



RFP ID: RFP-CAH-06-11-26

BID NAME: CITY OF AUBURN HILLS DIGITAL SIGN

ITEM: DESIGN, FABRICATE AND INSTALL NEW DIGITAL, PROGRAMMABLE SIGN

DUE DATE: JULY 2, 2026, 2:00PM EST

Sealed proposals for the design, fabrication and installation of a digital, programmable sign will be received by the City of Auburn Hills Tax Increment Finance Authority (TIFA) up to 2:00 p.m. on July 2, 2026.

Please mark sealed envelopes: "City of Auburn Hills Digital Sign" on the lower left-hand corner. In addition, if the proposal is to be express mailed, "Proposal Documents Enclosed DO NOT OPEN" must be conspicuously marked on the package. Faxed or emailed proposals will not be considered or accepted. Proposals are considered received when received and date stamped by the Office of the City Clerk.

Any questions regarding the RFP should be directed in writing via email to Andrew Hagge, Executive Director. Email: ahagge@auburnhills.org

The City of Auburn Hills TIFA reserves the right to reject any or all proposals, to waive any informality in the proposal received, and to accept any proposal or part thereof, which it shall deem to be most favorable to the interests of the City of Auburn Hills TIFA and the City of Auburn Hills.

The vendor is responsible for all costs associated with the research and preparation of their RFP document.

Proposal Submission Instructions

1. Envelope sealed, clearly marked: "City of Auburn Hills Digital Sign"
2. Must be received by the City Clerk's Office, 1827 N. Squirrel Road, Auburn Hills, MI 48326 no later than proposal due date of July 2, 2026, 2:00PM EST.

Project Overview

Through this Request for Proposals (RFP), the City of Auburn Hills TIFA is seeking proposals for the design, fabrication, and installation of a new digital sign (to replace the existing sign) at the southwest corner of N. Squirrel Road and University Drive. Proposer shall furnish all supplies, materials, delivery, installation, warranties, and any other services needed to complete the work. By responding to this request, the proposer agrees to perform in accordance with the terms and conditions set forth herein.

A **MANDATORY PRE-PROPOSAL MEETING** will be held at the site of the existing sign on the southwest corner of N. Squirrel and University Drive in Auburn Hills, MI 48326 at 2:00 PM on Tuesday, June 23rd.

The purpose of this meeting is to present an overview of the proposed work and to provide an opportunity for proposers to ask questions concerning the project. **Those choosing to attend this pre-proposal meeting should meet in the lobby of the Auburn Hills City Hall (1827 N. Squirrel Road), then the group will walk toward the site of the existing sign.**

ISSUE DATE: June 11, 2026

PRE-PROPOSAL MEETING: June 23, 2026, at 2:00 PM

QUESTION DEADLINE: June 26, 2026, at 10:00 AM

DUE DATE: July 2, 2026, at 2:00 PM

Scope of Work

The City of Auburn Hills has an existing sign at the corner of N. Squirrel Road and University Drive. The existing sign is a standard static sign. The City of Auburn Hills is seeking a digital, programmable sign that would allow the City of Auburn Hills to communicate city announcements, events, or community information.

The goal of this project is to replace the existing sign with a digital, programmable sign that features three (3) digital monitors facing different directions.

Included in this RFP are two attachments that feature technical and concept drawings of this project. This project was previously put out to bid from the City of Auburn Hills approximately 10 years ago. Since then, the city's logo has changed, among other changes. The attachments are provided ONLY as a starting point and for proposers to gain additional context for the project. Proposers are EXPECTED to exercise creativity in design to propose a sign style that is consistent with the architecture of Auburn Hills and its larger Civic Center Campus. Further, proposers will note technical aspects that are included in the two aforementioned attachments. Whether those technical aspects speak to digital monitor specifications, or otherwise, successful proposers will propose supplies, equipment, craftsmanship, etc. that is in line with best, current industry practices.

The display screen shall be capable of clearly displaying text, graphics, animations, and photos in a full color range. The display must be clearly visible and readable 24 hours per day in most normally encountered weather conditions including in bright sunlight. The display shall be capable of static messages, flashing messages, alternating messages, sequencing messages, time of day clock, calendar, temperature, and advance messaging scheduling up to three months.

The proposed digital sign must include a secure, cloud-based content management system that allows designated Township employees to remotely create, schedule, and update sign messages. The system shall be accessible through a web-based interface. Vendors shall describe the user interface, including security features, permissions management, ease of use for non-technical staff, and any applicable recurring fees.

Proposer will include a detailed description of the power requirements for their proposed sign.

Proposers should include a projected schedule and timeline for completion of the project.

The Proposer must provide a trained technician to test the operation of the sign to the satisfaction of the city. The Proposer must also provide the city with a technician to teach a maximum of four (4) city staff how to program and operate the sign and educate on trouble shooting procedures. Proposals shall include up to three (3) hours of on-site operator training. Additionally, indicate a description of the types of training programs, on-site, webinars, phone training, etc. that may be available, and the costs associated with each.

What Should Be Submitted

- The original five copies of the adopted proposal and support materials.
- Electronic files of the original copies of the adopted proposal and support materials on a USB storage device.
- A references page. The proposer must submit a minimum of three (3) relevant customer references for which the proposer has provided similar services.

Evaluation Criteria

Proposals will be evaluated. The vendor selected for the award will be chosen on the basis of the greatest benefit to the City and TIFA, at the complete and sole discretion of the City and TIFA. Factors which may be considered when evaluating the proposals are price, vendor experience, and completeness of the proposal.

The City's acceptance of the proposal shall not constitute a formal contract, and the acceptance of a proposal and award shall be contingent and conditioned upon the parties' entry into an agreement acceptable to the City and TIFA.

Selection Process

A review team made up of representatives from the City of Auburn Hills will evaluate the qualifications based on the system above. The review team will determine if there are one or more vendors and proposals to consider further. The review team will make their recommendation to the appropriate Boards within the City of Auburn Hills.

Upon selection of one vendor, the TIFA Board would enter into an agreement with the vendor that is acceptable to the City and TIFA.

Warranty

The awarded firm will provide the TIFA with a minimum of one year parts warranty, or the manufacturer's warranty, whichever is greater, and a minimum of one year warranty on all labor. Vendor shall warrant that all services and repair work performed under this agreement shall be free from defects in craftsmanship and all manufactured equipment supplied hereunder shall, at the time of installation to be free from defects in material and craftsmanship.

The vendor will promptly correct all work rejected by the City as faulty, defective, or failing to conform to this specification, whether observed before or after substantial completion of work, and whether or not fabricated, installed, or completed. The successful proposer will bear all costs of correcting such rejected work and perform such work within the timeline, as agreed between the City and the selected proposer.

Additional Information

Should any prospective proposer be in doubts as to the true meaning of any portion of this RFP, or should the proposer find ambiguity, inconsistency or omission therein, the proposer shall make a written request for official interpretation or correction.

All question related to this RFP should be directed to:

City of Auburn Hills
City of Auburn Hills Digital Sign
Andrew Hagge, TIFA Executive Director
1827 N. Squirrel Road
Auburn Hills, MI 48326
(248) 364-6804
ahagge@auburnhills.org

Insurance Requirements for Work on or Within City Property/Facilities

1. Liability Insurance

An ACORD certificate of insurance, or its equivalent, shall be furnished to the City of Auburn Hills at 1827 North Squirrel Road, Auburn Hills, Michigan 48326 evidencing insurance in force for the duration of and applicable to this contract with an insurance company acceptable to the City of Auburn Hills with a minimum A.M. BEST rating of "A", and the following minimum requirements:

- a. General Liability (affording coverage not less than ISO Commercial General Liability coverage form):
 - I. Check mark indicating occurrence as opposed to claims made form
 - II. Limits of Liability:
 - \$2,000,000 each occurrence
 - \$4,000,000 general and products-completed operations aggregates
 - III. Personal Injury
 - \$2,000,000 aggregate
- b. Automobile Liability:
 - I. Check mark indicating coverage as to any automobile
 - II. Certificate must reflect Michigan "No Fault" PIP and PPI statutory coverages are also afforded
 - III. Limits of Liability: \$2,000,000 combined single limit
- c. Acceptable alternate limits are combinations of primary and excess or umbrella limits to equal not less than those shown in (a) and (b) above.
- d. Description section of ACORD form is to read: *It is understood and agreed that the following shall be additional insured: The City of Auburn Hills, including all elected and appointed officials, all employees and volunteers, all boards, commissions, and/or authorities, including but not limited to the Tax Increment Finance Authority, Brownfield Redevelopment Authority and the Building Authority, and their employees, representatives and volunteers. The coverage shall be primary to the additional insured and not contributing with any other insurance or similar protection available to the additional insured. This shall not apply to the contractor's required worker's compensation/employer's liability.*
- e. The Description of Operation section of the Certificate shall also name or describe the project and/or event for which coverage is provided.

2. Owner's and Contractor's Protective Liability

The Contractor shall procure and maintain during the life of the contract Owner's and Contractor's Protective Liability and Insurance in the name of the City of Auburn Hills, in an amount not less than \$2,000,000 per occurrence, and \$4,000,000 aggregate for

injuries, including death, to persons and property damage including loss of use thereof. This insurance shall be in an insurance company acceptable to the City of Auburn Hills.

3. Workers Compensation

The Contractor shall procure and maintain during the life of the contract, statutory Michigan Workers Compensation and Employers Liability Insurance for all employees employed at or in the vicinity of the Contractor's property, or any property used in connection with the Contractor's operation or in carrying out any work related to this contract.

Michigan Workers Compensation and Employers Liability Insurance shall be procured and maintained with the following limits of liability:

- \$100,000 E.L. each accident
- \$100,000 E.L. each disease – each employee
- \$500,000 E.L. Disease – Policy Limit

This insurance shall comply with all applicable rules and regulations of the State of Michigan, and shall be in an insurance company acceptable to the City of Auburn Hills.

4. Certificate of Insurance

The Contractor agrees that he/she will file all required Certificates of Insurance satisfactory to the City of Auburn Hills with the City of Auburn Hills simultaneously with or prior to the execution of this contract indicating that the insurance required herein has been issued and is in full force and effect.

Further, the Contractor will provide updated certificates annually prior to the policies expiration dates, to indicate that the policies and conditions required hereunder are in full force and effect during the life of this contract.

It is understood and agreed that thirty (30) days advance written notice of cancellation, non-renewal, reduction and/or material change in coverage shall be mailed to:

City Clerk's Office
City of Auburn Hills
1827 North Squirrel Road
Auburn Hills, MI 48326

5. Sub-Contractors Insurance Requirements

If approval is granted by the City of Auburn Hills for Contractor to subcontract any or all of this contract to others, then prior to commencing the subcontract, the Contractor shall furnish certificates evidencing the same insurance for the City of Auburn Hills as required in Sections 1 through 4 of the requirements.

6. Requirement as Part of Contract

These insurance requirements shall be expressly contained in and/or incorporated by reference into the contract executed between the contractor and the City.

7. Hold Harmless Agreement

It is further required that all contractors providing services or performing duties for the City of Auburn Hills shall enter into a Hold Harmless Agreement with the City and all other entities as set forth in Section 1 (d), which agreement shall hold the City harmless from any and all claims incurred while the contractor is performing work, jobs, duties, etc. on the City's behalf.