



The Loop Dallas Wayfinding and Signage Program

Request for Proposal (RFP)

Issuing Agency: Circuit Trail Conservancy (DBA The Loop Dallas)

Issue Date: August 7th, 2026

Proposal Submission Deadline: October 30th, 2026, at 5:00 PM (CST)

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Introduction

Encompassing more than 50 miles of interconnected trail corridors, The Loop Dallas is transforming how residents and visitors experience Dallas by connecting neighborhoods, destinations, transit, and natural resources through a continuous network of active transportation and recreation infrastructure. The Circuit Trail Conservancy (DBA The Loop Dallas) is seeking a qualified multidisciplinary team to develop a visionary, comprehensive Wayfinding and Signage Program for the entirety of the 50-mile circuit trail.

As the trail network continues to be built out, a unified Wayfinding and Signage Program has become essential to creating a safe, connected, intuitive, and memorable user experience. The program will establish a cohesive system of wayfinding signage and environmental graphics that enable users to navigate confidently, understand their location within the larger network, discover nearby destinations, and develop a stronger sense of connection to the communities and landscapes that define Dallas.

The selected consultant team will work collaboratively with The Loop Dallas and relevant stakeholders through a planning and design process to develop a comprehensive Wayfinding and Signage Program that serves as the framework for implementation across the entire Loop. The program is expected to include a wayfinding master plan, signage hierarchy, graphic standards, content strategy, placement guidelines, accessibility requirements, digital integration opportunities, material and fabrication recommendations, implementation strategies, and maintenance guidelines. The resulting document should be flexible enough to accommodate future expansion while maintaining a consistent identity throughout the network.

The Wayfinding and Signage Program represents a significant opportunity to shape the future identity of the nation's ninth largest city and one of the most ambitious urban trail systems in the country. The program should celebrate the unique character and identity of Dallas's existing trails, neighborhoods, parks, waterways, and cultural assets, reinforce The Loop as a defining piece of the city's public realm, and contribute to the organization's mission of connecting Dallas to Dallas.

Project Schedule

<u>Milestone</u>	<u>Date</u>
RFP Issued	August 7 th , 2026
Questions Due	August 14 th , 2026
Responses Posted	August 21 st , 2026
Proposals Due	October 30 th , 2026
Consultant Selection	November 25 th , 2026
Contract Execution	December 23 rd , 2026

Refer to attachment A for detailed schedule.

Design Competition

To be submitted with your proposal, The Loop Dallas is launching a Design Competition to develop a visionary, scalable wayfinding and signage program. Competing teams will focus on a representative segment of The Loop, using it as a testing ground to demonstrate how a comprehensive wayfinding system can respond to varying contexts, users, and experiences. Teams will be challenged to develop a complete design approach that can be expanded seamlessly across the entire Loop.

Successful Design Competition Submittals will creatively communicate the identity of The Loop, strengthen connections between neighborhoods, trail segments, and destinations, celebrate the cultural and ecological character of Dallas, and create an intuitive experience for users arriving by foot, bicycle, wheelchair, or transit. The system should balance clarity and durability with innovation and creativity, creating memorable moments while remaining practical to fabricate, maintain, and adapt over time.

Each submission should include a master planning framework for the Competition Corridor, a comprehensive wayfinding hierarchy, conceptual sign families, content standards, digital integration opportunities, and recommendations for future implementation across the broader network. Entries should demonstrate an understanding of accessibility, universal design, long-term maintenance, and the evolving needs of a growing regional trail system.

This competition represents a rare opportunity to shape the public identity of The Loop Dallas and the City of Dallas at large for decades to come. The selected design will become an enduring element of the city's public realm—guiding movement, reinforcing place, and helping millions of residents and visitors experience Dallas through a connected system of trails, parks, and neighborhoods.

Competition Goals

The intent of this competition is to give firms an opportunity to show their creativity and innovation in wayfinding and signage design while meeting the goals of the Design Competition:

1. Create a Unified Identity for The Loop Dallas

Establish a recognizable identity that communicates to users they are traveling within The Loop Dallas regardless of the underlying trail, park, or jurisdiction.

2. Make Navigation Intuitive

Create a wayfinding experience that minimizes uncertainty and supports confident decision-making for users of all ages, abilities, and modes of travel.

3. Celebrate Place

Reveal the stories, landscapes, and cultures of Dallas. Wayfinding should both direct movement and strengthen visitors' understanding of where they are and what makes each place distinctive.

4. Design for Every Journey

Consider the differing needs of first-time visitors, daily commuters, recreational users, families, tourists, and long-distance cyclists.

5. Think as a System

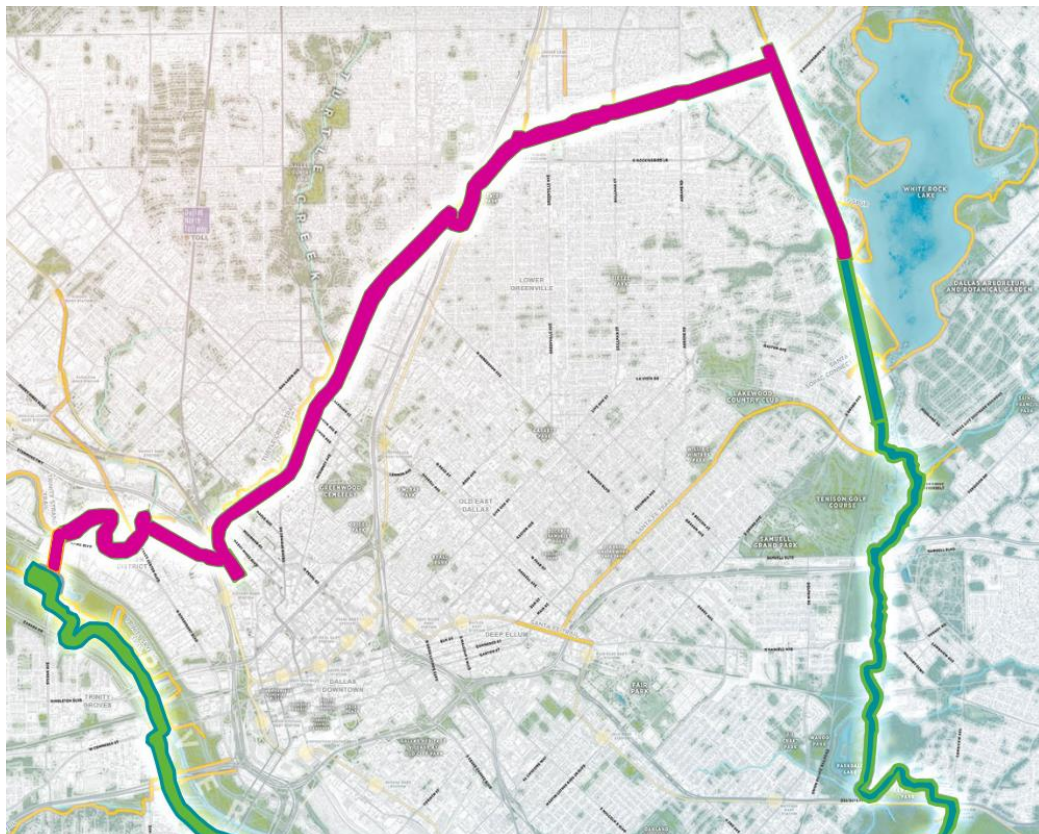
Demonstrate how every component—from gateway monuments to confirmation markers — works together as a cohesive family that can expand across the entire 50-mile network.

The Loop Dallas recognizes that successful wayfinding is not defined solely by signage. Teams are encouraged to consider how landscape, architecture, lighting, public art, landmarks, digital tools, and other cues can contribute to an intuitive and memorable wayfinding experience.

Competition Corridor

The Competition Corridor begins at its Eastern extent at the [SoPac - White Rock Creek Trailhead](#) near the Filter Building and the White Rock Pump Station. Travelling North, it navigates up the [SoPac Trail](#), West through the [University Crossing and Ridgewood Trails](#), crosses US-75 along McCommas Avenue, through the [Katy Trail](#) to [The Loop Plaza](#). From the Plaza, the corridor heads Northwest through the [Hi Line Connector Trail](#), along the [Trinity Strand Trail](#), crossing the [Discovery Gateway](#), and ultimately terminating in the Trinity River Basin at the trail intersection of Discovery Gateway and the beginning of the [Skyline Trail](#).

Context Map (NTS) – view interactive map [here](#).



Competition Limits

General competition limits are along the trail segments described above, outward to the extents of the parcels owned by the City of Dallas. Full competition limits to be defined by each design competition team as dictated by their concept. Concepts should not intrude on private property.

Destinations, Landmarks, Trailheads, and Intersections

Design teams should develop their Design Competition Submittals with existing destinations, landmarks, trailheads, and intersections in mind. Critical destinations to consider include White Rock Lake, SMU, Katy Trail Ice House, The Loop Plaza, and The Trinity River, among others.

Design Challenge

The Competition Corridor was selected because it represents many of the physical, operational, and experiential conditions found throughout The Loop. Design teams are challenged to develop submissions that demonstrate a wayfinding strategy capable of adapting to these conditions, while showcasing their creativity in developing a unified identity for The Loop Dallas.

Suggested Deliverables

Competition teams should determine final deliverables base on their concept and preferred method of conveyance. The following items are suggestions for consideration:

- Overall wayfinding master plan for the Competition Corridor
- Signage hierarchy and graphic language
- Material and finish palette
- Digital integration concepts
- Illustrative visualizations and renderings
- Implementation strategy

Competition Rules

The Design Competition is intended to provide all invited teams with an equal opportunity to demonstrate their design approach and qualifications. The following rules govern participation in the competition and are intended to ensure a transparent, and consistent evaluation process.

Eligibility

Participation in the Design Competition is limited to teams submitting proposals in response to this RFP. Each team shall identify a Prime Consultant responsible for all communications, coordination, and contract obligations associated with the competition submission.

Competition Questions

Questions regarding the Design Competition shall be submitted in writing by the deadline established in the RFP Schedule. Responses to questions that materially affect the competition requirements will be issued in writing to all invited competitors through a formal addendum.

Site Information

The Loop Dallas has provided available mapping, background information, and reference materials. Competitors may independently visit publicly accessible portions of the project area. Any information collected independently shall be obtained without interfering with normal trail operations and users. Competitors shall not access restricted areas unless authorized in writing.

Equal Access to Information

To ensure a fair competition, all competitors shall rely only upon information contained within the RFP, this Design Competition brief, independent site visits, and any formally issued addenda. Competitors shall not seek or rely upon information obtained through unauthorized communications with members of the Evaluation Committee, The Loop Dallas Board of Directors, staff, partner agencies, or consultants outside the procedures established in the RFP.

Submission Requirements

Design Competition Submittals should be in a compressed PDF format sent via email or downloadable link to aaron@theloopdallas.org or submitted online to <https://www.bidprime.com> or <https://theloopdallas.org>. They should be organized in landscape format printable on an 11x17 page. Design Competition Submittals should include a cover sheet, design team profile, and table of contents. Submissions received after the deadline are deemed non-responsive and may not be evaluated.

Anonymous Evaluation

To promote an impartial evaluation process, submissions should be prepared so that they can be evaluated on the merits of the design concept. Design materials should not prominently identify the submitting firm. Branding should be limited to the cover sheet.

Intellectual Property

By submitting a proposal, competitors grant The Loop Dallas license to reproduce, display, publish, and distribute submitted materials for purposes related to the Wayfinding and Signage Program, public presentations, community engagement, fundraising, and project promotion.

Right to Modify or Cancel

The Loop Dallas reserves the right to modify the competition through written addenda at any time prior to the submission deadline. The Loop Dallas further reserves the right to suspend or cancel the competition without awarding a contract.

Reservation of Rights

The Design Competition is intended to assist The Loop Dallas in selecting the consultant best qualified to develop the comprehensive Wayfinding and Signage Program. The Loop Dallas reserves the right to reject any or all competition submissions, waive minor informalities, request additional information, and negotiate the final scope, schedule, and fee with the selected team. Contract award shall be subject to successful negotiations and approval by The Loop Dallas.

Scope of Services

The following Scope of Services represents the anticipated work effort. Consultants are encouraged to recommend modifications that strengthen the overall program.

Goals

The following phases and tasks are designed to guide the development of the Wayfinding and Signage Program to meet the following Goals:

1. Establish Network Identity and Continuity to Create a World-Class Wayfinding Program

The selected consultant team will work collaboratively with The Loop Dallas to develop a comprehensive Wayfinding and Signage Program that establishes a cohesive identity across the organization's 50-mile trail network while respecting the unique character of individual trail segments and partner agencies.

2. Optimize the Program for Safety and Multi-modal Clarity

Safety is critical for the success of The Loop Dallas and should be a leading consideration in the development of the Wayfinding and Signage Program, with emphasis multi-modal transportation safety issues.

3. Design the Program for the Future

The design and implementation of the Wayfinding and Signage Program should be forward-looking, so the system is sustainable and meets the needs of The Loop Dallas for decades to come.

Phase I: Initiation, Inventory, & Coordination

Project Initiation

The Consultant shall initiate the project by conducting a kickoff meeting with The Loop Dallas and designated project stakeholders to establish a common understanding of the project goals, objectives, schedule, communication protocols, and anticipated deliverables.

The Consultant shall outline the proposed project organization, key personnel, communication procedures, meeting schedule, and overall project schedule. They shall identify major milestones, anticipated review periods, and critical decision points throughout the project.

Existing Conditions Inventory and Assessment

The Consultant shall assess existing wayfinding and signage conditions throughout the Loop Dallas network to establish a baseline for development of the Wayfinding and Signage Program.

The Consultant shall observe the location, condition, ownership, functionality, and consistency of existing signage, and identify opportunities to integrate existing infrastructure into a unified Loop-wide wayfinding system.

Stakeholder & Agency Coordination

The consultant shall develop and implement a stakeholder engagement strategy to be implemented throughout the project. Coordinate with representatives from The Loop Dallas, the City of Dallas, park agencies, transportation agencies, trail partners, friends groups, neighborhood organizations, and other stakeholders to ensure the proposed wayfinding system reflects operational needs, existing standards, and community priorities.

The consultant shall facilitate stakeholder meetings, prepare presentation materials, document feedback, and incorporate comments throughout the planning and design process.

Phase II: Conceptual & Schematic Design

Wayfinding Strategy & Master Plan

Develop a comprehensive Wayfinding Master Plan establishing the overall navigation strategy for the Loop network. The master plan could include multi-modal navigation strategies, decision-point mapping, destination hierarchies, monumentation locations, and any other information the consultant team deems necessary for an effective Wayfinding and Signage Program.

The consultant shall evaluate the needs of pedestrians, cyclists, wheelchair users, transit users, and first-time visitors to create an intuitive navigation experience.

Brand Integration & Network Identity

The consultant team shall develop a unified visual identity that establishes continuity across the entire Loop while respecting the unique identities of existing trails and partner agencies. The proposed identity should integrate with the existing organization brand standards of The Loop Dallas and the City of Dallas Parks and Recreation Department.

Signage Family & Design Standards

The consultant team shall prepare conceptual designs and standards for a complete family of wayfinding elements for implementation throughout the network. These could include multi-modal transportation signage, gateway monuments, directional signs, landmark signage, and any other form of sign deemed necessary by the consultant team. The consultant team should provide subway map style schematic mapping of the overall system and its elements.

The consultant shall establish a clear signage hierarchy based on user speed, viewing distance, and decision-making requirements while maintaining graphic cohesion across all sign types.

Accessibility & Universal Design

Evaluate and incorporate accessibility and universal design principles throughout the Wayfinding and Signage Program. Recommendations should address visual legibility and inclusive navigation for users of varying abilities.

The consultant shall demonstrate how the proposed system creates an equitable and intuitive experience for all users.

Phase III: Design Development and Construction Documentation

Design Development

Building upon the approved schematic design, the Consultant team shall further develop the proposed Wayfinding and Signage Program into a coordinated and implementable system. The Consultant shall refine the visual language, signage hierarchy, graphic standards, and placement methodology to ensure consistency throughout the Loop Dallas network while responding appropriately to varying site conditions.

Construction Documentation

The Consultant shall prepare the technical standards necessary to support future fabrication, installation, operation, and long-term stewardship of the Wayfinding and Signage Program.

The Consultant is encouraged to recommend materials, fabrication methods, structural approaches, and digital technologies that best support the goals of the project. Recommendations may include, but are not limited to:

- Material palettes and finish selections
- Structural and mounting systems
- Graphic production standards
- Fabrication specifications
- UV-resistant and anti-graffiti finishes
- Digital integration, including QR codes, NFC technology, or other emerging tools
- Compatibility with digital mapping platforms and future technologies
- Maintenance and lifecycle considerations

The Consultant shall prepare sufficient documentation to establish clear technical standards that guide future fabrication, installation, and system expansion throughout the Loop Dallas network.

Phase IV: Implementation Strategy & Cost Analysis

Implementation Strategy

The consultant team shall prepare an implementation strategy for deployment across the entire Loop network. The implementation strategy should consider phasing, fabrication and installation sequencing, future expansion strategies, maintenance responsibilities, and any other items that relate to implementation of the Wayfinding and Signage Program.

The implementation strategy shall serve as a practical roadmap for delivering the Wayfinding and Signage Program across the entirety of The Loop.

Cost Analysis

The consultant team shall produce a cost analysis for the Wayfinding and Signage Program that considers the implementation strategy and its phases. It should provide information on unit

costs, manufacturing costs, installation labor costs, and an opinion of probable for each phase of the project and the project as a whole.

Phase V: Final Wayfinding & Signage Program

The consultant team shall prepare a comprehensive Wayfinding and Signage Program documenting all recommendations developed throughout the project.

The final document may include:

- Wayfinding Master Plan
- Design guidelines
- Graphic standards
- Sign hierarchy
- Co-branding standards
- Accessibility standards
- Material specifications
- Fabrication recommendations
- Digital integration strategy
- Maintenance standards
- Phased implementation plan
- Cost estimates
- Any other items deemed necessary by the consultant team to ensure an effective Wayfinding and Signage program

The completed Wayfinding and Signage Program shall serve as the governing document for the future design, fabrication, installation, operation, and maintenance of The Loop Dallas wayfinding system, ensuring a consistent, recognizable, and enduring public identity across the organization's expanding network.

Phase VI: Fee Proposal, Contract Negotiation, & Execution

As part of this proposal, the consultant team shall prepare a comprehensive fee proposal based on the Phases laid out in this Scope of Services.

Fees will be a part of the Evaluation Criteria used to determine the selected team for the project. Refer to the Evaluation Criteria description in the Review and Selection Process section of this document.

After awarding of the project to the selected design team, contract negotiations will begin. Refer to attachment A for detailed schedule. Contract type, duration, fees, start date, and other relevant information will be finalized during the Contract Negotiation phase.

When all parties are in agreement on the details of the contract stipulated during negotiations, the contract will be executed. Contract execution will occur on or before December 23rd, 2026.

Instructions to Proposers

The Instructions to Proposers are provided to ensure fair & uniform preparation and submission of proposals for The Loop Dallas Wayfinding and Signage Program. Submission of a proposal shall constitute acknowledgment that the Proposer has read, understands, and agrees to comply with all requirements of this RFP, including any addenda issued by The Loop Dallas.

Addenda and Clarifications

Any interpretations, corrections, or changes to this RFP will be issued only by written addendum from The Loop Dallas. All addenda shall be considered binding elements of the RFP. Verbal communications or informal clarifications with The Loop Dallas shall not be binding. Only written addenda issued by The Loop Dallas shall be valid for purposes of modifying the RFP.

Submission of Proposals

Proposals must be submitted in accordance with the instructions, format, and deadline specified in this RFP. The Loop Dallas assumes no responsibility for delays, errors, or failures in transmission. Proposers are solely responsible for ensuring timely receipt of their proposal. Proposals shall be signed by an authorized representative of the Proposer.

Withdrawal and Modification of Proposals

A Proposer may withdraw its proposal by written request submitted to The Loop Dallas prior to the submission deadline. A withdrawn proposal may be resubmitted prior to the deadline. No proposal may be modified, withdrawn, or resubmitted after the submission deadline unless expressly requested or permitted by The Loop Dallas in writing.

Rights of The Loop Dallas

The Loop Dallas reserves the right, in its sole discretion to the extent permitted by law, to:

- Reject any or all proposals, in whole or in part
- Waive informalities, non-material irregularities, or minor technical defects
- Request clarification or additional information from any Proposer
- Enter negotiations with one or more Proposers
- Accept the proposal that represents the “best value” to The Loop Dallas
- Cancel, revise, or reissue this RFP at any time without liability or obligation to Proposers
- The Loop Dallas is under no obligation to award a contract as a result of this RFP.

Costs of Proposal Preparation

All costs incurred by the Proposer in preparing and submitting a proposal shall be borne solely by the Proposer. The Loop Dallas shall not be liable for any such costs.

Acceptance of Terms

Submission of a proposal shall constitute full acceptance of all terms, conditions, requirements, and specifications contained in this RFP and any addenda issued by The Loop Dallas.

Information to be Submitted

1. Proposal Summary

Each Proposer shall provide a summary describing its understanding of the project and overall approach. The summary should articulate the Proposer's vision for the Wayfinding and Signage Program and demonstrate an understanding of The Loop Dallas and its project goals.

2. Firm / Company / Team Profile

Proposers shall provide a description of the firm or team, including name, organizational structure, office locations, and primary point of contact. For team-based submissions, the Proposer shall clearly identify all partnering firms and define their respective roles.

3. Qualifications and Eligibility

The Loop Dallas reserves the right to determine whether a Proposer is qualified for the project. Proposers must demonstrate these qualifications to perform the services described in this RFP:

- Experience in large-scale wayfinding and signage systems
- Experience with multi-jurisdictional projects with complex stakeholder coordination
- Experience in public realm, parks, trail, or transportation environments
- Demonstrate knowledge of fabrication, materials, and implementation processes
- Demonstrate familiarity with accessibility standards, including ADA requirements
- Preferred qualification: membership in the Society of Experiential Graphic Design

4. Relevant Project Experience

Proposers shall provide a minimum of two (2) and up to five (5) relevant completed projects that demonstrate experience with similar scope and complexity. For each project, include the project name, location, and year completed; project scope and services provided; role of the proposer (prime consultant or subconsultant); and project outcomes and relevance to this RFP.

Emphasis should be placed on projects involving wayfinding systems, trail networks, public realm signage, or large-scale environmental graphic design programs.

5. Project Work Plan

Proposers shall submit a Project Work Plan describing their approach to completing the Scope of Services. The work plan shall clearly describe how the Proposer intends to execute each phase, including methodology, sequencing, coordination strategy, key deliverables, and fees.

6. Project Schedule

Proposers shall provide a project schedule identifying major phases, milestones, and deliverables. The schedule shall demonstrate a realistic and achievable timeline for completion of the Scope of Services, including time allocated for design iteration and stakeholder review.

Review and Selection Process

Evaluation Criteria

Proposals submitted in response to this RFP will be evaluated by The Loop Dallas and/or its designated Evaluation Committee in accordance with a **Best Value** selection process.

Proposals will be evaluated to determine the Proposer whose submission is most advantageous to The Loop Dallas, considering the criteria listed below. The Loop Dallas reserves the right to award a contract to the Proposer whose proposal represents the best overall value and is not obligated to select the lowest cost proposal.

Evaluation Criteria and Weighting

Proposals will be evaluated based on the following criteria:

1. Understanding of Project Goals and Approach (15%)

Evaluation will consider the Proposer's demonstrated understanding of the project scope, objectives, and complexity of the Loop Dallas network. This includes clarity of vision, responsiveness to stated goals, and the overall coherence of the proposed approach.

2. Experience and Qualifications of Firm and Key Personnel (20%)

Evaluation will consider the experience, capability, and qualifications of the Proposer and proposed team, including subconsultants.

3. Relevant Project Experience (10%)

Evaluation will consider the quality, scale, and relevance of prior completed projects. Emphasis will be placed on projects that demonstrate successful implementation of complex wayfinding systems and effective multi-agency and/or multi-stakeholder coordination.

4. Project Work Plan and Methodology (20%)

Evaluation will consider the clarity, logic, and feasibility of the proposed Project Work Plan.

5. Design Competition Submittal + Design and System Thinking (20%)

Evaluation will consider the strength of the Proposer's design thinking and ability to develop a cohesive, scalable system. This includes:

- Overall quality of Design Competition Submittal
- Clarity and legibility of proposed design approach
- Strength of information hierarchy and navigation logic
- Ability to integrate identity, function, and user experience
- Sensitivity to context while maintaining system-wide continuity
- Creativity and innovation balanced with durability and practicality

6. Implementation Strategy, Durability, and Lifecycle Performance (10%)

Evaluation will consider the Proposer's approach to real-world implementation, including fabrication strategies, modular and adaptable systems design, and constructability.

7. Cost and Fee Proposals (5%)

Cost and fee proposals will be evaluated for reasonableness, completeness, and alignment with the Scope of Services. While cost is a factor, The Loop Dallas will not be required to select the lowest cost proposal. Greater weight will be placed on qualifications, approach, and design quality.

Interviews and Presentations (If Applicable)

The Loop Dallas reserves the right to shortlist Proposers for interviews, presentations, or additional discussions prior to final selection. If conducted, interviews will be evaluated based on clarity of communication, responsiveness to committee questions, and alignment with project goals.

Final Selection

The Loop Dallas reserves the right to select the Proposer whose proposal is determined to provide the best overall value to the organization and the public interest, considering all evaluation criteria. The Loop Dallas may also negotiate scope, schedule, and fee with the selected Proposer prior to contract execution.

Grounds for Disqualification

The Loop Dallas reserves the right, at its sole discretion, to determine whether a proposal is responsive to the requirements of this Request for Proposals (RFP) and whether a Proposer is qualified and responsible to perform the requested services.

The circumstances described below may be considered grounds for disqualification, rejection of a proposal, or removal of a Proposer from further consideration. This list is not intended to be exhaustive and shall not limit the authority of The Loop Dallas.

Non-Responsive Proposals

A proposal may be deemed non-responsive if it:

- Fails to comply with the requirements of this RFP.
- Omits required information, forms, certifications, or acknowledgments.
- Is submitted after the established deadline.
- Contains material omissions or inaccuracies that prevent a complete evaluation.
- Fails to acknowledge issued addenda, where applicable.
- Does not substantially conform to the submission requirements.

Qualifications and Ability to Perform

A Proposer may be removed from further consideration if The Loop Dallas determines that the Proposer lacks the qualifications, experience, staffing, financial capacity, or organizational resources necessary to successfully perform the Scope of Services.

Insurance and Licensing

The selected Proposer will be required to maintain insurance coverage meeting the minimum requirements established by law and to provide certificates of insurance prior to contract execution. Failure or inability to provide the required insurance coverage, professional licenses, certifications, or other required legal qualifications may be grounds for disqualification or termination of contract negotiations.

Conflicts of Interest

The Loop Dallas may determine that a Proposer is ineligible for award if an actual or apparent conflict of interest exists that could impair the Proposer's ability to perform the Work in an impartial and objective manner. Proposers shall disclose known conflicts of interest, existing contractual relationships, or other circumstances that could reasonably be perceived as creating a conflict.

Improper Communications

To preserve the integrity of the procurement process, Proposers shall refrain from attempting to influence members of the Evaluation Committee, The Loop Dallas Board of Directors, staff, consultants, or other individuals participating in the selection process outside the procedures established in this RFP. Unauthorized communications, lobbying efforts, gifts, gratuities, or other attempts to improperly influence the procurement process may result in removal of the Proposer from further consideration.

Misrepresentation

A proposal may be rejected if it contains false, misleading, incomplete, or intentionally inaccurate information. If material misrepresentations are discovered at any time during the procurement process or after contract award, The Loop Dallas reserves the right to reject the proposal, terminate negotiations, or pursue any remedies available under the executed agreement or applicable law.

Reservation of Rights

The identification of any of the foregoing circumstances shall not require The Loop Dallas to reject or disqualify a proposal. Rather, these factors may be considered, individually or collectively, in determining whether a proposal is responsive, whether a Proposer is responsible and qualified, and whether award of a contract is in the best interest of The Loop Dallas.

The Loop Dallas reserves the right to waive informalities, request clarification of proposal materials, permit correction of minor irregularities where appropriate, and exercise its discretion in evaluating the overall merits of each proposal consistent with the objectives of this procurement process.