

EASTERN OREGON UNIVERSITY – REQUEST FOR PROPOSALS

Request for Proposals for the Production of EOU letters

RFP #2025-26-04

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INTRODUCTION

Oregon's Rural University

Eastern Oregon University, designated by the Oregon legislature as Oregon's Rural University, is a regional public university with a strong sense of mission and service. Our faculty, staff, administrators, and trustees are committed to serving rural students and rural communities in all their diversity, and at all levels of need, throughout our region and the world. Located in the scenic Grande Ronde Valley in northeastern Oregon, we serve a region of rich natural resources, very low population density, relatively low income, substantial ethnic diversity, high levels of high school completion, and low levels of college enrollment. Our institution serves a population that has not traditionally connected with higher education. Sixty-one percent of our students are from traditionally underserved communities (32% first generation, 33% Pell eligible, 27% racial/ethnic minorities). We were early pioneers in distance education, and have strong online enrollment.

Eastern Oregon University (EOU) is seeking proposals from qualified vendors for the design, fabrication, and installation of large-scale dimensional letters to enhance campus visibility and brand presence. The project involves creating letters with approximate dimensions of 40 inches by 60 inches that will be installed in a durable concrete base for long-term outdoor display.

These letters will serve as a highly visible landmark, reinforcing EOU's identity and providing an iconic photo opportunity for students, alumni, and visitors. As such, the selected vendor must ensure the letters are constructed with high-quality materials, weather-resistant finishes, and a secure installation method suitable for the regional climate.

EOU is issuing this RFP without a predetermined budget not to exceed \$25,000 in order to better understand current market pricing, cost variables, and design options. Proposals should therefore include detailed cost estimates, itemized by materials, fabrication, base construction, and installation, as well as optional enhancements such as custom finishes.

Vendors with experience in large-scale signage, monument letters, or campus branding installations are encouraged to respond. Proposals should also include project timelines, warranty information, and examples of comparable completed work and should be installed by May 1, 2026.

Expectations of Contractor

The selected consultant/vendor will be expected to deliver a comprehensive, turnkey solution for the fabrication and installation of EOU letters measuring approximately **40 inches by 60 inches**. Proposals should demonstrate the contractor's ability to provide the following:

1. Design and Engineering

- Provide detailed design renderings and shop drawings for review and approval, and any required local jurisdiction permitting prior to fabrication.
- A Design and installation that meets structural and safety standards and an aesthetic standard that EOU approves that is appropriate for long-term outdoor use in Eastern Oregon's climate.
- Recommend appropriate materials and finishes that balance durability, maintenance, and visual impact.
- Engineering design shall be stamped and sealed by a Professional Structural Engineer, licensed in the State of Oregon. The Professional Structural Engineer shall carry Professional Liability Insurance with minimum limits of \$1M per claim and \$4M aggregate.

2. Fabrication

- Fabricate letters using high-quality, weather-resistant materials (e.g., stainless steel, aluminum, concrete, or equivalent).
- Ensure consistency of color, finish, and proportions across all letters.
- Include options for protective coatings to reduce fading, corrosion,

3. Concrete Base and Installation

- The concrete base will be within an existing circular brick enclosure previously used as a flower bed.
- Provide engineering and construction of a durable, reinforced concrete base or footing capable of securely anchoring the letters, and meet any local jurisdiction permit requirements
- Address in proposal installation complies with applicable codes, permits, safety regulations, and ADA considerations for accessibility around the structure.

4. Project Management

- Assign a project manager as the single point of contact for coordination with EOU.
- Provide a detailed project timeline from design approval through final installation on May 1, 2026, including milestones for design, fabrication, and construction.
- Oversee all installation activities, including site preparation, excavation, concrete work, and final placement of letters.
- Coordinate with EOU facilities staff regarding site access, scheduling, and any required permits or inspections.
- University Advancement will:
 - i. Serve as the **primary EOU representative** for this project, overseeing all contractor communications and approvals.

- ii. Act as the **approver of design materials**, including renderings, shop drawings, finishes, and engineering documentation prior to fabrication.
- iii. Provide **direction on branding, aesthetics, and communications** to ensure the installation aligns with EOU's identity and visual standards.
- iv. Coordinate with EOU's facilities staff to support **site access, scheduling, and inspections**.
- v. Facilitate any **required institutional documentation or signatures** for permitting.
- vi. Participate in milestone reviews, project updates, and the **final walkthrough inspection** to confirm compliance with project specifications.
- vii. Lead EOU's **communications strategy** for the project, including any announcements, media coverage, or promotional use of visuals provided by the contractor.

5. **Cost Transparency**

- Submit an itemized cost proposal including design, fabrication, installation, and any optional features (e.g., specialty finishes).

6. **Quality Assurance and Warranty**

- Provide a warranty covering workmanship, structural integrity, and material durability.
- Offer maintenance recommendations and service options for ongoing upkeep.
- Conduct a final walkthrough with EOU representatives to confirm completion of project specifications.

7. **Experience and References**

- Demonstrate prior experience with similar large-scale signage, campus installations, or architectural lettering.
- Provide references and examples of comparable completed projects.

8. **Standards and Performance Expectations**

- **Color and Finish:** Materials and finishes must be rated for no noticeable fading, chalking, or discoloration for at least 10 years under direct sun exposure in Eastern Oregon's climate. Protective coatings (e.g., powder coat, anodization, UV-stable clear coat) should be included to meet this standard.
- **Structural Integrity:** Letters and base must maintain full structural integrity for a minimum of 20 years with normal wear, exposure to snow, ice, wind, and seasonal temperature swings. Engineering calculations should demonstrate the installation can withstand site-specific wind and snow loads.

- Corrosion Resistance: Metals must be corrosion resistant for 15+ years with minimal maintenance. If using paint or coatings, they should carry manufacturer warranties to that effect.
- Warranty Requirement: Vendor should provide a minimum 5-year warranty on workmanship, structural stability, and material durability, with clear terms for repair or replacement.
- Maintenance Expectation: Proposals should outline recommended cleaning or upkeep needed to achieve a 15–20 year lifespan for the installation.

Demonstration of Ability

Contractors must demonstrate their qualifications through a combination of **visuals, documentation, and references**:

- **Visual Evidence:** Provide high-resolution photographs, renderings, or case study visuals of at least three comparable completed projects. These should highlight material use, finish quality, structural stability, and scale.
- **Technical Documentation:** Include sample shop drawings, engineering calculations, and permit documentation from prior projects to show familiarity with structural and regulatory requirements.
- **Project Narratives:** Submit written descriptions outlining project scope, challenges, and solutions delivered for similar installations, with emphasis on durability, safety, and aesthetics.
- **References:** Provide client references with contact information for completed projects of similar scale.
- **Warranty & QA Examples:** Share sample warranty language and evidence of past maintenance or service agreements.
- **Professional Credentials:** Supply evidence of licensure, liability insurance, and professional engineer involvement on prior projects.

SOLICITATION PROCEDURES

General RFP provisions and EOU's General Terms and Conditions at Eastern Oregon University are available at: <https://www.eou.edu/busserv/purchasing/> It is the proposer's responsibility to review the provisions and terms & conditions before providing a response.

It will be the responsibility of potential proposers to refer daily to the Oregon Public Universities Shared Resources website (www.orpu.org) or the Oregon Buys website <https://oregonbuys.gov/bsa/> to check for any available addenda, response to clarifying questions, cancellations or other information pertaining to this Request for Proposals ("RFP")

PROPOSAL SUBMISSION

All proposals must be received on or before noon Pacific Time on November 14, 2025 .

Proposals must be submitted using the following method: Electronic Copy Submission – A single PDF

document is preferred, but not required). Email subject line must be "Response to RFP 2025-26-02"
Proposals delayed or lost by email system filtering or failures may be considered at EOU's sole discretion. It is the responsibility of the Proposer to ensure that Proposals arrive by the closing date and time. **NO LATE PROPOSALS WILL BE ACCEPTED.**

ISSUING OFFICE

All correspondence regarding proposals must be in writing to the contact person below, they are the sole point of contact regarding this RFP:

Justin Montgomery
Director of Marketing and Communications
University Advancement
One University Blvd
La Grande, OR 97850
jmontgomery4@eou.edu
541-962-3517

SCHEDULE OF EVENTS

October 20, 2025	Issue Date
October 27, 2025	Clarifying Questions Due
November 17, 2025 - noon (PST)	Closing /Submission Date
December 1, 2025 (est)	Solicitation Award Notification

PROPOSAL REQUIREMENTS

Include Proposer's Federal tax identification number and Secretary of State Corporation Division Business Registry number. Provide an explanation if Proposer is not required to be registered with the Business Registry in Oregon. This information can be submitted by completing EOU's Bidder/Proposer Tax Laws and Non-discrimination Certification Form (Exhibit A) and submitting a copy with your proposal.

SCOPE OF WORK

The consultant will be responsible for delivering a complete solution encompassing the design, fabrication, delivery, and installation of large-scale EOU letters. The work shall be structured into distinct phases, with clear deliverables for each:

Concept Phase

- Provide estimates for letters measuring approximately:
 - 48 inches high x 36 inches wide
 - 60 inches high x 48 inches wide
 - 72 inches high x 60 inches wide
 - 84 inches high x 72 inches wide

Design Phase

- Develop conceptual designs for EOU letters based on the size determined in the concept phase
- Provide design renderings and shop drawings for review and approval by EOU.
- Incorporate EOU brand standards in size, font, and finish.
- Recommend materials and finishes suitable for outdoor installation and long-term durability.
- Submit final approved design documents prior to fabrication.

Fabrication Phase

- Fabricate letters using approved materials (e.g., aluminum, stainless steel, cast concrete, or equivalent).
- Ensure dimensional accuracy, structural stability, and uniform finish.
- Apply protective coatings to prevent weather damage, fading, or corrosion.
- Prepare anchoring systems or pin-mounts compatible with the specified concrete base.

Base Construction and Installation Phase

- Provide engineering and construction of a reinforced concrete base to secure letters.
- Perform site preparation, including excavation, formwork, and concrete pouring as required.
- Install letters onto or into the base using structurally sound and code-compliant methods.
- Conduct final alignment, anchoring, and sealing to ensure long-term stability.

Quality Control and Testing

- Inspect all letters for consistency in color, finish, and structural integrity.
- Confirm installation complies with local building codes and safety standards.
- Provide EOU with a final inspection report documenting compliance and quality standards.

Project Management and Communication

- Assign a dedicated project manager as primary contact.
- Provide a detailed project timeline with milestones for design approval, fabrication, base construction, and installation.

- Maintain ongoing communication with EOU facilities staff regarding site access, scheduling, and required permits.
- Submit progress updates at key milestones for EOU review and sign-off.

Completion and Handover

- Conduct a final walkthrough with EOU representatives.
- Address any deficiencies prior to project acceptance.
- Provide warranty documentation covering materials and workmanship.
- Deliver maintenance guidelines and recommendations for ongoing care of the letters and base.

Assumptions

The following assumptions apply to this project and should guide consultant/vendor proposals:

Site Preparation

- The designated installation location will be accessible for heavy equipment (e.g., crane, concrete truck) during construction and installation.
- The site will be free of underground utilities or obstructions that could interfere with excavation and installation, or utility locations will be clearly marked prior to work.

Concrete Base

- The consultant is responsible for engineering and constructing the reinforced concrete base unless otherwise noted.
- Soil conditions are assumed to be stable and capable of supporting the proposed foundation. Any significant remediation (e.g., unstable soil, unexpected subsurface conditions) will be handled as a change order.

Permitting and Code Compliance

- The consultant will ensure compliance with applicable building codes, zoning regulations, and safety requirements.
- EOU will assist with securing necessary permits, but fees and documentation related to construction permits should be included in the consultant's proposal.

Environmental Conditions

- The letters and base must be designed to withstand outdoor exposure, including seasonal snow, wind, rain, and temperature fluctuations typical of Eastern Oregon.
- Protective coatings or finishes should be assumed as necessary for long-term durability.

Project Management and Coordination

- The consultant will coordinate with EOU's Facilities team regarding scheduling, site access, and safety procedures.
- Work will be performed in a manner that minimizes disruption to campus activities.

Warranty and Maintenance

- The consultant will provide a warranty on materials and workmanship.
- Assumptions should include a standard maintenance schedule and recommendations for care to ensure longevity.

Budget Considerations

- No budget has been predetermined. Vendors are expected to provide full, itemized costs to inform EOU of total project expenses.

Instructions to Vendors

Vendors are invited to submit a complete proposal that addresses the scope, expectations, and assumptions outlined in this RFP. To ensure consistency and comparability, proposals must include the following:

Cover Letter

- Introduce your firm, highlighting relevant qualifications, expertise in large-scale signage projects, and capacity to deliver this project.
- Identify the primary point of contact with name, title, phone number, and email address.

Project Approach

- Describe your proposed methodology for design, fabrication, base construction, and installation.
- Include renderings, design concepts, and descriptions of materials and finishes.
- Detail how you will ensure structural integrity, safety, and durability.

Work Plan and Timeline

- Provide a project schedule that includes key milestones from design approval through final installation.
- Outline the roles of your team members and subcontractors, if applicable.
- Indicate how coordination with EOU staff will occur throughout the project.

Itemized Cost Proposal

- Provide a detailed cost breakdown by category: design, fabrication, base construction, installation, and optional features (e.g., lighting).
- Clearly identify any assumptions or exclusions related to cost.
- Note any cost-saving alternatives or value-engineering options.

Experience and References

- Include a portfolio of at least three (3) comparable projects completed within the last five years.
- Provide references with client names, contact information, project descriptions, and outcomes.

Warranty and Maintenance

- Describe warranties on workmanship and materials.
- Include recommendations for maintenance and upkeep of the letters and base.

Compliance

- Confirm compliance with all applicable building codes, zoning ordinances, ADA requirements, and safety standards.
- Identify any permits that will be required and how they will be secured.

Submission Requirements

- Proposals should be limited to no more than 50 pages, including cover letter and appendices.

QUESTIONS TO ADDRESS

Please address the following questions in your proposal.

Design & Materials

- What materials do you recommend for the 40" × 60" letters, and why?
- How will your proposed materials withstand Eastern Oregon's climate (snow, wind, rain, temperature extremes)?
- Can you provide finish options (e.g., painted, anodized, powder-coated, or other protective treatments)?

Concrete Base & Installation

- What is your proposed method for anchoring the letters into the concrete base?
- How do you plan to ensure stability, safety, and compliance with structural codes?
- Will you provide engineering drawings and load calculations for the base?

Fabrication & Quality Assurance

- What fabrication methods will you use to ensure dimensional accuracy and structural integrity?
- How do you address potential issues like fading, corrosion, or vandalism?
- What quality control measures will you apply prior to delivery and installation?

Project Management & Timeline

- What is your estimated timeline for each phase: design, fabrication, base construction, and installation?
- How will you coordinate with EOU's facilities team during the project?
- Who will serve as the primary project manager and point of contact?

Experience & Portfolio

- Can you provide examples of similar large-scale signage or campus branding projects you have completed?
- What challenges did you encounter in those projects, and how did you overcome them?
- Can you provide at least three references from past clients with comparable work?

Cost Transparency

- Can you provide an itemized breakdown of all costs (design, fabrication, base construction, installation, and optional features such as lighting)?
- What assumptions are included in your cost proposal?
- Do you offer alternative designs or materials that could reduce cost while maintaining quality?

Warranty & Maintenance

- What warranty do you provide for both materials and installation?
- What is your recommended maintenance plan to ensure the letters and base remain in good condition?
- Do you offer ongoing service or maintenance contracts?

Compliance & Permits

- How will you ensure compliance with building codes, zoning regulations, and ADA accessibility requirements?
- What permits do you anticipate will be required, and how will you support EOU in obtaining them?

EVALUATION AND SELECTION CRITERIA – TOTAL POINTS 100

Evaluation Matrix (Total: 100 Points)

Criteria	Weight (Points)	Explanation
Project Understanding & Approach	20	Evaluates the vendor's ability to clearly articulate their approach to design, fabrication, and installation. Strong proposals will demonstrate innovation, feasibility, and alignment with EOU's brand and environmental context.
Design & Technical Quality	20	Assesses the durability, materials, finishes, and engineering methods proposed. Proposals should show how the letters will withstand Eastern Oregon's climate, ensure structural safety, and provide long-term visual impact.
Demonstrated Experience in Higher Education	15	Prior work with higher education institutions is valued because it shows understanding of campus branding, stakeholder engagement, and durability expectations unique to universities. Vendors should provide examples of comparable projects.
Local Vendor Preference	10	Points awarded to vendors based in Eastern Oregon or the broader region, supporting local economic development and simplifying coordination and maintenance.
Project Timeline & Management	15	Evaluates the proposed schedule, clarity of milestones, and the vendor's ability to meet deadlines while minimizing disruption to campus operations.
Cost Proposal & Value	15	Assesses clarity, transparency, and competitiveness of pricing. Itemized costs and options for cost-saving alternatives will receive higher marks.
Warranty & Maintenance Plan	5	Evaluates the length and coverage of warranties, and the practicality of maintenance recommendations to ensure longevity of the letters and base.

Total: 100 Points

Explanation of Criteria

- **Project Understanding & Approach (20 pts)**
Ensures the vendor demonstrates comprehension of the project's goals and proposes a logical, achievable, and creative plan.
- **Design & Technical Quality (20 pts)**
The letters must be structurally sound, weather-resistant, and visually appealing. Strong technical detail demonstrates capability.
- **Higher Education Experience (15 pts)**
Experience in higher ed signage or branding is critical—vendors familiar with campus needs are more likely to deliver solutions aligned with student, alumni, and visitor expectations.
- **Local Vendor Preference (10 pts)**
Supporting local vendors fosters economic impact in the community, improves responsiveness, and reduces logistical challenges.
- **Timeline & Management (15 pts)**
Clear, realistic schedules with defined milestones reduce risk of delay. Strong project management ensures smoother communication with EOU.
- **Cost & Value (15 pts)**
Not simply the lowest bid—value is judged on cost transparency, itemization, and cost-effectiveness relative to quality.
- **Warranty & Maintenance (5 pts)**
Protects EOU's investment by ensuring the letters remain in good condition and reduces long-term maintenance costs.