made to the consultant determined to be the best qualified by the review committee, based on the evaluation criteria set forth in the Request for Proposals and upon negotiation of compensation determined to be fair and reasonable. If compensation cannot be agreed upon with the best-qualified consultant, negotiations may be conducted with such other consultant or consultants in the order of their respective ranking; and the contract may be awarded to the consultant then ranked as best qualified.

The District reserves the right to contract for all or part of the project. The contract and associated scope of work will be a "not-to-exceed" contract.

Attachments

The following are provided as supplemental resources for this request for proposal:

- Attachment A: Maintenance Facility Hallway Specs
- Example PSA for Maintenance Facility Hallway:
<http://madsewer.org/professional-services-agreement>

Additional Provisions

Public Bidding Requirements

Under state law, the District is required to comply with certain public bidding requirements for certain types of construction projects. Depending on the final scope of work approved by the District, these statutory bidding requirements may apply to some elements of the Project, in addition to any other requirements under this request for proposal.

Professional Services Contract

Following the selection of a qualified firm for the work of this RFP, the District and the firm will begin a good-faith effort to negotiate a Professional Services Contract for the work. This contract will be the basis for negotiations, which will include Terms & Conditions as well as the Scope of Services for performance. A contract template is provided as part of this RFP. Proposers should notify the project manager of any questions or concerns about the standard Terms & Conditions during the request for proposal process.

Intellectual Property

This project, both design and fabrication/install will be funded by the Madison Metropolitan Sewerage District, through a contract with the selected consultant. Past the design and install phase, the District will continue to operate and upkeep the space.

- Upon completion of this project, Madison Metropolitan Sewerage District shall own all materials, fixtures, artwork, messages or other elements of the work completed as part of this project
- The District intends to develop an understanding with the selected design consultants, as part of the contracting process, for granting of renovation, replacement, removal and/or modification approvals.

Equal Employment Opportunity Requirements

In connection with the performance of work for this project and under the related contract, the Proposer agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, disability, sex, national origin, sexual orientation, gender identity, or other status protected by law. This provision shall include, but not be limited to, the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship.

Certificate of Insurance

The Contractor shall not commence work under Contract until all insurance required hereunder has been obtained and such insurance certification has been reviewed by the Owner. The Contractor shall not allow any Subcontractor to commence work on his Subcontract until certification for all similar insurance required for that portion of the Work has been reviewed by the Owner. Review of the insurance certification by the Owner shall not relieve or decrease the liability of the Contractor hereunder. The insurance certification shall name as Additional Insureds the Madison Metropolitan Sewerage District.

The Contractor shall obtain, pay for, and maintain during the life of this Contract such Worker's Compensation and Employer's Liability, Comprehensive General Liability, Business Automobile Liability, and Umbrella Liability Insurance to protect the Contractor performing work covered by this Contract from claims for damages for bodily injury, including accidental death, as well as for claims for property damage which may arise from operations under this Contract whether such operations be by them or any Subcontractor, or by anyone directly or indirectly employed by either of them, on the forms, and with limits not less than set forth in the Professional Services Agreement (contract).

Use, Disclosure, and Confidentiality of Information

The information supplied by a Proposer as part of an RFP response will become the property of the District. Proposals will be available to interested parties and other requestors in accordance with the Wisconsin Public Records Law. None of the proposal responses will be made available to the public until after negotiation and award of a contract or cancellation of the procurement.

To the extent allowed by law, the District will treat trade secrets as confidential (if designated as confidential and submitted separately in a sealed envelope.) If a Proposer wishes for a proposal to remain confidential, the Proposer must, before submitting a proposal, establish to the District's satisfaction that the proposal be given confidential status. The District reserves the right to make any final disclosure determinations in accordance with the law. (Note: Pricing information will not be considered confidential.)

Use of the District's Name

Upon entering an agreement, the successful Contractor agrees not to use the name of the Madison Metropolitan Sewerage District in relation to the agreement in commercial advertising, trade literature or press releases to the public without the prior written approval of the District. The District has the right to enjoin the Contractor from any such use in violation of this provision, and the Contractor shall be responsible for damages and reimbursement of actual reasonable legal fees incurred with regard to legal evaluation and/or legal action taken by the District because of the Contractor's violation of this provision, including fees incurred to obtain an injunction.

Confidentiality

Subject to Wisconsin's Public Records law, any data or other information regarding the District's customers, operations, or methods obtained by the Contractor during the course of the project shall remain confidential and shall not be released to third parties without the express written consent of the District.