

Town of North Attleborough
Request for Proposals (RFP) Downtown Banner Placard Program

RFP Release Date: 30 JUN 2025

Proposal Due Date: No Later Than 12:00 PM 01 OCT 2025

Issuing Entity: Town of North Attleborough, Office of the Town Manager

I. Overview

The Town of North Attleborough is soliciting proposals from qualified individuals, organizations, or businesses to develop and manage a Downtown Banner Placard Program. The successful proposer will be granted the exclusive right to install and maintain decorative metal placards suspended below the Town's existing banners on approximately 50 decorative light poles located throughout the downtown area.

This initiative aims to enhance civic pride, support community engagement, and potentially raise funds to be reinvested in Town programs or services.

II. Program Objectives

- Beautify and enliven the Downtown District
- Foster community pride and representation through creative placard designs
- Promote local engagement (businesses, nonprofits, civic groups, veterans, etc.)
- Provide a program with lasting community benefit and impact
- Ensure a sustainable, self-maintained program with financial transparency
- Fully comply with Town laws, safety standards, and public space regulations

Please note: Community impact and engagement are of critical importance. Proposals must demonstrate how the program will directly benefit the North Attleborough community through inclusive representation, public involvement, and local pride.

III. Scope of Work

The successful proposer will be responsible for:

1. Program Design

- Develop a clear placard program purpose (e.g., civic honors, sponsorships, public art)

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III. Scope of Work

The successful proposer will be responsible for:

1. Program Design

- Develop a clear placard program purpose (e.g., civic honors, sponsorships, public art)

- Submit sample placard designs and mounting plans
- Ensure all designs are professional, durable, and weather-resistant
- Comply with all size, weight, and design specifications set by the Town

2. Implementation & Logistics

- All placards for the initial cycle of the program must be installed and in place no later than 01 JUN 2026.
- Oversee production, installation, storage, and rotation of placards
- Coordinate installation with DPW and comply with Town safety policies
- Submit designs to the Town for approval prior to production or posting
- Coordination with the Public Works Team for the installation of placards.

3. Maintenance & Updates

- Establish a twice-annual (minimum) replacement schedule or as needed
- Ensure all placards remain in good condition and aligned properly
- Promptly remove or replace damaged, outdated, or non-compliant placards

4. Financial Management

- Outline a funding structure (e.g., sponsorship fees, donations, etc.)
- Detail how funds will be collected, managed, and reinvested
- Provide annual financial reports to the Town including how funds supported public benefits or initiatives

5. Community Impact

- Include strategies for public engagement, equity in representation, and civic participation
- Consider incorporating historical, cultural, or community themes
- Include any partnerships with schools, veterans' groups, civic organizations, or local businesses

6. Reporting & Communication

- Submit an annual report including:
 - List of placards displayed
 - Maintenance records

- Financial summary
- Community outcomes or impact

IV. Content Standards and Speech Policy

To ensure the placard program maintains its intended civic character and aligns with the values of the Town, the following content standards apply:

1. **Government Speech Designation**

The placard program constitutes government speech. Placards will reflect the Town's values and public mission, and all content will be curated and approved to promote civic pride, inclusion, and community enrichment.

2. **Content Restrictions**

The Town reserves the right to deny any placard design or message that includes or promotes:

- Profanity, obscenity, or sexually explicit content
- Hate speech, discriminatory messages, or incitement to violence
- Political campaign materials or endorsements
- Religious proselytizing
- Content promoting illegal activity or false/misleading claims
- Commercial promotions not tied to local community benefit

3. **Approval Process**

All placards must be submitted in advance for review and approval by the Town Manager or designee. Final approval authority resides solely with the Town.

4. **Hold Harmless Clause**

The proposer shall indemnify and hold harmless the Town of North Attleborough, its officers, and employees against any claims, damages, or legal actions arising from the content, display, or rejection of placards.

V. Terms & Conditions

- **Compliance:** All placards and activities must comply with applicable local, state, and federal laws, including Town zoning, public property use, and aesthetic guidelines.
- **Insurance:** The proposer must carry general liability insurance naming the Town of North Attleborough as an additional insured.

- **Agreement Term:** Initial contract period will be **3 years**.
- **Indemnification:** The selected proposer must agree to indemnify and hold harmless the Town against any liability arising from placard activities.
- **Termination Clause:** The Town reserves the right to terminate the agreement at any time with 30 days' notice for cause or convenience.
- **Design Oversight:** Final placard designs are subject to Town approval.
- **Accessibility & Diversity:** The Town encourages inclusive themes and representation across placards.

VI. Proposal Requirements

Submissions must include the following components:

1. **Cover Letter** (1-page)
2. **Program Description**
 - Purpose, theme, or concept of placard program
 - Visual samples or mockups
 - Community engagement approach
3. **Implementation Plan**
 - Timeline for production and installation
 - Safety and logistics plan
 - Installation and personnel requirements
4. **Maintenance Strategy**
 - Frequency of updates
 - Repair/replacement approach
 - Off-season storage, if applicable
5. **Financial Model**
 - How funds will be raised and utilized
 - Reporting methods and transparency practices
6. **Experience & References**
 - Related projects or business background

- Examples of past work or references

7. Compliance Assurance

- Statement of compliance with Town regulations
- Proof of insurance and qualifications for installers

VII. Evaluation Criteria

Proposals will be reviewed based on the following matrix. Note the increased emphasis on Community Impact and Engagement, as this program is intended to create meaningful benefit for the North Attleborough community.

Evaluation Criteria	Points
Community Impact & Engagement	30
Program Design, Theme, and Visual Appeal	20
Maintenance & Operations Plan	15
Financial Plan & Fund Allocation Transparency	15
Relevant Experience & Qualifications	10
Compliance with Town Regulations & Safety	10
Total	100

VIII. Submission Instructions

Questions regarding this RFP may be submitted via email to the Town Clerk at pmcnielly@nattleboro.com no later than 15 SEP 2025. An addendum responding to all questions will be published on 19 SEP 2025 at 12:00 PM.

All proposals must be submitted electronically in PDF format to:

Office of the Town Manager

Town of North Attleborough

ATTN: Town Clerk

pmcnielly@nattleboro.com

Subject: *Downtown Banner Placard Program Proposal*

Deadline: No Later Than 12:00 PM 01 OCT 2025. Late submissions will not be accepted.

Appendix A: Detailed Project Specifications

To ensure durability, visual consistency, and safe installation, community groups and/or organizations must adhere to the following project specifications:

Material:

- A) Placards must be constructed from weather-resistant, durable metal, such as aluminum or a comparable equivalent, designed for year-round outdoor use.
- B) Surfaces must be UV-resistant to prevent fading, with printing or overlays able to withstand exposure to sunlight, precipitation, and temperature fluctuations.
- C) Finishing should include smooth, corrosion-resistant edges and protective coatings to guard against rust and wear.

Size and Format:

- A) Finished placards must measure no more than 18 inches wide by 9 inches high.
- B) Two pre-drilled mounting holes must be included, one in each of the top left and right corners, positioned for uniform alignment and secure suspension from the existing downtown banners.
- C) The holes should be drilled no more than 1 inch from the edge of the placard and $\frac{1}{2}$ inch from the top of the placard to sit underneath the existing grommets on the banners. The grommets currently sit at $\frac{3}{4}$ inch from the edge of the banner and 1 inch from the bottom of the banner.
- D) Hole placement should accommodate snap hook attachment and avoid structural weakness at corners.

Mounting Hardware:

- A) Each placard must be installed using 2-inch carabiners or snap hooks with a minimum $\frac{3}{8}$ -inch diameter.
- B) Hardware must be rated for heavy-duty outdoor use, capable of securely holding placards in high wind and varying weather conditions.
- C) All hardware should be rust-resistant and weatherproof, with smooth mechanisms to ensure ease of seasonal removal or rotation if needed.

Design Requirements:

- A) Designs must maintain legibility and aesthetic quality from both close and distant views.
- B) All submitted designs will be reviewed and approved by the Town of North Attleborough prior to production.

18W" X 9"H WHITE ALUMINUM

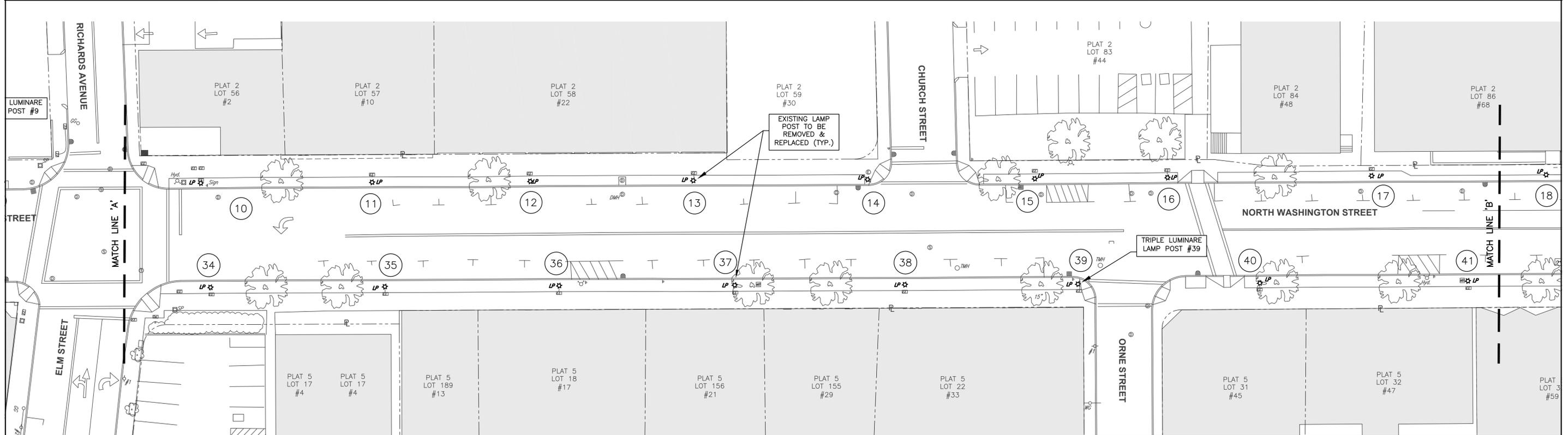
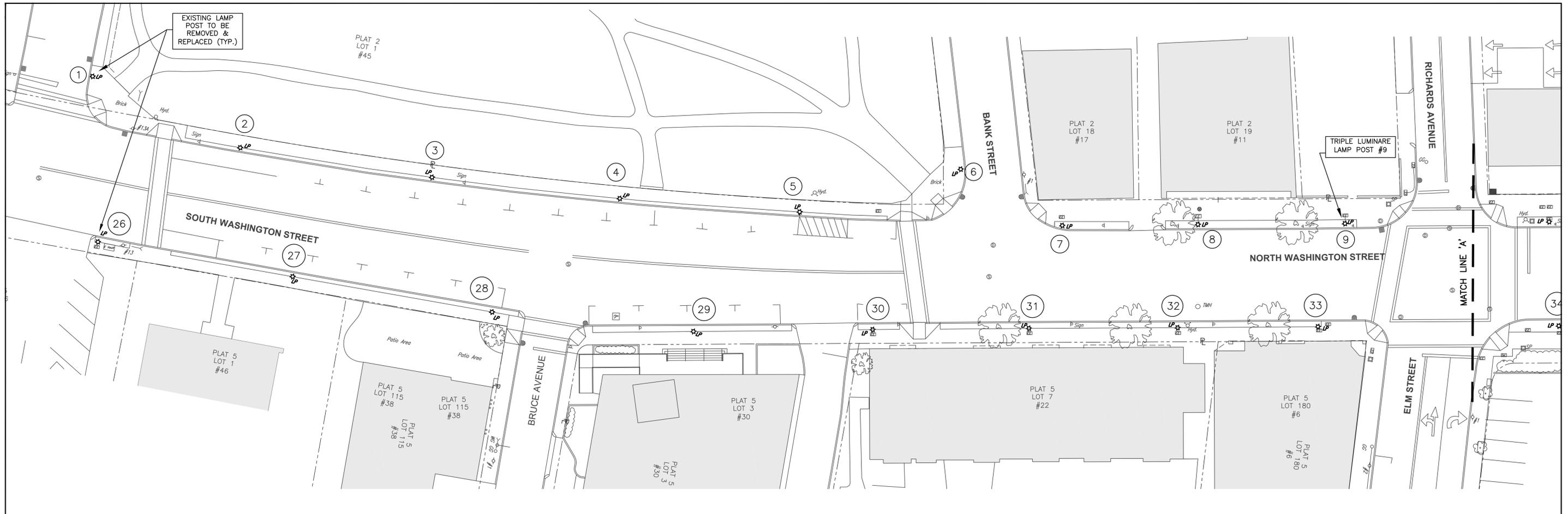
Drilled hole 3/8" in diameter
1/2" from the top of the placard.

Drilled hole 3/8" in diameter
1" from the side edge.



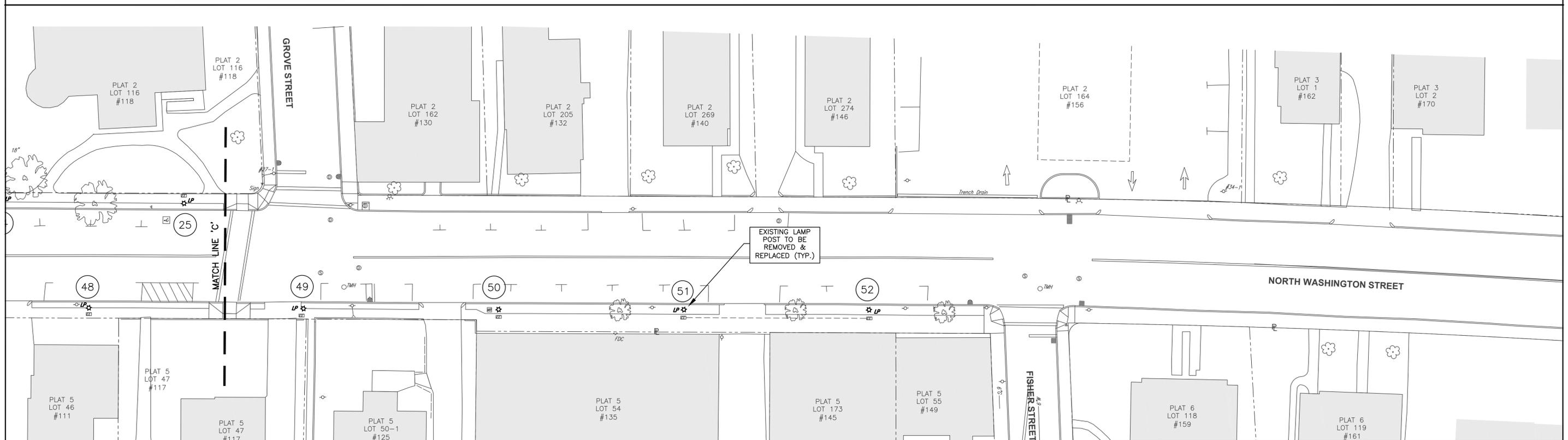
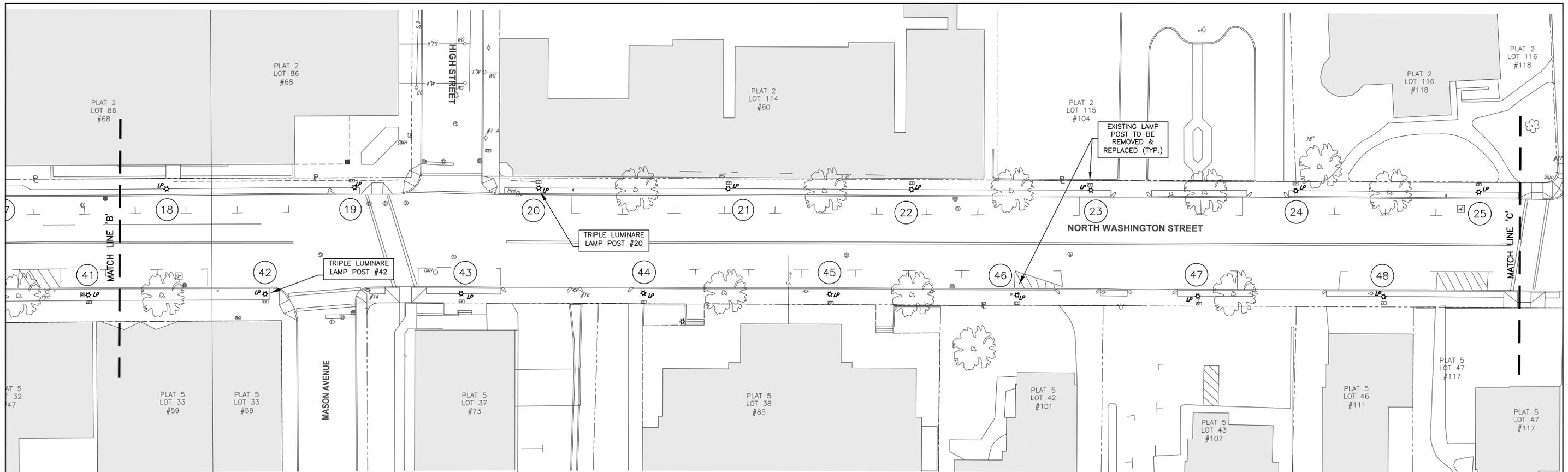
NORTH ATTLEBOROUGH

LEFTOVER TURKEY TROT



TOWN OF NORTH ATTLEBOROUGH
DEPT. OF PUBLIC WORKS
DOWNTOWN
LAMP POST REPLACEMENT PROJECT

DATE: FEB. 9, 2024
 SCALE: 1" = 20'
 DES: JMN | CKD: MH
 SHEET #1 of 2



TOWN OF NORTH ATTLEBOROUGH
DEPT. OF PUBLIC WORKS
DOWNTOWN
LAMP POST REPLACEMENT PROJECT

DATE: FEB. 9, 2024
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 SHEET #2 of 2